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Executive Summary

The Center for Research Design and Analysis (CRDA) was contracted by the Nevada Office of Traffic Safety (OTS) to conduct a telephone survey about Nevadans' driving behaviors and attitudes. The objectives of this survey (see Appendix A for a copy of the survey instrument) included gathering behavioral self-report and opinion data on key safety issues, such as impaired driving, the use of safety belts, speeding, and distracted driving. OTS also was interested in examining the effect that a "Click it or Ticket" (CIOT) campaign had on respondents' answers to safety belt questions. The CIOT campaign ran from May 19, 2014 through June 1, 2014.

Sample

A total of 653 interviews were completed for this study. Both genders were represented in the sample, with 46.6% male respondents and 53.5% female respondents (see Table A.1 on p. 12). Respondents also composed a wide range of age groups. Just over half of the respondents were 55 or older (54.1%; see Table A.1 on p. 12). Nearly 3% of respondents reported that they were Hispanic, 9.0% reported that they were multi-racial, 4.4% indicated that they were Black or African American, and 3.8% identified as Asian or Pacific Islander. Approximately 2% of respondents identified as American Indian or Alaska Native. The other respondents (74.0%) identified as White, Non-Hispanic (see Table A.2 on p. 13). Respondents were asked to indicate their current county of residence. Analyses indicated that, although residents of all counties were included in the sample, respondents included current residents of each of Nevada's 17 counties. Many respondents lived in either Clark (37.5%) or Washoe counties (30.2%; see Table A.3 on p. 13). There was a broad range of reported income levels among the respondents, with just over half falling between $25,000 and $99,999 (51.9%; see Figure A.4 on p. 14). In terms of educational attainment, most respondents (95.2%) had completed either high school (30.8%), college (54%), or graduate school (14.4%; see Figure A.5 on p. 14).

A sample of cell phone users was included in the methodology to ensure that Nevadans under the age of 40, who predominately use cell phones only, were adequately represented in the sample. Out of the 653 respondents included in analyses for this report, 338 came from the traditional sample of landline phone numbers and 315 came from the supplementary sample of cell phone numbers. Un-weighted demographic analyses were conducted on these two samples (i.e., landline and cell) to determine if and how they varied and whether the cell phone sample achieved its purpose of representing specific demographic categories. As anticipated, the cell phone sample reached a higher percentage of male, young, and non-White respondents relative to the landline sample.

The overall response rate was 54%, and the cooperation rate was 73.8%. Respondent selection and eligibility in the study was based on the following criteria, verified at contact: (1) the number must be a private residence in Nevada (or a personal cell phone in the cell phone random sample), (2) the respondent must be 18 years of age or older, (3) the respondent must have a valid driver's license (in any state), and (4) the respondent must have driven in Nevada within the past 60 days. Passengers, pedestrians, and those who *only* ride bicycles or drive mopeds or scooters were not eligible for this study.

Weighting

Post-stratification weighting was used to make the responses from the sample better reflect the target population. During analyses, weights were applied so that the responses from each group (i.e., region, age, gender) were represented in the overall results in proportion to their real size in the population. This strategy corrects for inaccurate conclusions that can be drawn if the survey over-represented certain groups, while under-representing other groups. Detailed information regarding the weighting methodology is provided in Appendix C. Throughout the text of this report, all results mentioned refer to the weighted analyses, unless otherwise stated. Unweighted tables can be found in Appendix D. In addition, all figures are located within the body of the report, and tables not located within the main body of the report are located in Appendices D-J.

Appendix A contains the survey instrument, and Appendix B contains website information about this study, including the study's purpose, FAQs, information about the Office of Traffic Safety, information about the CRDA at the University of Nevada, Reno, and contact information to verify the legitimacy of this project.

Seat Belt Attitudes and Usage

Overall, the vast majority of Nevadans (89.7%; see Table C01Q01 in Appendix D[2]) indicated that they *always* used safety belts when driving or riding in a car, van, sport utility vehicle, or pick up, while another 7.4% reported that they *nearly always* use safety belts. Less than 3% reported *sometimes*, *seldom*, or *never* using seatbelts. In addition, The Office of Traffic Safety conducted the "Click it or Ticket" campaign, part of a nationwide effort to crack down on seat belt nonuse and to reduce highway fatalities and serious injuries. The High Visibility Enforcement (HVE) campaign began on May 19th, 2014 through June 1st, 2014. Awareness figures remained relatively stable between pre- and post-campaign. Of the 222 (36.2%) Nevadans who reported being aware of seat belt law enforcement by police in the past 60 days, the majority reported that they heard about this enforcement on advertisements on TV (69.7%) and nearly 39.1% reported seeing information about this enforcement on billboards and signs (see Tables C01Q07 through C01Q08_77 in Appendix D).

A higher percentage of males (8.9%) reported receiving a ticket for failing to wear a seat belt in comparison to females (2.8%; see Table Gender by C01Q04). Analyses revealed that most Nevadans (61.5%) believe that it is *likely* or *very likely* that they will get a ticket if they do not wear a seat belt (see Table C01Q02).

Speeding Behavior

With respect to speeding behavior, approximately 41% of Nevadans indicated that they *rarely* drive more than five miles per hour over the 65 mile per hour speed limit, and 28% of Nevadans indicated that they *never* exceed this speed limit by over five miles per hour. However, 13% of Nevadans reported that they drive more than five miles over a 65 mph speed limit *most of the time* and 17% do so *half of the time*. There were no gender differences in reported incidence of

[2] All Tables in Appendix D are numbered in sequence with the survey.

driving five miles per hour over the speed limit at any posted speed. When asked what they believe the chances are of getting a ticket if they drive over the speed limit, the majority of Nevadans (70%) reported that they believed it was *very* or *somewhat likely* (see Table C01Q13).

The 36% of Nevadans who reported that they were aware of speed enforcement by police in the past 60 days were asked to indicate where they had read, seen or heard about this enforcement. Nearly 60% said the source of this information was from advertisements on TV, 18% were aware of police speed enforcement from billboards and signs, 17% became aware from newspapers, and 15% learned from actual police enforcement (see Tables C01Q14 through C01Q15_77).

Impaired Driving Behavior

With respect to impaired driving behavior, respondents were asked how many times in the past 60 days they had driven a motor vehicle when they believed that they had too much to drink. Approximately 34.5% of Nevadans reported that they did not drink, and thus, this question did not apply to them (see Table C01Q16). Of the remaining 65.5% of Nevadans, the majority (93.3%) reported that they did not drive after having too much to drink. Of the 131 respondents who have deliberately avoided driving a motor vehicle because they felt they had too much to drink, 35% used a designated driver and another 12% called a cab or used public transportation. Despite the fact that the majority of Nevadans (76%) reported that they believe it is likely that they will get arrested if they drive after drinking, 5% still reported that they drove after drinking one to five times within the past 60 days. It is also interesting to note that 11% of Nevadans believe that the chances of getting arrested for drunk driving are *somewhat unlikely*, whereas another 6% reported that it was *very unlikely*. About one-third of respondents (30.5%) indicated that they avoided driving after drinking. The most common method of avoiding driving was to ride with another driver (e.g., designated driver, cab; see Figure 11).

All respondents were asked about their level of awareness regarding impaired driving enforcement campaigns. A little over half of respondents (56%) indicated that they had read, seen or heard about drunk driving enforcement by police in the past 60 days, whereas 44% indicated that they had not. Of Nevadans who reported being aware of driving enforcement campaigns, the majority became aware by advertisements on TV (76%; see Tables C01Q16 through C01Q19_77).

There were differences in which age groups were more likely to report that individuals were likely to receive a ticket for drinking and driving, with 80% of individuals aged 24 and younger believing that it is very likely compared to all other respondents (25-44, 37%; 45-64, 31%; 65 and older 43%). There were racial differences in this regard as well, with 57% of non-white individuals reporting that it is *very likely* that they will receive a ticket for drunk driving. Only 31% of white respondents reported that they believed it was *very likely* that they would receive a ticket if they drove drunk (see Tables Age by C01Q19_7, Race by C01Q19_2).

Distracted Driving Behavior

Respondents were given a list of distracting driving behaviors and asked to indicate how often they have engaged in those behaviors while driving a motor vehicle. Those who selected an option other than *never* were counted as having engaged in the behaviors of interest. Those who

reported *don't know/not sure* or *refused* to answer the question were not included in either the "has engaged" or "has not engaged" categories—they are reported in their own respective categories. Nevadans reported adjusting controls (89%), eating or drinking (78%), and talking on hands-free (45%) and hand-held (35%) phones while driving. Nevadans also reported: reading (9%), engaging in personal grooming (5%), and watching TV or a DVD.

When asked about whether they were aware of the banned use of hand-held electronic devices, 96% of respondents indicated that they were aware. About 43% of respondents believed that it was *somewhat unlikely* or *very likely* that someone would receive a ticket for using a hand-held device while driving (1%; see Tables C01Q20a through C01Q20j and C01Q34b).

Move-Over Law

Respondents were asked if they were aware of Nevada's "Move-Over law." The majority of respondent (89.8%; n = 597) indicated that they were aware of such law (See table C01Q32P).

Zero Fatalities Campaign

In addition to the impaired and distracted driving questions asked of respondents, this survey included items that targeted Nevadans' knowledge of the recently-implemented Zero Fatalities campaign, and two other sets focused on Nevadans' self-reported change in distracted driving behaviors over the past 60 days. Of note, 55% of all respondents indicated they were aware of the Zero Fatalities Campaign; and 64% of these respondents indicated they heard about the campaign from advertisements on TV, 40% learned through a billboard or sign, and 19% heard about it on the radio (see Tables C01Q32a through C01Q32b_77).

Helmets

Respondents were asked several questions about helmet use when riding a motorcycle or moped. Among the 7.1% of participants who ride motorcycles or mopeds, 98.2% indicated that they *always* or *nearly always* wear a helmet. Of those who use a helmet, 93.8% indicated that their helmet was DOT-compliant. When asked about the probability of receiving a ticket for not wearing a helmet, 51.0% believed that it was *very likely* or *somewhat likely*. Respondents were also asked about their attitudes toward a possible law requiring moped drivers to wear a helmet, and only 10.7% said that they would *oppose* or *strongly oppose* the law (see Tables C01Q05, C01Q05M, C01Q06, and C01Q04M).

Introduction

The Center for Research Design and Analysis (herein referred to as the "Center" or "CRDA") was contracted by the Nevada Department of Public Safety, Office of Traffic Safety (herein referred to as "OTS") to conduct a telephone survey about Nevadans' driving behaviors and attitudes. The objectives of this survey included gathering behavioral self-report and opinion data on key safety issues, such as impaired driving, use of safety belts, speeding, and distracted driving behaviors. OTS was also interested in examining the influence that the statewide "Click it or Ticket" (CIOT) campaign, which ran from May 19, 2014 through June 1, 2014, had on respondents' answers to safety belt questions.

Methodology

Sample

The sample for the survey was obtained from two sources: a list of land line telephone numbers and a supplementary list of cell phone numbers. The land line list was disproportionately stratified by the three primary geographic regions in Nevada (i.e., northern, southern, and rural Strata). A cell phone list was also used to ensure that Nevadans under the age of 40, who predominately use cell phones only, were adequately represented in the sample (for more details on the benefits of cell phone samples, see a report from the Pew Research Center at http://people-press.org/report/276/).

Nevada households contacted from this list underwent an enumeration process to determine how many members of the household were eligible to participate after which one household member was randomly selected to participate in the telephone survey in order to obtain a representative sample from the Nevada population. Respondent selection and eligibility in the survey was based on the following criteria, verified at contact: (1) the number contacted must be a private residence in Nevada (or a personal cell phone in the cell phone targeted sample), (2) the respondent must be 18 years of age or older, (3) the respondent must have a valid driver's license (any state), and (4) the respondent must have driven *in Nevada* within the past 60 days.

Beginning on March 20th of 2014, CRDA collected data from four samples released monthly that contained between 2,790 and 3,270 numbers each. Data collection concluded on August 11th, of 2014. Of the 12,120 numbers in the original sampling frame, 5,631 were not released for calling because they were pre-identified as nonworking, nonresidential, or a cell phone provided for the landline sample. Of the 6,489 phone numbers that were called, 1,465 were found ineligible (e.g., not working, nonresidential), which left 5,024 eligible respondents in the sample population. However, 4,139 of these were never reached (e.g., answering machine, ring-no-answer, busy). Therefore, 885 phone numbers out of 5,024 eligible respondents were actually reached. Of those reached, however, 214 were unable to participate, refused, or were unavailable each time they were contacted. This left 671 respondents who agreed to participate. However, 18 respondents did not provide information required for proper weighting, which left 653 respondent for inclusion in analyses. The number of respondents who chose to answer each survey item varied from question to question. The number of missing

responses reflects both item non-response (respondent choosing not to provide any answer) and valid skip patterns (questions that were not applicable to the respondent). Of the 653 respondents who were retained for data analyses, all respondents gave complete interviews.

Overall CASRO (Council of American Survey Research Organizations) response and cooperation rates for both waves were calculated. A CASRO response rate is an outcome rate with the number of completes and partial completes in the numerator and an estimate of eligible numbers in the sample as the denominator. The CASRO response rate calculation assumes that unresolved or unknown numbers (e.g., answering machines, ring-no-answers) contain an equivalent percentage of eligible households as the records whose eligibility or ineligibility are determinable. Using disposition codes specific to the call outcome of each particular number in the sample, the CASRO formula first identifies a numerator using completes and partial completes, then further calculates a denominator from a complex formula of eligible numbers (household verified), ineligible numbers (verified non-household), and unknown numbers (eligibility undetermined). The resulting estimated level of overall eligibility provides a conservative response rate due to the fact that the proportion of the unknown telephone numbers that are actually eligible in a given sample is probably quite low.

For the overall sample, a CASRO response rate of 54% as well as a cooperation rate of 73.8% was achieved. However, response rates are not really much of a concern. Langer (2003)[3] reports that recent studies have found no significant differences between survey non-response and survey error. Langer also suggests that as long as non-contact and non-response are occurring randomly in the population (as in a random digital dialing [RDD] survey) there is no concern for systematically biasing RDD survey data. A CASRO cooperation rate, which is the proportion of all respondents interviewed of all eligible units in which a respondent was selected and actually contacted, also was calculated.

Instrument

The survey instrument consisted of five main sections: self-report behaviors and attitudes regarding (1) safety belts, (2) helmets, (3) speeding, (4) impaired driving, and (5) distracted driving. Demographic items also were asked (see Appendix A). As part of a joint effort to develop standardized Traffic Safety Performance Measures for States and Federal Agencies, 10 of the survey items used were developed by the DOT - National Highway Traffic Safety Administration and the Governors Highway Safety Association (NHTSA-GHSA), a non-profit working group. The rest of the items were adapted from other state surveys or developed conjointly by OTS and CRDA.

Data Collection Procedures

Interviews were administered from CRDA's survey research lab located at the University of Nevada, Reno (UNR), via a computer assisted telephone interviewing (CATI) system. Interviews were conducted in English only. Experienced telephone interviewers were trained on how to administer the survey instrument prior to data collection. Over the course of a

[3] Langer, Gary (2003, May/June). About Response Rates: Some Unresolved Questions. *Public Perspective.*

CATI interview, the interviewer read questions verbatim from a computer screen and recorded the respondent's responses via keyboard entry. The CATI system automatically stores data on CRDA's secure server. Data was also securely stored on one of UNR's Computer Information System servers.

Each sampled respondent was contacted by CRDA on up to 8 occasions, until the interview was completed or until the respondent gave two "soft" refusals or one "hard" refusal.[4] On the 3rd and 6th call attempts, interviewers left messages on answering machines with the Center's 1-800 number along with a website address (http://www.crda.unr.edu/traffic/). The CRDA phone number was given so that respondents could complete the interview at a time more convenient for them. The CRDA website was given so that respondents could review the purpose of the study and answers to frequently asked questions. The website also provided general information about OTS and CRDA (see Appendix B).

Refusal conversion strategies included the following: (1) use of a standardized, detailed description of the importance of the study; (2) an appeal to the respondent regarding the importance of participation as a means of preserving the reliability of the data being collected, including the importance of their needs being recognized and represented; (3) an effort to establish the personal benefit that will accrue to respondent based on participation; (4) a clear reassurance of respondent confidentiality; and (5) an explanation of how they were selected for the study. Our attempts to avoid refusals included leaving messages on answering machines as stated above and preprogrammed scheduling of re-call attempts for "ring no answers."

Weighting Methodology

Post-stratification weighting was used to make the responses from the sample better reflect the target population. During analyses, weights were applied so that the responses from each group (i.e., region, age, gender) were represented in the overall results, in proportion to their real size in the population. This strategy corrects for inaccurate conclusions that can be drawn if the survey over-represented certain groups, while under-representing other groups. Detailed information regarding the weighting methodology is provided in Appendix C. All tables[5] listed in the body of the report and in Appendix D are based on un-weighted data and analyses. Likewise, all discussion of results listed throughout the remainder of the introduction section are based on un-weighted data. All results mentioned in the results section of this report refer to the weighted analyses (see Appendices E-J) which can be generalized to be representative of all Nevadans unless otherwise noted.

[4] "Soft" refusal: informant (answered the phone) or respondent (individual randomly selected for interview), seemed interested but was called at an inconvenient time (e.g., "We're in the middle of dinner," "I'm just running out the door"). "Hard" refusal: informant or respondent is rude to the interviewer, uses profanity, or says something like, "Take me off your list!" or "Don't ever call back!"

[5] For all tables:

- "Frequency"= sample response frequency (un-weighted)
- "Weighted Frequency"= sample response frequency (weighted)
- "Percent" = sample response column percent (weighted)
- "Row Percent" = weighted prevalence rates
- "C.I." = Confidence Interval. The points (range) between which the true population parameter (population estimate) will fall 95% of the time, if statistical assumptions regarding sampling are met.

Report Notes

All tables and figures referenced that are not located within the main body of the report are located in Appendices D-J. Please note that all age, gender, race, strata, or wave comparisons in the Results section refer to the row percentages in each category (e.g., 100% of males who responded to an item). Thus, percentages across categories (i.e., male and females) may not sum to 100%.

Respondent Characteristics

Entire Sample

Un-weighted demographic analyses were conducted on the 653 respondents who were qualified to participate in the survey (i.e., adult Nevada residents who had driven a motor vehicle within the past 60 days and had a current driver's license in any state). The genders were equally represented in the sample; 46.6% of the respondents were male and 53.5% were female (see Table A.1). Respondents also composed a wide range of age groups (see Table A.1). However, over half of respondents were 55 and older (54.1%).

Table A.1: Gender and Age Characteristics of Respondents

Respondent Gender and Age				
Gender & Age	**Frequency**	**Percent**	**Cumulative Frequency**	**Cumulative Percent**
Male	304	46.55	304	46.55
Female	349	53.45	653	100.00
<=24	43	6.58	43	6.58
Age 25-34	67	10.26	110	16.85
Age 35-44	90	13.78	200	30.63
Age 45-54	100	15.31	300	45.94
Age 55-64	144	22.05	444	67.99
Age 65+	209	32.01	653	100.00

Respondents were asked two separate questions for their ethnicity and race (see Appendix A). Respondents' responses to these items were then recoded into one of six racial categories (see Table A.2). The majority of respondents (74.0%) were White and not of Hispanic origin. Approximately 9.0% of respondents reported that they were multi-racial, 4.4% reported that they were black or African American, 3.8% indicated that they were Asian or Pacific Islander, and 2.9% identified as Hispanic. Only 2.0% of respondents identified as American Indian or Alaska Native.

Table A.2: Race of Respondents

Respondent Race				
Race	**Frequency**	**Percent**	**Cumulative Frequency**	**Cumulative Percent**
White, not Hispanic	483	73.97	483	73.97
Hispanic	19	2.91	502	76.88
Black or African American	29	4.44	531	81.32
American Indian or Alaska Native	13	1.99	544	83.31
Asian or Pacific Islander	25	3.83	569	87.14
Multi-Racial	59	9.04	628	96.17
Don't Know/Not Sure	16	2.45	644	98.62
Other	9	1.38	653	100.00

Respondents were asked to indicate their current county of residence. Analyses indicated that respondents included current residents of all 17 counties in Nevada. Approximately 37.5% of respondents reported that they were current residents of Clark County (urban south), whereas 30.2% reported that they resided in Washoe county (urban north; see Table A.3). Respondents who reported residing in the other 15 counties of Nevada were combined into a "rural" stratum, which made up approximately 32.3% of all respondents, and comparative analyses were conducted between Clark, Washoe, and rural strata.

Table A.3: County of Residence for Respondents

What County Do You Live In?				
County of Residence	**Frequency**	**Percent**	**Cumulative Frequency**	**Cumulative Percent**
Carson City	33	5.05	33	5.05
Churchill	23	3.52	56	8.58
Clark	245	37.52	301	46.09
Douglas	31	4.75	332	50.84
Elko	12	1.84	344	52.68
Esmeralda	1	0.15	345	52.83
Eureka	2	0.31	347	53.14
Humboldt	11	1.68	358	54.82
Lander	5	0.77	363	55.59
Lincoln	6	0.92	369	56.51
Lyon	41	6.28	410	62.79
Mineral	1	0.15	411	62.94
Nye	28	4.29	439	67.23
Pershing	3	0.46	442	67.69
Storey	6	0.92	448	68.61
Washoe	197	30.17	645	98.77
White Pine	7	1.07	652	99.85

Finally, respondents were reported on their annual household income level from all sources and their highest level of education (see Figure A.4 on the next page). Approximately 16.1% of respondents indicated that their household makes $100,000 or more a year, 29.7% earn $50,000 to less than $99,999, and 22.2% earn $25,000 to less than $50,000. According to these results, 68% of respondents reported that they earn $25,000 or more a year, with just over half

falling between $25,000 and $99,999 (51.9%). Of the remaining respondents, 18.6% reported that they make less than $25,000 a year, whereas 13.5% were unsure, or chose not to answer.

With respect to education level, more than half of respondents (68.4%) reported that they had completed college. Of those, 14.4% reported having graduate degrees. Some 30.8% of respondents reported that the highest education they completed was high school. Approximately 1% of respondents reported that their highest level of education was elementary or middle school.

Figure A.4: Respondents' Reported Household Income

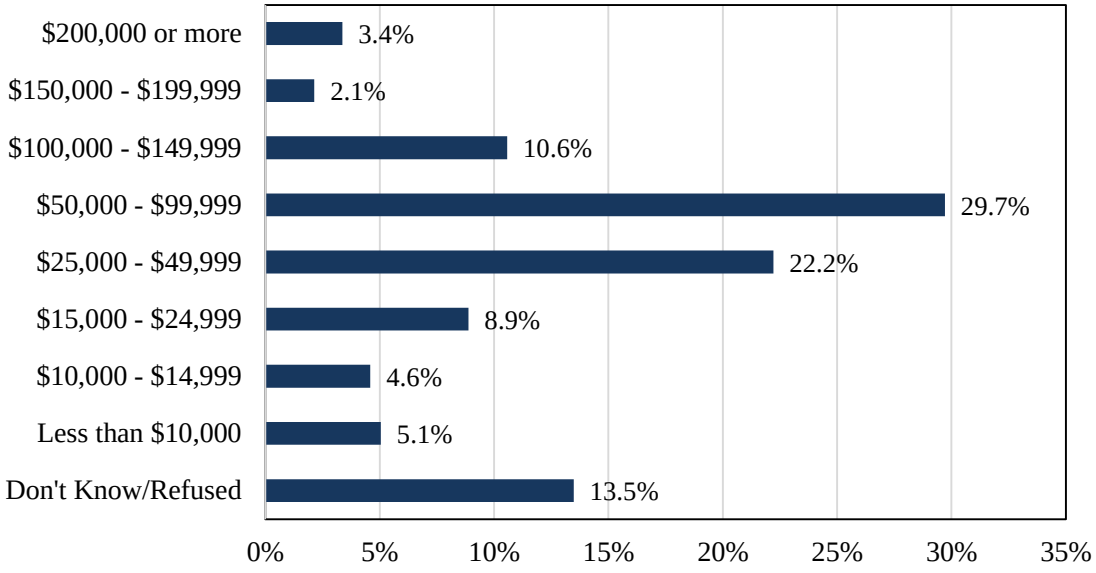
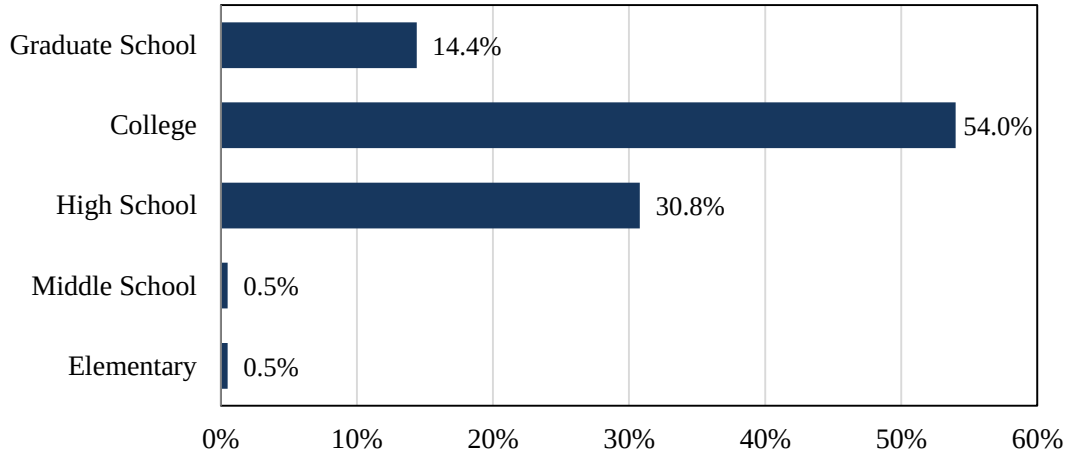


Figure A.5: Respondents' Reported Education Level



Landline and Cell Samples

A sample of cell phones was included in the methodology to ensure that Nevadans under the age of 40, who predominately use cell phones only, were adequately represented in the sample. Out of the 653 respondents included in analyses for this report, 338 (51.8%) came from the traditional sample of landline phone numbers and 315 (48.2%) came from the supplementary sample of cell phone numbers. Un-weighted demographic analyses were conducted on these two samples (i.e., landline and cell) to determine how they varied and if the cell phone sample achieved its purpose of representing specific demographic categories: younger individuals, males, and non-White Nevadans. These categories are typically underrepresented in landline only studies (see http://people-press.org/report/276/).

Data analysis indicated that the unweighted samples differed by gender (see Table 1). The cell sample was composed of a larger percentage of males (53.3%) in comparison to females (43.9%). In contrast, the landline sample was composed of more females (56.1%) than males (46.7%).

Table 1: Gender of Respondent by Cell or Landline

Table of Respondent Gender				
Respondent Gender		**Cell or Landline**		
		Cell	**Landline**	**Total**
Male	Count	162	142	304
	% of Males using Cell vs. Landline	53.3%	46.7%	100.0%
	% Within Cell or Landline	51.4%	42.0%	n/a
Female	Count	153	196	349
	% of Females using Cell vs. Landline	43.9%	56.1%	100.0%
	% Within Cell or Landline	48.6%	58.7%	n/a
Total	**Count**	**315**	**338**	**653**
	% Within Cell or Landline	**48.24%**	**51.76%**	**100%**

As anticipated, respondents in the two samples also varied significantly by age (see Table 2). Specifically, respondents in the cell sample were younger than respondents in the landline sample. For instance, 88.4% of the individuals aged 24 and younger used cell phones, while only 23.4% of those 65 and older used cell phones. The younger the participant category, the more likely they are to use cell phones (25-44, 67.5%; 45-64, 50.0%). Conversely, a larger percentage of the landline sample was older in age; 83.4% of landline sample respondents were 45 and older. Individuals 24 and younger made up only 1.5% of the landline phone users in this sample.

Table 2: Age by Cell or Landline

Table of Age				
Respondent Age		**Cell or Landline**		
		Cell	**Landline**	**Total**
<=24	Count	38	5	43
	% of 24 and Under Using Cell vs. Landline	88.4%	11.6%	100.0%
	% Within Cell or Landline	12.1%	1.5%	n/a
Age 25-44	Count	106	51	157
	% 25-44 Using Cell vs. Landline	67.5%	32.5%	100.0%
	% Within Cell or Landline	33.7%	15.1%	n/a
Age 45-64	Count	122	122	144
	% 45-64 Using Cell va. Landline	50.0%	50.0%	100.0%
	% Within Cell or Landline	38.7%	36.1%	n/a
Age 65 and older	Count	49	160	209
	% 65 and Over using Cell vs. Landline	23.4%	76.6%	100.0%
	% Within Cell or Landline	15.6%	47.3%	n/a
Total	**Count**	**315**	**338**	**653**
	% Within Cell or Landline	**48.24%**	**51.76%**	**100%**

There also were differences in landline and cell phone usage between races (see Table 3). White participants (56.9%) were much more likely to use landlines than were non-White participants (37.1%). Conversely, non-White participants (62.9%) were much more likely to use cell phones than were White participants (43.1%).

Table 3: Race by Cell or Landline

Table of Respondent Race				
Respondent Race		**Cell or Landline**		
		Cell	**Landline**	**Total**
White, not Hispanic	Count	208	275	483
	% White Using Cell vs. Landline	43.1%	56.9%	100.0%
	% Within Cell or Landline	66.0%	81.4%	n/a
All Non-White Options	Count	107	63	170
	% non-White Using Cell vs. Landline	62.9%	37.1%	100.0%
	% Within Cell or Landline	34.0%	18.6%	n/a
Total	**Count**	**315**	**338**	**653**
	% Within Cell or Landline	**100%**	**100%**	**100%**

The demographics of the two samples also varied with respect to strata representation (see Table 4). The largest percentage of respondents in the cell sample lived in urban southern Nevada (37%, Clark County), followed by northern Nevada (33.2%, Washoe County). Only 22.4% of individuals in the rural counties were in the cell phone sample.

Table 4: Stratum

Table of Respondent Stratum				
Respondent Stratum		**Cell or Landline**		
		Cell	**Landline**	**Total**
Northern	Count	79	159	238
	% of Northern Nevadans Using Cell vs. Landline	33.2%	66.8%	100.0%
	% Within Cell or Landline	32.2%	30.3%	n/a
Southern	Count	119	203	322
	% of Southern Nevadans Using Cell vs. Landline	37.0%	63.0%	100.0%
	% Within Cell or Landline	48.6%	38.7%	n/a
Rural	Count	47	163	210
	% of Rural Nevadans Using Cell vs. Landline	22.4%	77.6%	100.0%
	% Within Cell or Landline	19.2%	31.1%	n/a
Total	**Count**	**245**	**525**	**770**
	% Within Cell or Landline	**100%**	**100%**	**100%**

Vehicles Driven

When asked to indicate what type of vehicle or vehicles they drive, almost all respondents (99.3%) reported that they drive a car or sedan, SUV, minivan or van, or pick-up truck or truck (see Table S01Q01_1). In addition to driving a car, 7.1% of respondents reported that they drive a motorcycle, 4.2% reported that they use commercial transportation, and less than 1% use transportation categorized as 'other.'

Results

All results discussed herein are also illustrated in tables and figures within this section, and in those not illustrated in this section can be found in Appendix D. It is suggested that the reader consult the tables in the appendixes for further detail or clarification. As previously mentioned all results discussed in this section of the text refer to the weighted analyses and can be used to generalize to the entire population (i.e., adult Nevada residents with a current driver's license who have driven a motor vehicle in Nevada within the past 60 days).

Seat Belts

Self-Report Behavior

Respondents who drove or rode in a car, van, sport utility vehicle, or pick up (n = 649) were asked about their use of seat belts. The majority indicated that they use seat belts when driving or riding in a vehicle; 89.7% reported that they *always* use seat belts, while 7.4% reported that they *nearly always* use seat belts (see Figure 1 below and Table C01Q01). In comparison, just under 3% reported that they *sometimes*, *seldom*, or *never* use seat belts.

Breaking down seat belt use by age and strata reveals that there are not significant differences between these groups. Individuals 24 or younger reported *always* wearing seat belts only 85.2% of the time, 25 through 44 year old individuals report 87.1%, 45 through 64 year olds report 93.6%, and those who are 65 and older are always using seat belts over 88.3% of the time (see Table Age by C01Q01). There are no statistically significant differences in seat belt usage depending on the strata of the respondent. Among respondents from the rural stratum, 95.1% report that they *always* or *nearly always* wear seat belts, compared to 97.1% from the southern stratum, and 98.9% from the northern stratum (see Table Strata by C01Q01).

Respondents also were asked to report on how their seat belt usage varies throughout the day (see Table C01Q03 or Figure 2). The majority of Nevadans indicated that their seat belt use did not vary between daytime and nighttime — 80.0% reported that that they wear their seat belt *about the same* at night as during the day. However, 17.9% of Nevadans indicated that they wear their seat belts *more often* at night than they do during the day, and 1.1% wear their safety belts *less often* at night.

Figure 1: How Often do You Use Seat Belts when Driving?

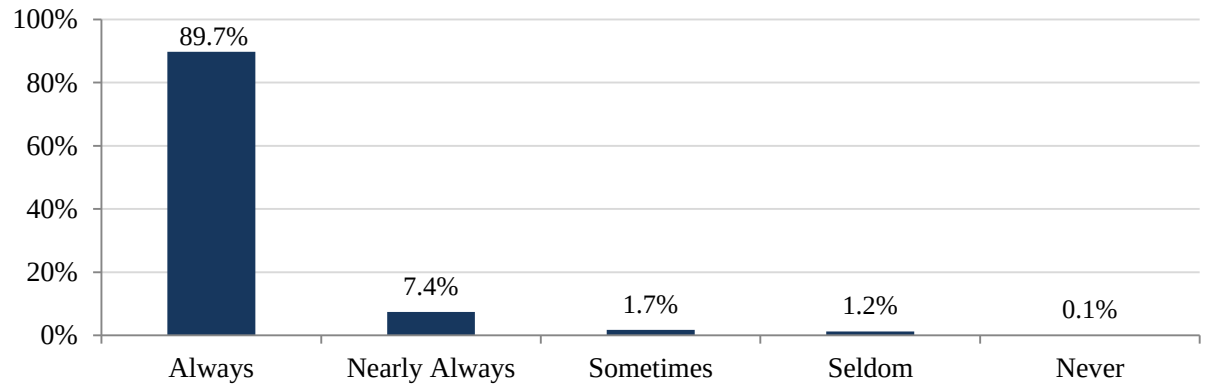
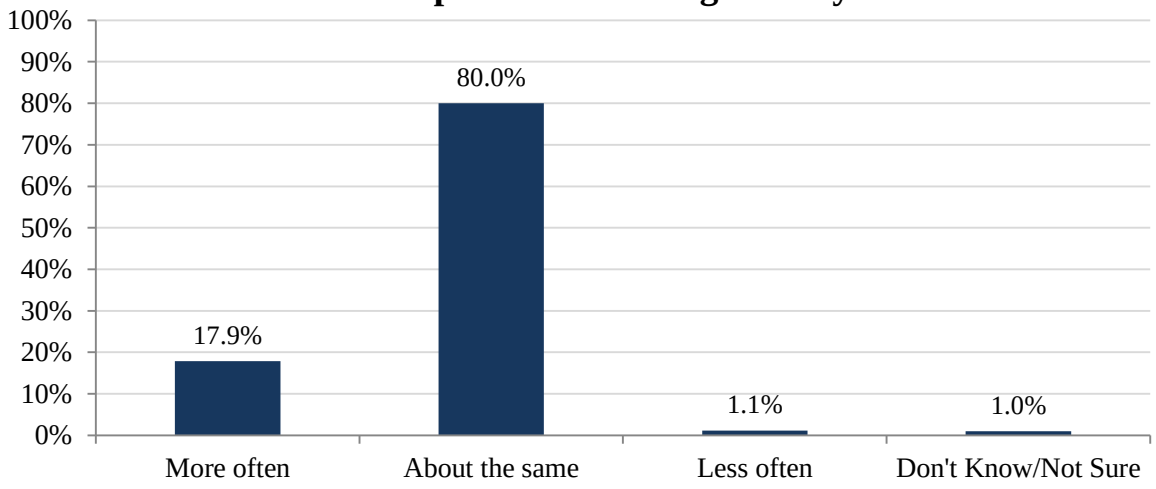


Figure 2: How Often Respondents Use Seat Belts at Night in Comparison to During the Day



Experiences with & Perceptions of Seat Belt Enforcement

Respondents were also asked about their experiences with, and perceptions toward, receiving tickets for failing to wear seat belts. The vast majority of Nevadans (93.4%) reported that they have not ever received a ticket for not wearing a seat belt (see Table C01Q04). Just over 6.6% of Nevadans reported that they have been cited for failing to wear a seat belt.

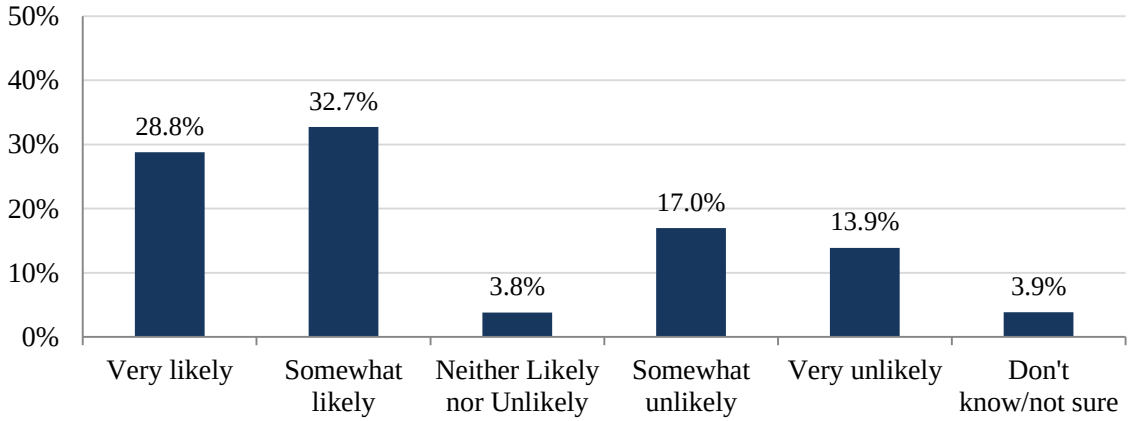
There were differences in self-reported seat belt citations between men and women. Fewer women (2.8%) reported citations for seat belt non-usage than men (8.9%; see Table Gender by C01Q04). There were no statistically significant differences across counties in Nevada in tickets issued for seat belt violations (8.0% in the northern stratum; 5.8% in the southern stratum; 8.6% in the rural stratum; see Table Strata by C01Q04). Findings from this year are similar to 2011, 2012, and 2013 in that we see no differences safety belt enforcement tickets by age or race. However, there is no way to determine which agency issued the tickets, or if the individuals received the tickets within their own county.

When asked about their perception of the chances of getting a ticket for failing to wear a seat belt, 61.5% of Nevadans indicated that they believe that is either *very likely* or *somewhat likely* that they will get a ticket if they don't wear their seat belts, whereas 30.9% believe that it is either *somewhat unlikely* or *very unlikely*, and 3.8% believe that it is *neither likely nor unlikely* (see Figure 3 and Table C01Q02). There were no significant differences across gender, age, strata, or race in the perception of whether respondents may receive tickets should they not wear seat belts.

Seat Belt Campaign Awareness

Respondents were asked if they had read, seen, or heard anything about seat belt law enforcement by police in the past 60 days. Some 62.2% of Nevadans indicated that they had not, whereas 36.2% indicated that they had (see Table C01Q07). A similar number of respondents indicated that they had read, seen, or heard something about seat belt law enforcement compared to last year (36.2% in 2014 versus 34.7% in 2013). The 36.2% of Nevadans (*n* = 222) who reported that they were aware of seat belt law enforcement by police in the past 60 days also were asked to indicate where they had read, seen or heard about this enforcement (see Tables C01Q08_1-77). Respondents were not given response options from which to choose. Rather, they were freely allowed to list up to four places where they read, saw, or heard about seat belt enforcement by police. Respondents were allowed to select multiple options representing all of the places where they had encountered information about seat belt law enforcement.

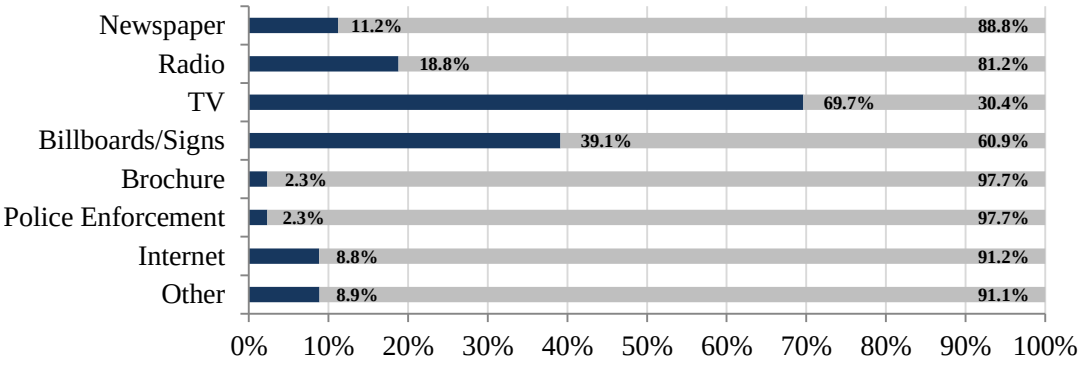
Figure 3: Respondents' Perceptions of Likelihood of Receiving a Ticket for Not Wearing a Seat Belt while Driving



Some 11.2% of individuals indicated that they saw information in a newspaper, 18.8% heard information on the radio, and 69.7% saw the information on TV. Nearly 39.1% indicated they had seen the information on billboards or signs, 2.3% heard about it through actual police enforcement, 8.8% saw information on the internet, and less than 2.3% reported encountering information in a brochure. Some 8.9% of Nevadans also indicated that they read, saw, or heard about seat belt enforcement by police from a source other than those previously listed; examples include learning about it at the DMV and respondents' workplaces. Figure 4 on the next page displays the percentages of respondents that selected each individual information source (affirmative or negative for each option).

There were no significant differences with regard to where Nevadans read, saw, or heard about safety belt law enforcement by age group, strata, gender, and race.

Figure 4: Where Respondents Read, Saw, or Heard about SafetyBelt Law Enforcement by Police

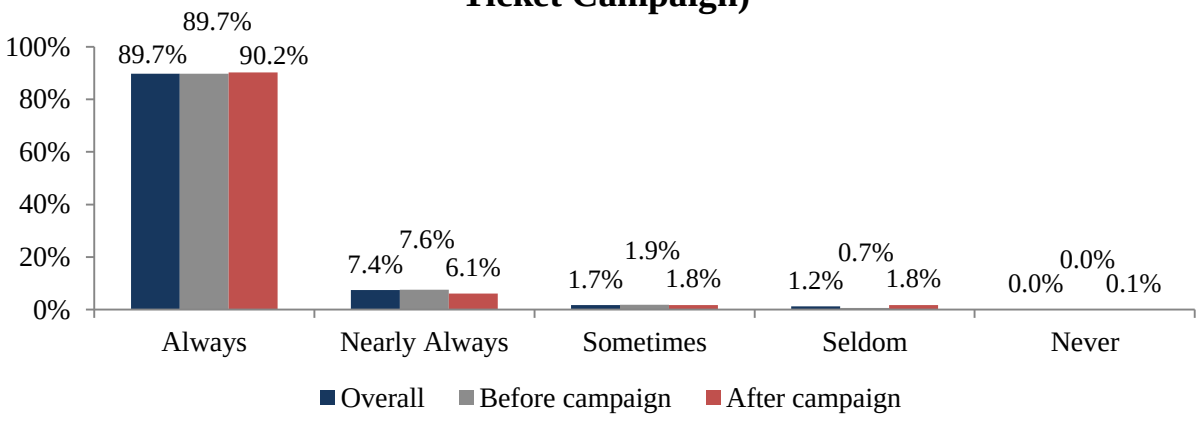


Weighted Percent of Responses (*n* = 222)*
*Rows sum to 100% of responses for each information source

Click it or Ticket Campaign

There was no difference for survey items regarding seat belt usage and knowledge before and after the "Click it or Ticket" enforcement campaign. First, a similar percentage of Nevadans surveyed before the campaign (97.3%) reported *always* or *nearly always* using safety belts compared to Nevadans surveyed after the campaign (96.3%; see Table Wave by C01Q01 or Figure 5[6]). There are also statistically significant differences in seatbelt use at different times of day between pre-campaign (100% *about the same* or *more often* at night vs. day) and post-campaign (97.9% *about the same* or *more often*; see Table Wave by C01Q03).

Figure 5: Safety Belt Use when Driving or Riding in a Car, Van, SUV, or Pick-Up (Overall, Before, and After Click it or Ticket Campaign)



[6] One-hundred and four participants were contacted *during* the click it or Ticket campaign. Therefore, rates of safety belt use before and after the campaign do not include these participants (N = 546). All participants (N = 649) were included in the estimation of overall seatbelt use (far left blue bars).

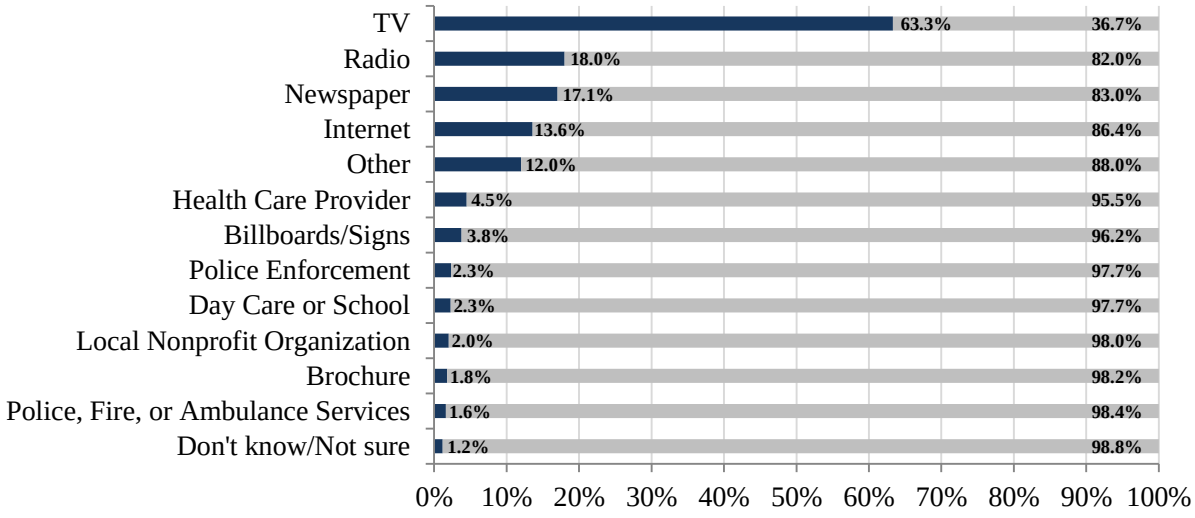
Safety Car Seats

Respondents also were asked if, in the past 60 days, they had read, seen, or heard anything about safety car seats for children (see Table C01Q09). The majority of Nevadans (67.7%) indicated that they had not read, seen, or heard anything about safety car seats for children, whereas only 30.1% had. Nevadans who reported that they had been made aware of car seats for children in the past 60 days (30.1%; *n* = 204), were asked to provide further information about where they had read, seen or heard about this type of car restraint (see Tables C01Q10_1 - C01Q10_77 and Figure 6 on next page). As with Figure 4, Figure 6 presents the percent of respondents that selected each individual information option (affirmative or negative for each option).

Over 63.3% of respondents reported that they saw information on safety car seats for children on TV, whereas 17.1% read about it in the newspaper, 3.8% saw information on billboards and signs, 18.0% heard about it on the radio, and 13.6% learned about it through the internet. Some 1.8% of respondents saw it in a brochure, and 2.3% encountered information through actual police enforcement. Some 4.5% of respondents saw information about safety car seats from their health care providers, 2.0% found information from local nonprofit organizations, 2.3% saw information at day care or schools, and 1.6% heard information from police, fire, or ambulance services. Approximately 12.0% of Nevadans also indicated that they read, saw, or heard about safety seats for children from a source other than those previously listed; frequently listed examples include other people, magazines, and department stores.

There were significant differences in reported source of information by age. Nevadans aged 65 and older were much more likely to report having seen the information on TV (79.9%) compared to younger Nevadans (24 and under, 29.9%; 25-44, 43.8%; see Table Age by C01Q10_3). Conversely, Nevadans aged 24 and under were much more likely to report having seen the information on the internet (39.4%), compared to Nevadans 65 and older (0.1%; see Table Age by C01Q10_7).

Figure 6: Where Respondents Read, Saw, or Heard about Safety Car Seats for Kids



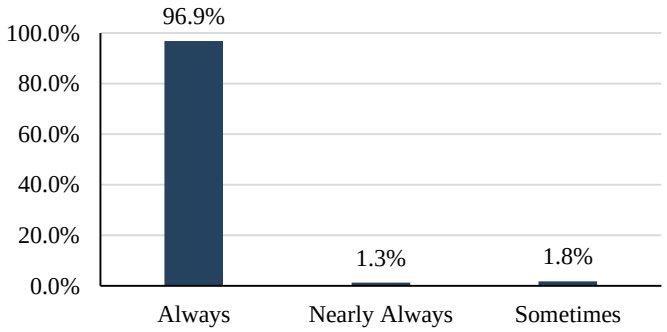
Weighted Percent of Responses (*n* = 204)*
*Rows sum to 100% of responses for each information source

Helmets

Self-Report Behavior

Respondents who use a motorcycle as as a vehicle (*n* = 36) were asked three questions about helmets. First, respondents were asked to indicate how often they use a helmet when they ride a motorcycle (see Table C01Q05 and Figure 7). The vast majority of respondents (98.2%) indicated that they *always* or *nearly always* wear their helmets, while only one respondent (1.8%) indicated that they *sometimes* wore a helmet.

Figure 7: Frequency of Motorcycle Helmet Use



Helmet Type

Second, respondents who indicated they rode motorcycles were asked how often they wore a Department of Transportation-approved helmet when riding their motorcycles (see Table C01Q05M). The majority of Nevadans surveyed (93.8%; *n* = 34) indicated they *always* wore a DOT-compliant helmet when riding a motorcycle. The remaining respondents indicated they either *nearly always* (1.3%) or *never* wore a DOT-compliant helmet (4.9%).

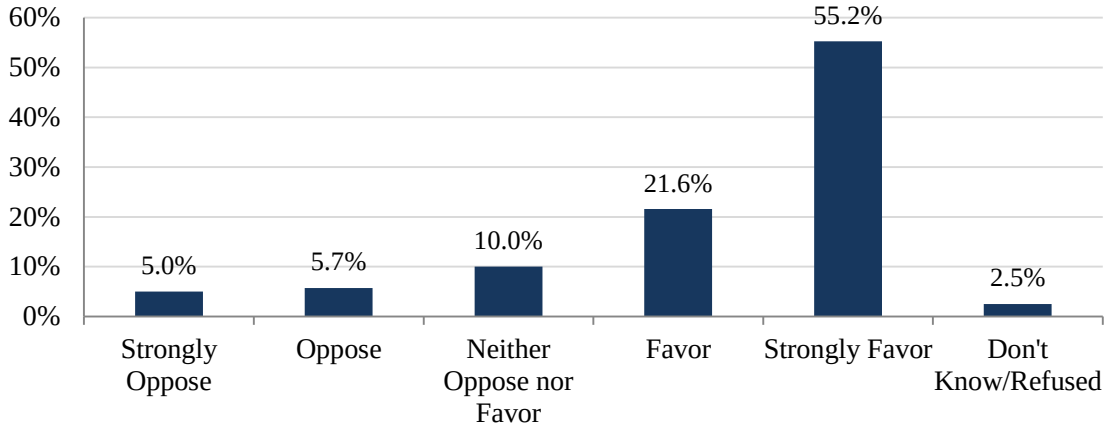
Perceptions of Helmet Enforcement

Third, respondents were asked what they think the chances are of getting a ticket if they do not wear a D.O.T. compliant helmet (see Table C01Q06). Of those respondents who use a motorcycle (*n* = 36), 51% indicated that they believe that it is *very likely* or *somewhat likely* that they would receive a ticket for failing to wear a helmet. Over 40% of respondents believe that is it *very unlikely* that they will receive a ticket if they do not wear their helmet.

Moped Helmet Law

All respondents were asked whether they would be in favor or opposed to a law requiring moped drivers to wear a helmet (see Figure 8 on the next page and Table C01Q04M). The majority of Nevadans (76.7%) would either *favor* or *strongly favor* a law requiring moped to wear helmets. In contrast, only 10.7% of respondents said they would either *oppose* or *strongly oppose* such a law. Another 10% of respondents were ambivalent about the law. There were significant differences in responses based on participants' gender. Women (65.4%) were considerably more likely than men (48.7%) to say they would *strongly favo*r a law requiring moped drivers to wear helmets (see Table of Gender by C01Q04M). There were no differences in responses based on respondents' age race, or location.

Figure 8: Respondents' position on a law requiring moped drivers to wear helmets



Speeding

Self-Report Behavior

All respondents were asked about the speed at which they typically drive and their perceptions of the likelihood of receiving a citation for exceeding the speed limit. First, respondents were asked how often they drive faster than 35 miles per hour or more on a local road with a speed limit of 30 miles per hour (see Table C01Q11). Approximately 41.1% of Nevadans indicated that they *rarely* drive more than 5 miles over the 30 miles per hour speed limit (compared to 50% in 2012 and 48% in 2013). Some 22.4% of Nevadans indicated that they *never* exceed this speed limit by over 5 miles per hour. However, 36.0% of Nevadans reported that they drive more than 5 miles over a 30 mph speed limit *most of the time* or *half of the time*.

Individuals from Clark County (18.3%) were significantly more likely to report that they drive 5 mph or more over the speed limit of 30 mph *most of the time* than were individuals from the rural counties (8.5%; see Table Strata by C01Q11). There were no differences between males and females, ages, or race in any county.

Second, respondents were asked to indicate how often they drive faster than 70 miles per hour on a road with a speed limit of 65 miles per hour (see Table C01Q12). Once again the majority of Nevadans reported that they *rarely* (41.0%) or *never* (28.1%) exceed this speed limit by more than 5 miles per hour. However, 17.3% of Nevadans indicated that they drive faster than 70 mph *half the time* (compared to 16% in 2012 and 13% in 2013), and another 13.0% reported that they exceed this speed limit by at least 5 mph *most of the time* (compared to 14% in 2012 and 10% in 2013).

There are differences in age when it comes to speeding in 65 mph zones. The least likely to report driving 5 mph or more over the limit *most of the time* are individuals aged 24 and under (2.8%; see Table Age by C01Q12). There were no differences based on respondents' gender, race, or strata (Washoe, Clark, or rural counties).

Perceptions of Speed Enforcement

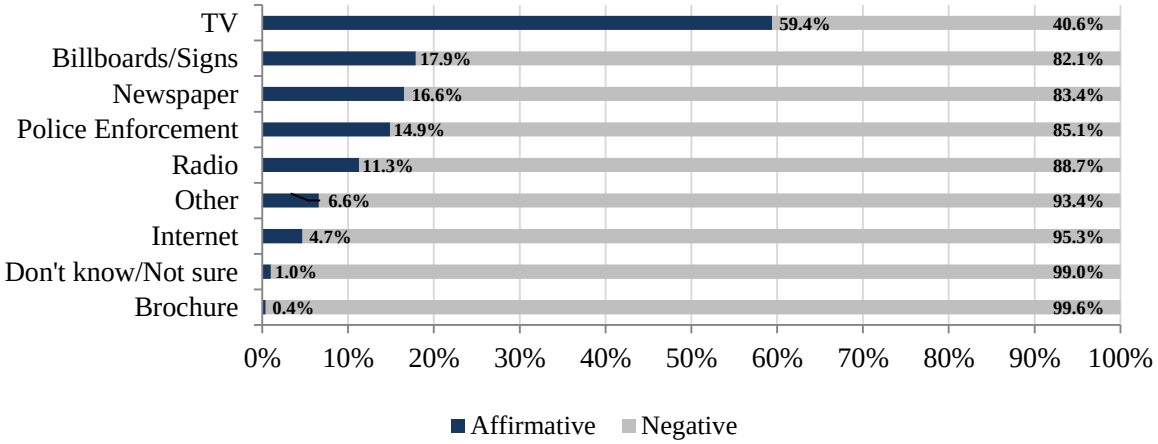
When asked what they believe the chances are of getting a ticket if they drive over the speed limit, the majority of Nevadans (70.4%) reported that they believe it is likely, either *very* or *somewhat* (see Table C01Q13). In comparison, about 24.3% of Nevadans believe that the chances of receiving a ticket for exceeding the speed limit are either *somewhat* or *very unlikely*, and 4.2% felt it was *neither likely nor unlikely*.

There were significant differences in perceptions of chances of getting a ticket for speeding by race with fewer White respondents (19.1%) indicating that it is *very likely* that they will receive a ticket for speeding than non-White respondents (37.3%), and more White respondents (19.1%) indicating that it is somewhat unlikely that they wil receive a ticket for speeding compared to non-White respondents (5.6%; see Table Race by C01Q13). There were no differences between ages, genders, or strata.

Speed Enforcement Campaign Awareness

All respondents were asked if they had read, seen, or heard anything about speed enforcement by police in the past 60 days (see Table C01Q14). The majority of Nevadans (62.3%) indicated that they had not; whereas 36.2% had. There were no significant differences based on age, gender, race or strata (Washoe, Clark, or rural counties). The 36.2% of Nevadans (n = 221) who reported that they were aware of speed enforcement by police in the past 60 days (see Table C01Q14) were asked to indicate where they had read, seen or heard about this enforcement (see Tables C01Q15_1-C01Q15_77 and Figure 9). Figure 9 presents the percentage of respondents that selected each individual option.

Figure 9: Where Respondents Read, Saw, or Heard about Speed Enforcement by Police



Weighted Percent of Responses (n = 221)*
*Rows sum to 100% of responses for each information source

Approximately 59.4% of respondents reported they saw information about speed enforcement by police on TV, 14.9% encountered information through police enforcement, 17.9% saw billboards and signs, and 11.3% heard about it on the radio. Some 16.6% read about speed enforcement in the newspaper, 4.7% saw information on the internet, and less than 1% read information in a brochure. A further 6.6% of Nevadans indicated that they read, saw, or heard about speed enforcement from other sources; these sources included friends, law enforcement officers, and road signs (see Tables C01Q15_1 through C01Q15_77).

Analyses revealed that responses to this item varied significantly by age, gender, and strata (see Tables Age, Gender, and Strata by C01Q15_1-C01Q15_77). Individuals 45 and older were more likely to have heard of police enforcement on the radio (45-64, 18.5%, 65 and older, 11.1%), compared to individuals 44 and younger (both groups 0%). Individuals 65 and older were much more likely to report that they had learned about speed enforcement via the television (88.9%) compared to those 24 and younger (39.8%), 25-44 year olds (41.1%), and 45-64 year olds (52.2% see Table Age by C01Q15_3). Individuals aged 25-64 (25-44, 21.4%; 45-64, 24.4%) were more likely to have seen the information on a billboard or sign than individuals 65 and older (1.9%; see Table Age by C01Q15_4). There were no differences in race or strata.

Impaired Driving

Self-Report Behavior

Respondents were asked how many times in the past 60 days they had driven a motor vehicle when they believed that they had too much to drink (see Table C01Q16). There was an increase in the proportion of people who reported being non-drinkers from last year (34.5% this year, up from 31.6 % in 2013), thus this question did not apply to them. Of the remaining 65.5% of the sample (n = 435), the majority, (93.3%; n = 406) reported that they had not driven after having too much to drink; whereas 5.3% (n = 23) reported that they drove after drinking too much one to five times within the past 60 days. Finally, no respondents reported that they drove within two hours of drinking alcoholic beverages 6 or more times in the past 60 days. There were no differences in age, gender, race, or strata of the respondent.

Perceptions of Drunk Driving Enforcement

When asked what they believe the chances are of someone getting arrested if they drive after drinking, the majority of Nevadans (75.8%) reported that they believe it is likely (33.6%: *very likely*, 42.2%: *somewhat likely*). In comparison, 17% of Nevadans believe that the chances of getting arrested for drunk driving are unlikely (11%: *somewhat unlikely*, 6%: *very unlikely*), whereas 4.7% reported that it was *neither likely nor unlikely* (see Table C01Q17).

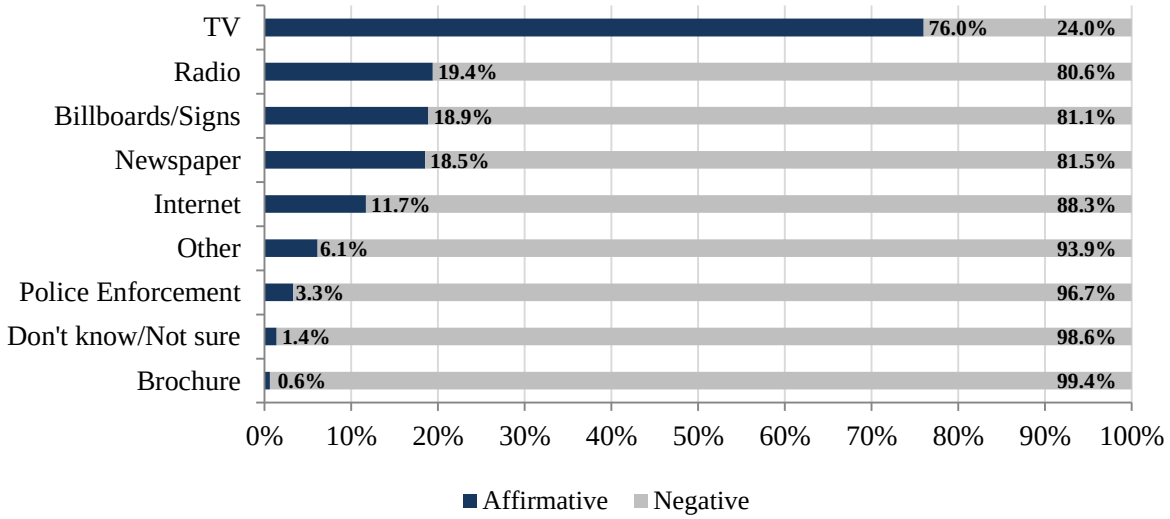
Significant differences in response to this item were found for age and race (see Tables Age by C01Q17 and Race by C01Q17). Respondents 24 years and younger (79.9%), reported that they believed that it is *very likely* that someone would get a ticket if they were to drink and drive more often than respondents 25 and older (25-44, 36.6%, 45-64, 30.8%, 65 and older, 26.6%). Conversely, respondents 25 and older (25-44, 42.5%, 45-64, 49.9%, 65 and older, 43.1%) were more likely to say that it is *somewhat likely* that someone would get a ticket if they were to drink and drive, compared to respondents 24 and younger (10.2%). Based on race, non-White respondents indicated that it is *very likely* (57.1%) to receive a ticket much more often than White respondents (31.4%), while White respondents (48.4%) believed it *somewhat likely* to receive a ticket much more often than non-White respondents (31.1%; see Table Race by C01Q17).

Drunk Driving Enforcement Campaign Awareness

Respondents were asked about their level of awareness regarding impaired driving enforcement campaigns (see Table C01Q18). The majority of Nevadans (55.6%) indicated that they had read, seen, or heard something about drunk driving enforcement by police in the past 60 days, whereas 41.3% indicated that they had not. There were significant differences in individuals who had heard of the campaign by gender. Men (62.3%) were much more likely to have heard of the campaign than were women (49.3%; see Table Gender by C01Q18). There were no significant differences in age, race, or strata regarding having heard about the drunk driving campaign.

As a follow-up, respondents who indicated that they were aware of drunk driving enforcement (n = 346) were asked to indicate where they had read, seen, or heard about enforcement (see Tables C01Q19_1-C01Q19_77 and Figure 10). Figure 10 presents the percent of respondents who selected each individual option.

Figure 10: Where Respondents Read, Saw, or Heard about Drunk Driving Enforcement by Police



Weighted Percent of Responses (n = 346)*
*Rows sum to 100% of responses for each information source

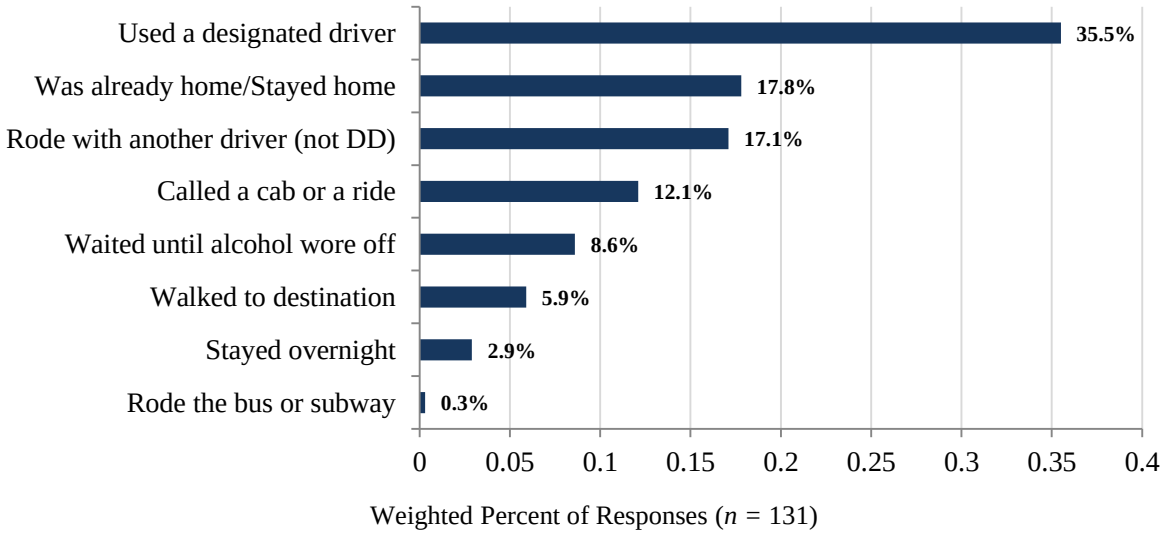
Of the 346 respondents who knew about the campaign 76% reported that they saw information about drunk driving enforcement on TV, 19.4% heard about it on the radio, and 18.5% read about enforcement in the newspaper. Some 18.9% saw billboards and signs related to drunk driving enforcement, 11.7% saw information on the internet, 3.3% encountered information through actual police enforcement, and 0.6% saw information in a brochure. Some 6.1% of Nevadans also indicated that they read, saw, or heard about drunk driving enforcement by police in a source other than those previously listed; examples include other people, magazines, and respondents' workplaces (see Table C01Q19_1-C01Q19_77).

Differences also emerged with respect to the sources where Nevadans learned about drunk driving enforcement by age and strata. Significant age differences were found regarding awareness via newspaper (see Tables Age by C01Q19_1). A higher percentage of Nevadans aged 65 and older (31.2%) reported that they heard about drunk driving enforcement from the newspaper, compared to those who were under age 25 (3.1%). Differences also were observed across Nevadans in the proportions of residents who learned about drunk driving enforcement from billboards and the internet depending on strata. Respondents in Washoe County (35.9%) were more likely than respondents in Clark County to have seen billboards about drunk driving enforcement (15.1%; see Table Strata by C01Q19_4). Respondents in Clark County (14.6%) were also more likely to have seen online advertisements about drunk driving enforcement compared to respondents in rural counties (3.9%; see Table Strata by C01Q19_7).

Alternatives to Driving While Impaired

The 131 Nevadans who indicated they had deliberately avoided driving a motor vehicle because of their alcohol intake were next asked what steps they had taken to reach their destination the last time they decided not to drive after drinking. Figure 11 lists the different responses to this survey item. Slightly over a third of respondents (35.5%) said they had a designated driver. Another 17.1% said they rode with another driver who was not a designated driver. Other respondents (12.1%) indicated they reached their destination by calling a cab or a ride. Other

Figure 11: Respondents' alternative means of transport instead of drinking and driving



options chosen by respondents included waiting until the effects of alcohol wore off (8.6%), walking rather than drive to their destination (5.9%), staying overnight as a guest (2.9%), or riding a bus or subway (0.3%). Another 17.8% of respondents indicated they did none of these things because they were home or chose to stay home.

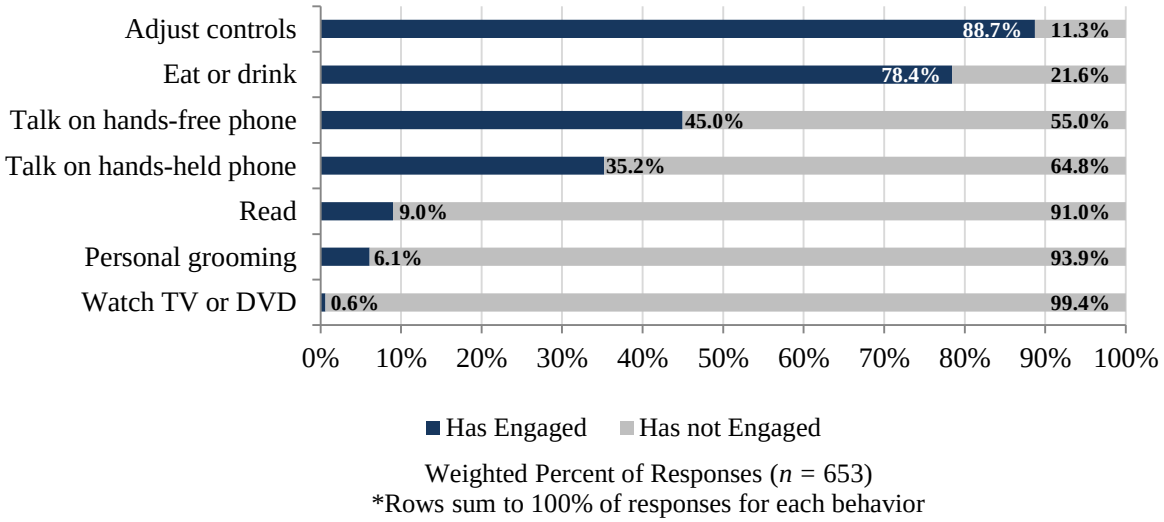
There were significant differences based on age and gender on which option respondents chose when deciding not to drive after drinking. Respondents 24 years of age or younger (4.3%) were less likely to be at home and therefore needing to get somewhere compared to respondents 45-64 (31.7%; see Table Age by C01Q16B). Men (15.3%) were more likely than women (1%) to have waited until the effects of alcohol wore off before driving (See Table Gender by C01Q16B). There were no significant differences based on race or strata.

Distracted Driving

Self-Report Behavior

At the conclusion of the survey, respondents were given a list of distracting driving behaviors and asked to indicate how often they engaged in each behavior in the past 60 days while driving a motor vehicle (see Tables C01Q20a - C01Q20j and Figure 13 on next page). Respondents had the ability to report as many behaviors as were applicable to them. The response options were: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Respondents also were allowed to report that they *were not sure* or *did not know* how often they had engaged in the behaviors of interest and were able to *refuse* to answer the question. A summary all the behaviors is presented in Figure 13. In this figure, those who answered that they had *always*, *nearly always*, *sometimes*, or *seldom* engaged in a behavior were considered a "yes" and those who *never* had were considered a "no." As with the other figures, Figure 12 on the previous page presents the percent of respondents that selected each individual option. See Appendix D, Tables C01Q20a-C01Q20j for respondents' reported frequency of engaging in these behaviors while driving (i.e., *always*, *nearly always*, *sometimes*, *seldom*, *never*).

Figure 12: Behaviors in which Respondent has Engaged while Driving



Weighted Percent of Responses (n = 653)
*Rows sum to 100% of responses for each behavior

Just under 89% of respondents reported adjusting controls while driving, 78% ate or drank, 35% reported talking on a hand-held phone, and 45% reported talking on a hands-free phone. About 9% reported reading while driving, 6% engaged in personal grooming, and less than 1% reported watching TV or a DVD while driving.

Statistically significant differences in the reported performance of distracting driving behaviors were found by age (see Tables Age by C01Q20_a, b, and e), race (see Table Race by C01Q20_d), and strata (see Table Strata by C01Q20_e). A higher percentage of Nevadans who were age 65 and older (40%) reported *never* eating or drinking while driving than those who were 45-64 (13.9%), 25-44 (13.5%), and less than 24 years of age (14.5%). Further, more respondents age 24 and younger (43.5%), 25-44 (52.1%) and 45-64 (41.9%) report *sometimes* eating or drinking while driving, compared to those age 65 and older (16.2%).

Regarding adjusting controls while driving (such as the temperature controls, or changing the radio or CD while driving), a larger percentage of Nevadans age 65 and older (23.6%) reported that they *never* engaged in this behavior, compared to all other age groups. The younger the age group, the fewer respondent reports of never engaging in this behavior (45-64, 8.2%; 25-44, 5%, no respondents 24 and under gave this answer).

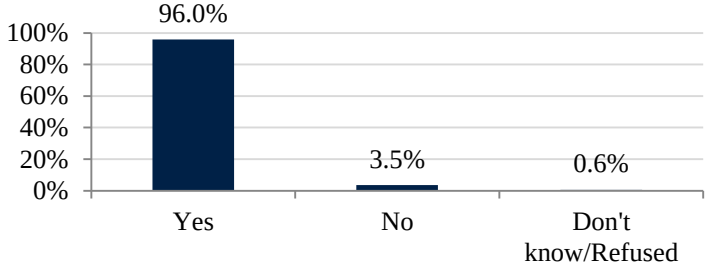
Individuals aged 65 and older were significantly more likely to say they have *never* used a hand-*held* phone while driving (85.8%), compared to individuals 64 and younger (24 and under, 49.6%, 25-44, 37.8%, 45-64, 70.5%; see Table Age by C01Q20d). When it comes to using a hands-*free* cell phone while driving, individuals aged 64 and younger were much less likely to state that they *never* used them (24 and under, 48.7%, 25-44, 30.9%, 45-64, 53.4%) compared to individuals 65 and older (80.6%; see Table Age by C01Q20e).

There were two differences in distracted driving behavior by race. Non-White respondents more often indicated that they *sometimes* (51.8%) ate or drank while driving than White respondents (31.5%; see Table Race by C01Q20a).White respondents (28.1%) were more likely to say they *seldom* adjusted radio controls while draving than Non-White respondents (12.7%; see Table Race by C01Q20b). There was a statistical difference between locations in number of respondents who *never* use hand-free cell phones, with individuals from rural counties (67.8%) choosing this option more often than individuals from Clark county (51.7%; see Table Strata by C01Q20e).

Awareness of Hand Held Cell Phone Use Ban in Nevada

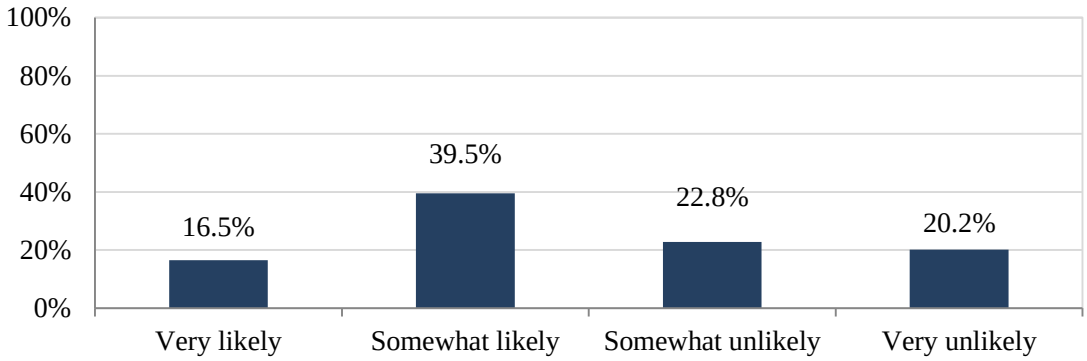
Nevadans were asked whether they were aware of a new law that is in effect that bans the use of hand held cell phones while driving a vehicle. An overwhelming majority of respondents (96%) indicated that they were, in fact, aware of a law (see Table C01Q34), and only 3.5% said they were unaware of such law (see Figure 13).

Figure 13: Are you aware that Nevada has a law banning the use of an electronic device while driving?



Respondents also were asked to indicate how likely they believed it was that a person would receive a ticket for talking on a hand held cell phone while driving. Slightly more than half (56%) indicated that a person would be *very* or *somewhat likely* to receive a ticket, whereas slightly fewer respondents (43%) indicated that a person would be *very* or *somewhat unlikely* to receive a ticket (see Figure 14 and Table C01Q34b).

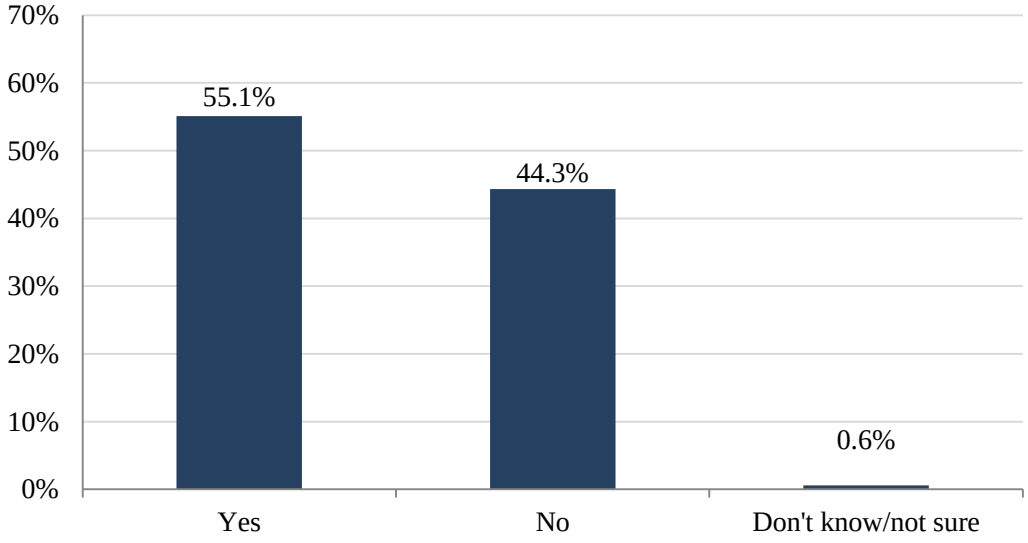
Figure 14: Respondents' Perceptions of Likelihood of Receiving a Ticket for Talking on a Cell Phone while Driving a Vehicle



Zero Fatalities Campaign Awareness

Respondents were asked about Nevada's Zero Fatalities campaign — a public awareness effort to stress that every driver's goal is 'zero' fatalities for themselves and their family. As shown in Figure 15 and Table C01Q32a, a majority (55.1%) of Nevadans were aware of the Zero Fatalities campaign, whereas 44.3% were not aware, and 0.6% *did not know* or were *unsure*. This is a slight

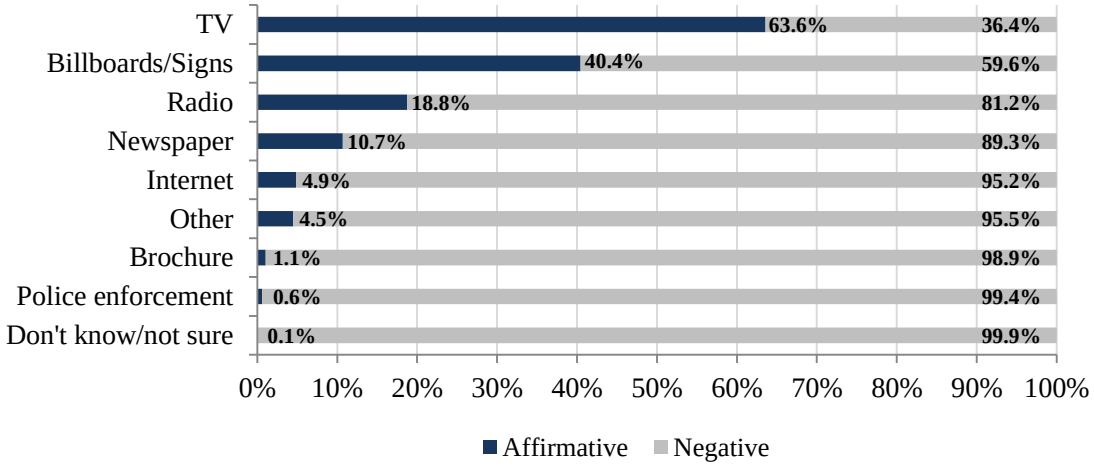
Figure 15: Percentage of Respondents' who Read, Saw, or Heard about Nevada's Zero Fatalities Campaign



increase in awareness from the 2013 survey (*Yes* = 43.2%; *No* = 54.8%; *do not know/not sure* = 2.1%).

As with the other traffic safety campaigns, respondents were asked to report where they read, saw, or heard about the Zero Fatalities campaign (see Tables C01Q32b_1 – C01Q32b_77). Slightly over half of respondents who were aware of the campaign (*n* = 364; 55.1%). Of those who were aware, 63.6% indicated they heard about Zero Fatalities from TV, 40.4% saw a Zero Fatalities billboard/sign, 18.8% heard about it on the radio, and 10.7% read about it in a newspaper. A total of 5.5% of respondents learned about the campaign via the following: the internet, a brochure, and/or actual police enforcement, while 4.5% indicated a different information source—mostly through other people and the workplace. Figure 16 presents the percent of respondents that selected each individual information option (affirmative or negative for each option).

Figure 16: Where Respondents Read, Saw, or Heard about Nevada's Zero Fatalities Campaign



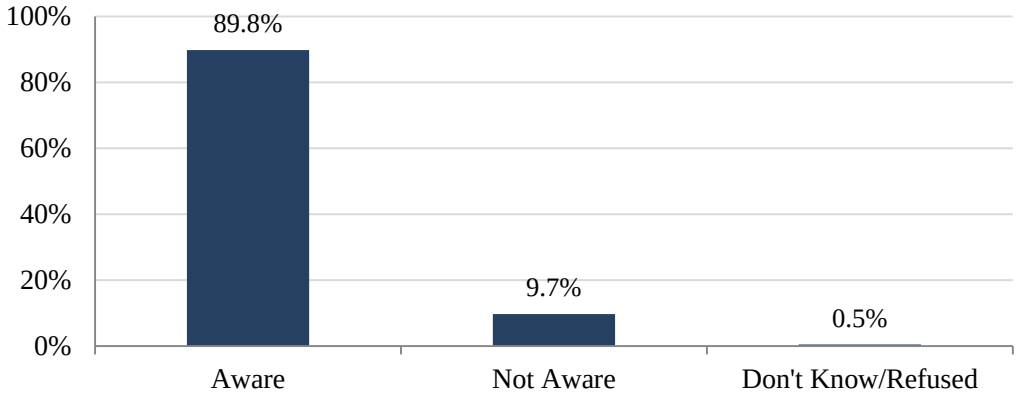
Weighted Percent of Responses (*n* = 364)*
*Rows sum to 100% of responses for each information source

There also were significant differences by age. When asked "Where did you read, see, or hear about the Nevada Zero Fatalities Goal?," a greater proportion of Nevadans 65 and older (29.2%) reported having read about the campaign in the newspaper compared to younger individuals (24 and under, 0%, 25-44, 6.6%, 45-64, 3.4%; see Table Age by C01Q32b_1). Fewer individuals aged 65 and over (15.7%) reported having heard about the campaign via billboards compared to other age groups (24 and younger, 48.8%; 25-44, 51.1%; 45-64, 46.3%; see Table Age by C01Q32b_4). Similarly, fewer individuals aged 65 and over (0.6%) reported having heard about the campaign via the internet compared to other age groups (24 and younger, 5.1%; 25-44, 9%; 45-64, 4%; see Table Age by C01Q32b_7).

Move-Over Law Awareness

Respondents were asked if they were aware of Nevada's "Move-Over law." The majority of respondent (89.8%; *n* = 597) indicated that they were aware of such law, while only 53 respondents (9.7%) indicated that they were not aware of Nevada's "Move-Over law" (see Table C01Q32P and Figure 17). There were no significant differences on awareness of the "Move-Over law" based on respondents are, race, gender or location (Washoe county, Clark county, or rural counties).

Figure 17: Respondents' awareness of Nevada's "Move-Over law"



Appendix A: Office of Traffic Safety Survey Instrument

OTS Traffic Safety Survey
Landline and Cell Phone Samples
2014

1. Introduction:

Current Introduction: Hello, my name is _____. I'm calling from the University of Nevada on behalf of the State of Nevada Office of Traffic Safety. We are not asking for any donations nor trying to sell anything. We are interested in learning more about the public's driving behavior and attitudes in order to improve safety on Nevada's roads. This interview is confidential and brief. You do not have to answer any question you do not want to. Would you mind helping us out with this today?

Is this ###-###-####?

1. Correct Number (proceed to next question)
2. Number is not the same

[if number is not the same]: Thank you very much but I seem to have dialed the wrong number. It's possible that your number may be called at a later time. **[go back to introduction]**

1.1. Questions regarding landline, cell phone, and safety if on cell phone

CELL Is this a cellular telephone?

READ ONLY IF NECESSARY: "By cellular telephone, we mean a telephone that is mobile and usable outside of your neighborhood."

1. Yes, a cellular telephone
2. No, not a cellular telephone (if LANDLINE SAMPLE: skip to **LAND_CONF_PRVRES**; If CELL PHONE SAMPLE: **TERMINATE** call**)**

CellYes1 Is this a safe time to talk with you now or are you driving?

1. Yes, safe time to talk [continue to **CELL_CONF_PRVRES**]
2. No, press F3 to schedule a call-back **[enter cell or landline phone number only in this format ###-###-#### and first name]**

CellYes2 **[CALLBACKS ONLY]:** Hello, my name is _____. I'm calling from the University of Nevada, not for donations, but on behalf of the State of Nevada Office of Traffic Safety. This office is interested in learning more about the public's driving behavior and attitudes. Your information will help to improve

safety on Nevada's roads. This interview is confidential and will take no more than 10 minutes. We will not collect any personal information that could permit anyone to identify you. You do not have to answer any question you do not want to, and you can end the interview at any time. Would you mind answering a few quick questions?

Is this ###-###-####?

1. Correct Number (proceed to next question)
2. Number is not the same

[if number is not the same]: Thank you very much but I seem to have dialed the wrong number. It's possible that your number may be called at a later time. [go back to introduction]

May I speak to _____?

1. Correct Respondent (proceed to next question)
2. Respondent is not available ("Thank you, I will call back another time")

Is this a safe time to talk with you now or are you driving?

1. Yes, safe time to talk [continue to **CELL_CONF_PRVRES**]
2. No, press F3 to schedule a call-back

LAND_CONF_PRVRES Is this a private residence in Nevada?

READ ONLY IF NECESSARY: "By private residence, we mean someplace like a house or apartment, not a dormitory or other type of group living situation."

1. Yes **[Go to Age]**
2. No **[TERMINATE]**
7. Don't Know/Not Sure **[TERMINATE]**
9. Refused **[TERMINATE]**

IF "NO": Thank you very much, but we are only interviewing persons who live in a private residence at this time. **STOP – DISPCODE = 421**

IF "DON'T KNOW", "REFUSED": Thank you very much for your time. **STOP – DISPCODE = 317**

CELL_CONF_PRVRES Do you live in a private residence in Nevada?

READ ONLY IF NECESSARY: "By private residence, we mean someplace like a house or apartment, not a dormitory or other type of group living situation"

1. Yes
2. No
7. Don't know/not sure
9. Refused

IF "NO": Thank you very much, but we are only interviewing persons who live in a private residence at this time. **STOP – DISPCODE = 421**

IF "DON'T KNOW", "REFUSED": Thank you very much for your time. **STOP – DISPCODE = 317**

1.2. Random Household Selection Questions (Enumeration for LANDLINE PHONES)

I need to randomly select just one adult who lives in your household to be interviewed. How many members of your household, including yourself, are 18 years of age or older, have a valid driver's license, AND have driven a personal motor vehicle IN NEVADA within the past 60 days? **[NOTE TO INTERVIEWER: All 3 criteria must be met for enumeration]**

READ ONLY IF ASKED: "Motor vehicle" includes motorcycles, as long as the person is the driver and not a passenger. Do not include bicyclists, pedestrians, mopeds or scooters.

IF THEY SAY THEY OR SOMEONE ELSE IN HOUSE DRIVES A BUS OR OTHER PUBLIC TRANSPORTATION OR COMMERCIAL VEHICLE FOR WORK ONLY: "We are interested in PERSONAL motor vehicles, so as long as you also drive another vehicle, you would be eligible to be interviewed."

IF THEY SAY THEY HAVE A DRIVER'S LICENSE IN ANOTHER STATE: "The valid driver's license can be from any state, as long as you are currently residing in a Nevada county."

_____ Enter the number of adults
How many men?
How many women?

1.3. Screening Questions

[After respondent has been selected]

[READ introduction again if selected respondent is different than informant]: Hello, my name is _____. I'm calling from the University of Nevada, not for donations, but on behalf of the State of Nevada Office of Traffic

Safety. This office is interested in learning more about the public's driving behavior and attitudes. Your information will help to improve public safety on Nevada's roads. This interview is confidential and will take no more than 10 minutes. We will not collect any personal information that could permit anyone to identify you. You do not have to answer any question you do not want to, and you can end the interview at any time. Would you mind answering a few quick questions?

A. Are you 18 years of age or older, have a valid driver's license, and have driven a motor vehicle within the past 60 days?

1. Yes **[CONTINUE]**
2. No **[GO BACK AND RE-DO ENUMERATION, EXCLUDING THIS PERSON]**

READ ONLY IF ASKED: "Motor vehicle" includes motorcycles, as long as the person is the driver and not a passenger. Do not include bicyclists, pedestrians, mopeds or scooters.

IF THEY SAY THEY OR SOMEONE ELSE IN HOUSE DRIVES A BUS OR OTHER PUBLIC TRANSPORTATION VEHICLE FOR WORK: "We are interested in PERSONAL motor vehicles, so as long as you also drive another vehicle, you would be eligible to be interviewed."

IF THEY SAY THEY HAVE A DRIVER'S LICENSE IN ANOTHER STATE: "The valid driver's license can be from any state, as long as you are currently residing in a Nevada county."

B. Including any vehicle you might drive for work, what kind of vehicle or vehicles do you drive?

INTERVIEWER: ONLY OPTIONS 1 AND 2 WILL BE INTERVIEWED. BEFORE SELECTING OPTIONS 3, 4, AND 77 PROBE FOR OTHER VEHICLE: "We are interested in PERSONAL motor vehicles, so as long as you also drive another vehicle besides the one you might drive for work, you would still be eligible to be interviewed."

1. Car or sedan, SUV (sport utility vehicle), minivan or van, or Pick-up or truck
2. Motorcycle (**IF 1 and 3 are NO, and 2 is YES, SKIP TO SCOOTER QUESTION; IF 1 and/or 3 are YES, and 2 is YES, ask C01Q01**)
3. Commercial transportation (bus or truck that requires CDL)
4. Other (specify)
77. Don't know/not sure
99. Refused

2.1. Safety Belts Questions for non-Motorcyclists

Introduction: "The following questions ask about your experiences as a driver OR a passenger of a motor vehicle."

Q: C01Q01: How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up? Would you say…

1. Always
2. Nearly always
3. Sometimes
4. Seldom
5. Never

DO NOT READ

7. Don't know/not sure
9. Refused

Q: C01Q02: What do you think the chances are of getting a ticket if you don't wear your safety belt? Would you say…

1. Very likely
2. Somewhat likely
3. Neither likely nor unlikely
4. Somewhat unlikely
5. Very unlikely

DO NOT READ

7. Don't know/not sure
9. Refused

Q: C01Q03: Compared to daytime, how often do you wear your seat belt <u>at night</u>? Would you say more often, about the same, or less often?

1. More often
2. About the same
3. Less often

DO NOT READ

7. Don't know/not sure
9. Refused

Q: C01Q04: Have you ever received a ticket for not wearing a seat belt?

1. Yes
2. No

DO NOT READ

7. Don't know/not sure
9. Refused

Q: C01Q04M: Would you oppose or favor a Nevada law requiring MOPED riders to wear a helmet?

1. Strongly Oppose
2. Oppose
3. Neither Oppose nor Favor
4. Favor
5. Strongly Favor

DO NOT READ

7. Don't know/not sure
9. Refused

2.2. Questions for Motorcyclists

Introduction: "The following questions ask about your experiences as a driver OR a passenger of a motor vehicle."

Q: C01Q05: How often do you use a helmet when you ride a motorcycle? Would you say…

1. Always
2. Nearly always
3. Sometimes
4. Seldom
5. Never

DO NOT READ

7. Don't know/not sure
9. Refused

Q: C01Q05M: When you ride a motorcycle, how often do you wear a D.O.T. compliant helmet? Would you say… (ASK ONLY IF C01Q05 = 1, 2, 3, OR 4).

READ IF ASKED: D.O.T. refers to Department of Transportation.

READ IF ASKED: A D.O.T. compliant helmet meets government safety standards for protection, and is usually marked with a sticker.

1. Always
2. Nearly Always
3. Sometimes
4. Seldom
5. Never

DO NOT READ

7. Don't know/not sure
9. Refused

Q: C01Q06: What do you think the chances are of getting a ticket if you don't wear a D.O.T. compliant helmet? Would you say…

1. Very likely
2. Somewhat likely
3. Neither likely nor unlikely
4. Somewhat unlikely
5. Very unlikely

DO NOT READ

7. Don't know/not sure
9. Refused

2.3. Campaign Assessment items

Q: C01Q07: In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?

1. Yes
2. No (skip to C01Q09)

DO NOT READ

7. Don't know/not sure (skip to C01Q09)
9. Refused (skip to C01Q09)

Eligible for partial complete

Q: C01Q08: Where did you read, see, or hear about seat belt law enforcement by police?

PROBE AT LEAST ONCE AND UP TO THREE TIMES: "Anywhere else?"

INTERVIEWER: RESPONDENT MAY CHOOSE UP TO FOUR OPTIONS. SELECT THE OPTIONS IN THE ORDER THE RESPONDENT SAYS THEM

INTERVIEWER: IF RESPONDENT ASKS FOR A LIST, READ ENTIRE LIST.

1. Newspaper
2. Radio
3. TV
4. Billboards/Signs
5. Brochure
6. Police Enforcement
7. Internet, including YouTube, Facebook, Twitter, or other social media

88. Other: Specify: _____
77. Don't know/not sure
99. Refused

Q: C01Q09: In the past 60 days, have you read, seen or heard anything about car seats for kids?

1. Yes
2. No (skip to C01Q32a.)

7. Don't know/not sure (skip to C01Q32a.)
9. Refused (skip to C01Q32a.)

Q: C01Q10: Where did you read, see, or hear about car seats for kids?

PROBE AT LEAST ONCE AND UP TO THREE TIMES: "Anywhere else?"

INTERVIEWER: RESPONDENT MAY CHOOSE UP TO FOUR OPTIONS. SELECT THE OPTIONS IN THE ORDER THE RESPONDENT SAYS THEM

INTERVIEWER: IF RESPONDENT ASKS FOR A LIST, READ ENTIRE LIST.

1. Newspaper
2. Radio
3. TV
4. Billboards/Signs
5. Brochure
6. Police Enforcement
7. Internet, including YouTube, Facebook, Twitter, or other social media
8. Health care provider

9. Local nonprofit organization
10. Day care or schools
11. Police, Fire, or Ambulance Services
12. Other

DO NOT READ
77. Don't know/not sure
99. Refused

Q: C01Q32a: In the past 60 days, have you read, seen, or heard anything about Nevada's Zero Fatalities Campaign?

1. Yes
2. No

DO NOT READ

7. Don't know/not sure
9. Refused

Q: C01Q32b [If yes] Where did you read, see, or hear about Nevada's Zero Fatalities Campaign?

PROBE AT LEAST ONCE AND UP TO THREE TIMES: Anywhere else?

RESPONDENT MAY CHOOSE UP TO FOUR OPTIONS; SELECT OPTIONS IN THE ORDER RESPONDENT CHOOSES THEM.

IF THEY ASK FOR A LIST, READ THE ENTIRE LIST

1. Newspaper
2. Radio
3. TV
4. Billboards/Signs
5. Brochures
6. Police Enforcement
7. Internet, including YouTube, Facebook, Twitter, or other social media

DO NOT READ:

88. Other: Specify_____
77. Don't know/not sure
99. Refused

Q: C01Q32P: Are you aware that Nevada has a "Move-Over law?" The Move-Over law states that, when approaching an emergency vehicle, you should slow down and, if possible, change lanes to avoid driving next to an emergency vehicle.

READ IF ASKED: The Nevada Revised Statute for the "Move-Over Law" is NRS 484B.607.

1. Yes
2. No

DO NOT READ

7. Don't know/not sure
9. Refused

3. Speeding

Q: C01Q11: On a local road with a speed limit of 30 mph (miles per hour), how often do you drive faster than 35 mph (miles per hour) – most of the time, half the time, rarely, or never?

1. Most of the time
2. Half the time
3. Rarely
4. Never

7. Don't know/not sure
9. Refused

Q: C01Q12: On a road with a speed limit of 65 mph (miles per hour), how often do you drive faster than 70 mph (miles per hour) – most of the time, half the time, rarely, or never?

1. Most of the time
2. Half the time
3. Rarely
4. Never

7. Don't know/not sure
9. Refused

Q: C01Q13: What do you think the chances are of getting a ticket if you drive over the speed limit? Would you say…

1. Very likely
2. Somewhat likely
3. Neither likely nor unlikely
4. Somewhat unlikely
5. Very unlikely
7. Don't know/not sure
9. Refused

Q: C01Q14: In the past 60 days, have you read, seen or heard anything about speed enforcement by police?

1. Yes
2. No (skip to A-1)

7. Don't know/not sure
9. Refused

Q: C01Q15: Where did you read, see, or hear about speed enforcement by police?

PROBE AT LEAST ONCE AND UP TO THREE TIMES: "Anywhere else?"

INTERVIEWER: RESPONDENT MAY CHOOSE UP TO FOUR OPTIONS. SELECT THE OPTIONS IN THE ORDER THE RESPONDENT SAYS THEM.

INTERVIEWER: IF RESPONDENT ASKS FOR A LIST, READ ENTIRE LIST.

1. Newspaper
2. Radio
3. TV
4. Billboards/Signs
5. Brochure
6. Police Enforcement
7. Internet, including YouTube, Facebook, Twitter, or other social media

88. Other
77. Don't know/not sure
99. Refused

4. Impaired Driving

Q: C01Q16: In the past 60 days, how many times have you driven when you've had perhaps too much to drink?

__ (number of times)
88 I do not drink (not the same as "00")
77 Don't know/not sure
99 Refused

Q: C01Q16A: In the past 60 days, have you ever deliberately avoided driving a motor vehicle because you felt you probably had too much to drink to drive safely? (IF C01Q16 IS NOT 88, 77, or)

1. Yes
2. No (SKIP TO C01Q17)

77. Don't know/not sure (SKIP TO C01Q17)
99. Refused (SKIP TO C01Q17)

Q: C01Q16B: On the most recent time that you deliberately avoided driving after drinking, what did you do instead to get to your destination?

READ IF ASKED: By designated driver, we mean someone who agrees to abstain or limit drinking alcohol during an event in order to drive the other person or persons in the group home safely.

READ ONLY IF NECESSARY

1. Used a designated driver
2. Called a cab or ride
3. Rode the bus or subway (public transportation)
4. Stayed overnight as a guest
5. Waited until the effects of alcohol wore off
6. Walked to my destination
7. Rode with another driver (not a designated driver)
8. Not applicable/was already at home/stayedat home

88. Other
77. Don't know/not sure
99. Refused

Q: C01Q17: What do you think the chances are of someone getting arrested if they drive after drinking? Would you say…

1. Very likely
2. Somewhat likely
3. Neither likely nor unlikely
4. Somewhat unlikely

5. Very unlikely

7. Don't know/not sure
9. Refused

Q: C01Q18: In the past 60 days, have you read, seen, or heard anything about drunk driving enforcement by police?

1. Yes
2. No (skip to DD-1A.)

7. Don't know/not sure (skip to DD-1A.)
9. Refused (skip to DD-1A.)

Q: C01Q19: Where did you read, see, or hear about drunk driving enforcement by police?

PROBE AT LEAST ONCE AND UP TO THREE TIMES: "Anywhere else?"

INTERVIEWER: RESPONDENT MAY CHOOSE UP TO FOUR OPTIONS. SELECT THE OPTIONS IN THE ORDER THE RESPONDENT SAYS THEM

INTERVIEWER: IF RESPONDENT ASKS FOR A LIST, READ ENTIRE LIST.

1. Newspaper
2. Radio
3. TV
4. Billboards/Signs
5. Brochure
6. Police Enforcement
7. Internet, including YouTube, Facebook, Twitter, or other social media

88. Other
77. Don't know/not sure
99. Refused

5. Additional Attitude Questions

I am going to read you a list of items. Please indicate how often you engage in each of the following behaviors while DRIVING a motor vehicle. By driving we mean while you were in a moving vehicle, not stopped.

a. Q: C01Q20a: How often do you <u>eat or drink</u> while driving?

READ the first time:

1. Always
2. Nearly Always
3. Sometimes
4. Seldom
5. Never

b. Q: C01Q20b: How often do <u>you adjust controls</u>, for instance adjust the temperature or change the radio or a CD, while driving?

READ IF NECESSARY:

1. Always
2. Nearly Always
3. Sometimes
4. Seldom
5. Never

c. Q: C01Q20d: How often do you use a <u>*hand-held*</u> cell phone while driving, including talking, texting, e-mailing, browsing the web, or operating a GPS application on your phone?

READ IF ASEKD: GPS is short for a Global Positioning System. A GPS is a space-based satellite navigation system that provides location and time information often used by drivers to help them with driving directions.

READ IF NECESSARY:

1. Always
2. Nearly Always
3. Sometimes
4. Seldom
5. Never

INTERVIEWER NOTE: IF THEY ASK FOR THE DEFINITION OF A HAND-*HELD* PHONE SAY, "A hand-*held* cell phone is where you actually hold the cell phone up to your ear and do *not* use a speaker or head phones while talking on a cell phone while driving."

d. Q: C01Q20e: How often do you talk on a <u>*hands-free*</u> cell phone while driving, including talking, e-mailing, browsing the web, or operating a GPS application on your phone?

READ IF ASEKD: GPS is short for a Global Positioning System. A GPS is a space-based satellite navigation system that provides location and time information often used by drivers to help them with driving directions.

READ IF NECESSARY:

1. Always
2. Nearly Always
3. Sometimes
4. Seldom
5. Never

INTERVIEWER NOTE: IF THEY ASK FOR THE DEFINITION OF A HANDS-*FREE* PHONE SAY, "A hands-free cell phone is where you would use a speaker or head phones while talking on a cell phone while driving."

e. Q: C01Q20g: How often do you *watch TV or a DVD* while driving?

READ IF NECESSARY:

1. Always
2. Nearly Always
3. Sometimes
4. Seldom
5. Never

f. Q: C01Q20h: How often do you *engage in personal grooming*, such as brushing your hair, putting on makeup, or shaving, while driving?

READ IF NECESSARY:

1. Always
2. Nearly Always
3. Sometimes
4. Seldom
5. Never

g. Q: C01Q20j: How often do you *read* while driving? Do not include road signs. By read, we mean any form of written material in either hard copy or electronic form. For example, a book, magazine, road map, newspaper, a text message, or e-mail.

READ IF NECESSARY:

1. Always
2. Nearly Always
3. Sometimes
4. Seldom
5. Never

C01Q34: Are you aware that Nevada has a law banning the use of an electronic device, such as a hand-held cell phone, whil driving?

READ IF ASKED: The law is Nevada Revised Statute (NRS 484B).

1. Yes
2. No [**SKIP TO Q.21**]

8. Don't Know [**SKIP TO Q.21**]
9. Refused [**SKIP TO Q.21**]

Q: C01Q34b: Assume that over the next six months someone frequently uses an electronic device, such as a cell phone, while driving. How likely do you think that person would be to receive a ticket for using that electronic device while driving?

[**READ LIST**]

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

8. Don't know
9. Refused

6. Socio-Demographic Questions

Q: C01Q21: What county do you live in?

1. Carson City
2. Churchill
3. Clark
4. Douglas
5. Elko
6. Esmeralda
7. Eureka
8. Humboldt
9. Lander
11. Lyon
12. Mineral
13. Nye
14. Pershing
15. Storey
16. Washoe
17. White Pine
77. Don't know/not sure
99. Refused

10. Lincoln

Q: C01Q22: What zip code do you currently live in?

Note: All Nevada zip codes should begin with '89' (one exception = '88' for The Lakes, NV)

_____ Enter 5 digit zip code
77777 Don't know/not sure
99999 Refused

Q: C01Q23: What is your age?

__ Enter age in years
7 Don't know/not sure
9 Refused

Q: C01Q24: What is the highest grade or year of school you **COMPLETED**?

READ:

1. Elementary
2. Middle School
3. High School
4. College (includes some college or college graduate)
5. Graduate School

7. Don't know/not sure
9. Refused

Please answer BOTH of the next two questions about Hispanic origin AND race.

Q: C01Q25: Regardless of your race, are you of Hispanic, Latino, or Spanish Origin?

READ IF NECESSARY: "For this interview, Hispanic origins are not races."

i. Yes
ii. No

Q: C01Q26: What is your race?

a. White
b. Black or African American
c. American Indian or Alaska Native
d. Asian or Pacific Islander
e. Some other race: SPECIFY: _____

Questions re: phones (LANDLINES ONLY)

LandLine2

Q: C01Q27: Do you have more than one telephone number in your household? Do not include cell phones or numbers that are only used by a computer or fax machine

1. Yes
2. No
7. Don't know/not sure
9. Refused

LandLine3

Q: C01Q28: How many of these telephone numbers are residential numbers?

_ Residential telephone numbers **[6 = 6 or more]**
7. Don't know/not sure
9. Refused

LandLine4

Q: C01Q30: Do you also own a cellular telephone that is used to make and receive calls?

READ ONLY IF NECESSARY: "By cellular telephone, we mean a telephone that is mobile and usable outside of your neighborhood."

INTERVIEWER: PLEASE CONFIRM NEGATIVE RESPONSES TO ENSURE THAT RESPONDENT HAS HEARD AND UNDERSTOOD CORRECTLY.

1. Yes
2. No
4. Don't know/not sure
9. Refused

Questions re: phones (CELLPHONES ONLY)

CELL2

Q: C01Q29: Do you also have a landline telephone in your home that is used to make and receive calls?

READ ONLY IF NECESSARY: "By landline telephone, we mean a "regular" telephone in your home that is connected to outside telephone lines through a cable or cord and is used for making or receiving calls." Please include landline phones used for both business and personal use.

1. Yes
2. No
7. Don't know/not sure
9. Refused

Q: C01Q31: Is your annual household income from all sources—

1. Less than $10,000
2. $10,000 to less than $15,000
3. $15,000 to less than $25,000
4. $25,000 to less than $50,000
5. $50,000 to less than $100,000
6. $100,000 to less than $150,000
7. $150,000 to less than $200,000
8. $200,000 or more
77. Don't know/not sure
99. Refused

Closing Statement
That is my last question. Everyone's answers will be combined to give the Office of Traffic Safety information about the public's attitudes towards key traffic safety issues. Thank you very much for your time and cooperation. If you'd like a copy of the results of this survey, please visit the following website after November 1st, 2014: ots.state.nv.us (see forms and publications link). The link is also added to our FAW page at www.crda.unr.edu/traffic.

Appendix B: Website Information about Study

Center for Research Design and Analysis
The University of Nevada Reno
CRDA

Home

Office of Traffic Safety Public Opinion Survey 2013

Frequently Asked Questions:

▪ WHAT IS THE OTS?
The Nevada Office of Traffic Safety, a Division of the Department of Public Safety (DPS), is the federally recognized highway safety office in the state of Nevada. The Director of the Department of Public Safety serves as the Governor's Highway Safety Representative.

▪ WHAT IS THE PURPOSE/ GOALS / OBJECTIVE OF THIS PROJECT?
The main purpose of this project is to learn more about the public's driving behavior and attitudes towards key traffic safety issues such as safety belts, speeding and impaired driving. The information collected will help to improve safety on Nevada's roads.

▪ WHAT ARE THE ELIGIBILITY REQUIREMENTS TO PARTICIPATE?
In order to participate, you must live in a private residence in Nevada, be 18 years of age or older, have a valid driver's license, and have driven a motor vehicle within the past 60 days.

▪ HOW WAS MY HOUSEHOLD CHOSEN TO PARTICIPATE?
Respondents such as you were selected from a random sample of Nevada household and cell phone numbers.

▪ WHAT KIND OF QUESTIONS ARE YOU ASKING?
We ask simple questions regarding driving behaviors and attitudes and awareness of traffic safety issues. This study should only take 10 minutes or less.

▪ WHY ARE YOU CALLING?
We are calling because we are asking Nevada residents about their driving behaviors and attitudes toward traffic safety issues.

▪ I'M ON THE DO NOT CALL LIST, WHY ARE YOU CALLING ME?
We are not selling anything or asking for donations. The National Do Not Call List and Nevada's Do Not Call List applies to telemarketers, not to researchers or surveyors.

▪ WHY DO YOU NEED TO CONFIRM #?
We need to confirm your number in order to make sure we have not misdialed the phone number.

• HOW DID YOU GET MY NUMBER?
Respondents such as you were selected from a random sample of Nevada household and cell phone numbers.

• WHY WAS HE/SHE CHOSEN?
Our research requires that we randomly select one adult from each household we call. This is done so that we can be sure that our study results represent all adults in our state. Also, we can be sure that we have good representation of men and women of different age groups.

• WHO WANTS THIS INFORMATION AND WHY? HOW WILL THE DATA BE USED?
The Office of Traffic Safety will utilize the data and recommendations from the final report for a baseline measure of community attitudes. OTS can utilize these data for internal evaluation efforts, traffic safety improvements, media releases and other community education programs.

• HOW WILL MY RESPONSES SPECIFICALLY CHANGE THIS STUDY IN GENERAL, AFFECT THE LAW?
Your individual responses will not be reported. All results will be combined with all other responses and reported in group format only. Results may be shared with lawmakers and other public agencies who are interested in promoting traffic safety.

• WHO IS RESPONSIBLE FOR FUNDING THIS?
The State of Nevada Office of Traffic Safety funds were provided by the National Highway Traffic Safety Administration.

• WHAT DOES THE OTS HAVE POWER TO DO?
The Nevada Office of Traffic Safety strives to keep all road users safe on every road in Nevada. They provide funding to partner agencies across the state who develop life saving programs to enhance the quality of life in our state. They are not a regulating body.

• WHY CAN'T MY 16 or 17 YEAR OLD HELP WHEN THEY DRIVE IN NEVADA?
We are only able to interview adults in the state of Nevada who are 18 years of age or older.

• WHO CAN I CONTACT FOR MORE INFORMATION?
If participant has any questions or comments about this survey or project, he/she may call the supervisor at (775) 784-6412 or toll-free at 1-800-929-9079.

The Principal Investigator for this project is Dr. Veronica Dahir. She is a faculty member here at the University of Nevada, Reno.

For further information about the Office of Traffic Safety, visit: http://ots.state.nv.us or call (775) 684-7469.

About CRDA

The Center for Research Design and Analysis (CRDA) is an academically-based, multidisciplinary research institute under the Vice President of Research at the University of Nevada, Reno. The institution, that was formerly known as Senator Alan Bible Center for Applied Research (SABCAR) and is now known as the Center for Research Design and Analysis (CRDA) was originally established in 1959 as the Bureau of Governmental Research. The Center's mission is to provide the most valid and reliable data possible across a broad spectrum of data collection protocols and analysis activities. Since 1959 we have completed hundreds of random digit dial survey research projects ranging from sample sizes of 600 to 6000+ interviews.

CRDA utilizes a wide range of data collection techniques for telephone, mail, and internet surveys. These techniques include a state-of-the-art computer-assisted telephone interview (CATI) system and computer-assisted personal interview (CAPI) systems. In addition, the center uses TELEFORM, a sophisticated questionnaire design software used to fully automate large scale questionnaire mail-out projects. The Center's staff provide expertise in survey research, psychometrics, univariate and multivariate statistical analysis, research design, sampling, mathematical modeling, and program evaluation. Many of the Center's research projects are aimed at solving problems and providing data and information to state and federal agencies for use in program planning and resource allocation. The Center also provides in-house research support to faculty, students, and community-based groups. Over the past ten years the Center has attracted in excess of $5 million in external grants and contracts.

CENTER FOR RESEARCH DESIGN AND ANALYSIS/088
Sarah H. Fleischmann Building (SFB)
University of Nevada, Reno
Reno, Nevada 89557-0017
Phone: 1-800-929-9079 or 1-775-784-6412 for local calls
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University of Nevada, Reno
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Last Modified: September 20, 2013

Appendix C: Post-Weighting Methodology

Post-Weighting Methodology

Surveys are conducted to obtain a representative sample of the population. However, due to the nature of any sampling process, over-sampling some categories and under-sampling others is more likely to occur. In other words, the way a certain characteristic (such as region, sex, age etc.) of the sample is distributed may differ from the way it is distributed in the population which introduces bias into any estimate you may obtain from the sample data. To correct for these biases mathematically and to restore the population's region, sex and age distribution in the sample, post-stratification weighting must be conducted. The post-stratification adjustment forces the sampling weights within each post stratum (region, sex and age in the sample) to the known population distribution. Post-stratification improves the precision of the sample estimators and serves as a correction for non-response and under-coverage error, which consequently induce a relative reduction in bias.

Un-weighted rates from the survey are not influenced by the stratum, sex, and age distributions in the population. In particular, by using un-weighted rates, it is assumed implicitly, that every single person in the survey represents one and only one person in the whole population (which is not the case!). For example, if people of the age 18-24 were underrepresented in the survey, after adjusting for stratum, sex and age, these people of the age 18-24 years old will be granted a higher weight in order to overcome such under representation in the survey to account for differing distributions of stratum, sex and age within the entire population. So, to compensate for over-representation and/or under-representation in the sample, *weighted rates* must be used.

The formula for the weights for a level within a strata is [1/(Sample frequency/ Population frequency)]. The formula was used on the cell frequency from tables indicating the size of particular subpopulations based on known demographic characteristics (e.g., males aged 18 – 24 living in southern Nevada). In addition to correct for the finite population bias, actual population count was specified in the analysis. After post-stratification, the weighting assured that the representation of certain subpopulations corresponded to figures from the population. All survey weighting was performed using SAS 9.4 survey procedures.

Appendix D: Unweighted Tables and Weighted Frequency Tables by Question

Unweighted Tables

Respondent Gender				
	Frequency	**Percent**	**Cumulative Frequency**	**Cumulative Percent**
Male	304	46.55	304	46.55
Female	349	53.45	653	100.00
Total	653	100	957	100.00

Respondent Age in Categories				
	Frequency	**Percent**	**Cumulative Frequency**	**Cumulative Percent**
<=24	43	6.58	43	6.58
Age 25-34	67	10.26	110	16.85
Age 35-44	90	13.78	200	30.63
Age 45-54	100	15.31	300	45.94
Age 55-64	144	22.05	444	67.99
Age 65+	209	32.01	653	100.00
Total	653	100	100	

Respondent Race				
	Frequency	**Percent**	**Cumulative Frequency**	**Cumulative Percent**
White, Non-Hispanic	483	73.97	483	73.97
Hispanic	19	2.91	502	76.88
Black or African American	29	4.44	531	81.32
American Indian or Alaska Native	13	1.99	544	83.31
Asian or Pacific Islander	25	3.83	569	87.14
Multi-Racial	59	9.04	628	96.17
Don't Know/Refused	16	2.45	644	98.62
Other	9	1.38	653	100.00
Total	653	100	100	

Table C01Q21. What county do you live in?				
	Frequency	**Percent**	**Cumulative Frequency**	**Cumulative Percent**
Carson City	33	5.05	33	5.05
Churchill	23	3.52	56	8.58
Clark	245	37.52	301	46.09
Douglas	31	4.75	332	50.84
Elko	12	1.84	344	52.68
Esmeralda	1	0.15	345	52.83
Eureka	2	0.31	347	53.14
Humboldt	11	1.68	358	54.82
Lander	5	0.77	363	55.59
Lincoln	6	0.92	369	56.51
Lyon	41	6.28	410	62.79
Mineral	1	0.15	411	62.94
Nye	28	4.29	439	67.23
Pershing	3	0.46	442	67.69
Storey	6	0.92	448	68.61
Washoe	197	30.17	645	98.77
White Pine	7	1.07	652	99.85
Don't Know/Refused	1	0.15	653	100.00
Total	653	100	100	

Stratum				
	Frequency	**Percent**	**Cumulative Frequency**	**Cumulative Percent**
Northern	196	30.02	196	30.02
Southern	244	37.37	440	67.38
Rural	209	32.01	649	99.39
Don’t Know/Refused	4	0.61	653	100.00
Total	653	100	100	

Weighted Tables

S01Q01_1. Including any vehicle you might drive for work, what kind of vehicle or vehicles do you drive? Car or Sedan, SUV, Minivan or Van, or Pick-Up or Truck					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	4	18548	0.6570	0.0000	1.4380
Affirmative	649	2804698	99.3430	98.5620	100.000
Total	653	2823246	100.000		

S01Q01_2. Including any vehicle you might drive for work, what kind of vehicle or vehicles do you drive? Motorcycle					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	617	2621463	92.8528	90.2108	95.4948
Affirmative	36	201783	7.1472	4.5052	9.7892
Total	653	2823246	100.000		

S01Q01_3. Including any vehicle you might drive for work, what kind of vehicle or vehicles do you drive? Commercial Transportation					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	628	2703553	95.7605	93.7877	97.7332
Affirmative	25	119693	4.2395	2.2668	6.2123
Total	653	2823246	100.000		

S01Q01_4. Including any vehicle you might drive for work, what kind of vehicle or vehicles do you drive? Other					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	649	2798227	99.1138	98.1115	100.000
Affirmative	4	25018	0.8862	0.0000	1.8885
Total	653	2823246	100.000		

C01Q01. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Always	584	2515294	89.6814	86.8021	92.5608
Nearly always	45	207362	7.3934	4.8687	9.9181
Sometimes	11	47744	1.7023	0.5425	2.8621
Seldom	8	33028	1.1776	0.2016	2.1535
Never	1	1271	0.0453	0.0000	0.1343
Total	649	2804698	100.000		

C01Q02. What do you think the chances are of getting a ticket if you don't wear your seat belt?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Very likely	184	807312	28.7843	24.4601	33.1084
Somewhat likely	224	917802	32.7237	28.3227	37.1248
Neither likely nor unlikely	24	106481	3.7965	2.0419	5.5511
Somewhat unlikely	114	475849	16.9661	13.4139	20.5183
Very unlikely	74	389019	13.8703	10.4110	17.3295
Don't know/Refused	29	108236	3.8591	2.1869	5.5313
Total	649	2804698	100.000		

C01Q03. Compared to daytime, how often do you wear your seat belt AT NIGHT?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
More often	113	502032	17.8997	14.2090	21.5903
About the same	522	2243003	79.9731	76.1215	83.8246
Less often	7	31476	1.1222	0.1458	2.0987
Don't know/Refused	7	28188	1.0050	0.0000	2.0179
Total	649	2804698	100.000		

C01Q04. Have you ever received a ticket for not wearing a seat belt?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	42	184413	6.5751	4.1784	8.9719
No	607	2620285	93.4249	91.0281	95.8216
Total	649	2804698	100.000		

C01Q04M. Would you oppose or favor a Nevada law requiring moped riders to wear a helmet					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Strongly Oppose	27	140597	4.9800	2.7448	7.2152
Oppose	36	161389	5.7164	3.5280	7.9049
Neither Oppose nor Favor	63	283268	10.0334	7.1152	12.9517
Favor	142	608408	21.5500	17.6858	25.4141
Strongly Favor	370	1559206	55.2274	50.5071	59.9477
Don't Know/Refused	15	70377	2.4928	0.9563	4.0293
Total	653	2823246	100.000		

C01Q05. How often do you use a helmet when you ride a motorcycle?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Always	34	195463	96.8680	92.3141	100.000
Nearly always	1	2624	1.3004	0.0000	3.9449
Sometimes	1	3696	1.8316	0.0000	5.5476
Total	36	201783	100.000		

C01Q05M. When you ride a motorcycle, how often do you wear a D.O.T. compliant helmet?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Always	34	189273	93.8006	83.4875	100.000
Nearly Always	1	2624	1.3004	0.0000	3.9449
Never	1	9885	4.8990	0.0000	14.8679
Total	36	201783	100.000		

C01Q06. What do you think the chances are of getting a ticket if you don't wear a D.O.T. compliant helmet?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Very likely	14	65573	32.4969	13.9685	51.0254
Somewhat likely	8	37377	18.5233	3.4119	33.6348
Neither likely nor unlikely	1	3696	1.8316	0.0000	5.5476
Somewhat unlikely	1	9885	4.8990	0.0000	14.8679
Very unlikely	11	81556	40.4175	20.2282	60.6068
Don't know/Refused	1	3696	1.8316	0.0000	5.5476
Total	36	201783	100.000		

C01Q07. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	222	1021930	36.1970	31.5839	40.8100
No	418	1755657	62.1858	57.5480	66.8235
Don't know/Refused	13	45659	1.6172	0.5545	2.6800
Total	653	2823246	100.000		

C01Q08_1. Where did you read, see, or hear about seat belt law enforcement by police? NEWSPAPER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	196	907511	88.8037	83.8291	93.7782
Affirmative	26	114419	11.1963	6.2218	16.1709
Total	222	1021930	100.000		

C01Q08_2. Where did you read, see, or hear about seat belt law enforcement by police? RADIO					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	178	829725	81.1920	75.0036	87.3803
Affirmative	44	192205	18.8080	12.6197	24.9964
Total	222	1021930	100.000		

C01Q08_3. Where did you read, see, or hear about seat belt law enforcement by police? TV					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	79	310138	30.3483	23.0986	37.5980
Affirmative	143	711791	69.6517	62.4020	76.9014
Total	222	1021930	100.000		

C01Q08_4. Where did you read, see, or hear about seat belt law enforcement by police? BILLBOARDS/SIGNS					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	124	622132	60.8782	53.0391	68.7173
Affirmative	98	399797	39.1218	31.2827	46.9609
Total	222	1021930	100.000		

C01Q08_5. Where did you read, see, or hear about seat belt law enforcement by police? BROCHURE					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	218	998400	97.6975	95.1844	100.000
Affirmative	4	23530	2.3025	0.0000	4.8156
Total	222	1021930	100.000		

C01Q08_6. Where did you read, see, or hear about seat belt law enforcement by police? POLICE ENFORCEMENT					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	218	998265	97.6843	94.9533	100.000
Affirmative	4	23665	2.3157	0.0000	5.0467
Total	222	1021930	100.000		

C01Q08_7. Where did you read, see, or hear about seat belt law enforcement by police? INTERNET					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	202	931662	91.1669	86.6436	95.6902
Affirmative	20	90268	8.8331	4.3098	13.3564
Total	222	1021930	100.000		

C01Q08_8. Where did you read, see, or hear about seat belt law enforcement by police? OTHER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	206	931378	91.1391	86.3427	95.9355
Affirmative	16	90552	8.8609	4.0645	13.6573
Total	222	1021930	100.000		

C01Q08_77. Where did you read, see, or hear about seat belt law enforcement by police? DON'T KNOW/REFUSED					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	222	1021930	100.000	100.000	100.000
Total	222	1021930	100.000		

C01Q09. In the past 60 days, have you read, seen or heard anything about car seats for kids?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	204	848477	30.0533	25.7549	34.3516
No	431	1911835	67.7176	63.3390	72.0962
Don't know/Refused	18	62934	2.2291	0.9223	3.5359
Total	653	2823246	100.000		

C01Q10_1. Where did you read, see, or hear about safety car seats for kids? NEWSPAPER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	174	703796	82.9481	76.3393	89.5569
Affirmative	30	144682	17.0519	10.4431	23.6607
Total	204	848477	100.000		

C01Q10_2. Where did you read, see, or hear about safety car seats for kids? RADIO					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	171	695639	81.9868	75.3025	88.6710
Affirmative	33	152838	18.0132	11.3290	24.6975
Total	204	848477	100.000		

C01Q10_3. Where did you read, see, or hear about safety car seats for kids? TV					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	80	311250	36.6833	28.5571	44.8095
Affirmative	124	537228	63.3167	55.1905	71.4429
Total	204	848477	100.000		

C01Q10_4. Where did you read, see, or hear about safety car seats for kids? BILLBOARDS/SIGNS					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	194	816220	96.1982	93.1804	99.2159
Affirmative	10	32257	3.8018	0.7841	6.8196
Total	204	848477	100.000		

C01Q10_5. Where did you read, see, or hear about safety car seats for kids? BROCHURE					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	201	833270	98.2077	95.7351	100.000
Affirmative	3	15207	1.7923	0.0000	4.2649
Total	204	848477	100.000		

C01Q10_6. Where did you read, see, or hear about safety car seats for kids? POLICE ENFORCEMENT					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	202	828707	97.6699	94.4587	100.000
Affirmative	2	19771	2.3301	0.0000	5.5413
Total	204	848477	100.000		

C01Q10_7. Where did you read, see, or hear about safety car seats for kids? INTERNET					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	177	733003	86.3903	80.4798	92.3009
Affirmative	27	115475	13.6097	7.6991	19.5202
Total	204	848477	100.000		

C01Q10_8. Where did you read, see, or hear about safety car seats for kids? HEALTH CARE PROVIDER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	193	810346	95.5059	92.4374	98.5744
Affirmative	11	38132	4.4941	1.4256	7.5626
Total	204	848477	100.000		

C01Q10_9. Where did you read, see, or hear about safety car seats for kids? LOCAL NONPROFIT ORGANIZATION					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	201	831312	97.9769	95.2912	100.000
Affirmative	3	17165	2.0231	0.0000	4.7088
Total	204	848477	100.000		

C01Q10_10. Where did you read, see, or hear about safety car seats for kids? DAY CARE OR SCHOOLS					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	200	829331	97.7434	95.0218	100.000
Affirmative	4	19146	2.2566	0.0000	4.9782
Total	204	848477	100.000		

C01Q10_11. Where did you read, see, or hear about safety car seats for kids? POLICE, FIRE, OR AMBULANCE SERVICES					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	198	834937	98.4042	97.0151	99.7933
Affirmative	6	13540	1.5958	0.2067	2.9849
Total	204	848477	100.000		

C01Q10_12. Where did you read, see, or hear about safety car seats for kids? OTHER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	176	746247	87.9513	82.8862	93.0163
Affirmative	28	102231	12.0487	6.9837	17.1138
Total	204	848477	100.000		

C01Q10_77. Where did you read, see, or hear about safety car seats for kids? DON'T KNOW/REFUSED					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	203	838592	98.8349	96.5430	100.000
Affirmative	1	9885	1.1651	0.0000	3.4570
Total	204	848477	100.000		

C01Q11. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Most of the time	83	447882	15.8641	12.2539	19.4742
Half the time	127	567609	20.1048	16.2731	23.9366
Rarely	285	1159905	41.0841	36.4737	45.6945
Never	152	633031	22.4221	18.4779	26.3663
Don't know/Refused	6	14820	0.5249	0.0901	0.9597
Total	653	2823246	100.000		

C01Q12. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Most of the time	71	367286	13.0094	9.6302	16.3885
Half the time	103	489291	17.3308	13.6565	21.0051
Rarely	274	1156220	40.9536	36.3152	45.5919
Never	200	793870	28.1190	23.9556	32.2825
Don't know/Refused	5	16579	0.5872	0.0216	1.1528
Total	653	2823246	100.000		

C01Q13. What do you think the chances are of getting a ticket if you drive over the speed limit?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Very likely	160	673509	23.8558	19.8422	27.8695
Somewhat likely	310	1312489	46.4886	41.7692	51.2081
Neither likely nor unlikely	30	119245	4.2237	2.5156	5.9318
Somewhat unlikely	97	417477	14.7871	11.4532	18.1211
Very unlikely	49	268841	9.5224	6.5286	12.5162
Don't know/Refused	7	31685	1.1223	0.0728	2.1718
Total	653	2823246	100.000		

C01Q14. In the past 60 days, have you read, seen or heard anything about speed enforcement by police?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	221	1020898	36.1604	31.5490	40.7719
No	421	1759941	62.3375	57.6990	66.9760
Don't know/Refused	11	42407	1.5021	0.4510	2.5531
Total	653	2823246	100.000		

C01Q15_1. Where did you read, see, or hear about speed enforcement by police? NEWSPAPER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	181	851863	83.4425	77.4175	89.4675
Affirmative	40	169035	16.5575	10.5325	22.5825
Total	221	1020898	100.000		

C01Q15_2. Where did you read, see, or hear about speed enforcement by police? RADIO					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	198	905523	88.6987	83.5017	93.8956
Affirmative	23	115375	11.3013	6.1044	16.4983
Total	221	1020898	100.000		

C01Q15_3. Where did you read, see, or hear about speed enforcement by police? TV					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	98	414711	40.6221	32.6272	48.6171
Affirmative	123	606188	59.3779	51.3829	67.3728
Total	221	1020898	100.000		

C01Q15_4. Where did you read, see, or hear about speed enforcement by police? BILLOARDS/SIGNS					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	181	837952	82.0799	75.8434	88.3164
Affirmative	40	182946	17.9201	11.6836	24.1566
Total	221	1020898	100.000		

C01Q15_5. Where did you read, see, or hear about speed enforcement by police? BROCHURE					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	220	1017202	99.6380	98.9253	100.000
Affirmative	1	3696	0.3620	0.0000	1.0747
Total	221	1020898	100.000		

C01Q15_6. Where did you read, see, or hear about speed enforcement by police? POLICE ENFORCEMENT					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	179	869278	85.1484	79.6297	90.6671
Affirmative	42	151620	14.8516	9.3329	20.3703
Total	221	1020898	100.000		

C01Q15_7. Where did you read, see, or hear about speed enforcement by police? INTERNET					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	212	972568	95.2659	91.7468	98.7850
Affirmative	9	48331	4.7341	1.2150	8.2532
Total	221	1020898	100.000		

C01Q15_8. Where did you read, see, or hear about speed enforcement by police? OTHER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	205	953390	93.3874	89.2823	97.4925
Affirmative	16	67508	6.6126	2.5075	10.7177
Total	221	1020898	100.000		

C01Q15_77. Where did you read, see, or hear about speed enforcement by police? DON'T KNOW/REFUSED					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	220	1011013	99.0317	97.1259	100.000
Affirmative	1	9885	0.9683	0.0000	2.8741
Total	221	1020898	100.000		

C01Q16. During the past 60 days, how many times have you driven when you've had perhaps too much to drink?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
0	406	1737502	61.5427	56.9376	66.1478
1	14	45161	1.5996	0.6892	2.5101
2	6	20992	0.7435	0.1021	1.3849
3	2	8633	0.3058	0.0000	0.7622
5	1	9885	0.3501	0.0000	1.0373
Don't know/Refused	6	28423	1.0067	0.0629	1.9506
I do not drink	218	972650	34.4515	29.9334	38.9696
Total	653	2823246	100.000		

C01Q16A. In the past 60 days, have you ever deliberately avoided driving a motor vehicle because you felt you probably had too much to drink to drive safely?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	131	555100	30.4636	25.0845	35.8427
No	296	1263179	69.3227	63.9405	74.7048
Don't Know/Refused	2	3895	0.2137	0.0000	0.5283
Total	429	1822173	100.000		

C01Q16B. On the most recent time that you deliberately avoided driving after drinking, what did you do instead to get to your destination?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Used a designated driver	51	196917	35.4742	25.3787	45.5697
Called a cab or ride	14	67227	12.1107	4.9969	19.2245
Rode the bus or subway (public transportation)	1	1626	0.2929	0.0000	0.8733
Stayed overnight as a guest	4	15913	2.8668	0.0000	6.0689
Waited until the effects of alcohol wore off	7	47487	8.5547	1.6572	15.4522
Walked to my destination	10	32539	5.8618	1.3145	10.4091
Rode with another driver (not a designated driver)	19	94662	17.0531	8.6720	25.4342
Not Applicable (Was already at home/Stayed at home)	25	98729	17.7858	9.7697	25.8019
Total	131	555100	100.000		

C01Q17. What do you think the chances are of someone getting arrested if they drive after drinking?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Very likely	219	948962	33.6124	29.1298	38.0951
Somewhat likely	283	1191787	42.2134	37.5522	46.8745
Neither likely nor unlikely	29	133616	4.7327	2.7007	6.7647
Somewhat unlikely	79	311636	11.0382	8.1987	13.8777
Very unlikely	30	170159	6.0271	3.5788	8.4753
Don't know/Refused	13	67086	2.3762	0.8866	3.8658
Total	653	2823246	100.000		

C01Q18. In the past 60 days, have you read, seen or heard anything about drunk driving enforcement by police?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	346	1568615	55.5607	50.8882	60.2332
No	287	1167076	41.3381	36.7245	45.9516
Don't know/Refused	20	87555	3.1012	1.4517	4.7507
Total	653	2823246	100.000		

C01Q19_1. Where did you read, see, or hear about drunk driving enforcement by police? NEWSPAPER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Absent	272	1278817	81.5252	76.6990	86.3515
Present	74	289798	18.4748	13.6485	23.3010
Total	346	1568615	100.000		

C01Q19_2. Where did you read, see, or hear about drunk driving enforcement by police? RADIO					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	278	1264585	80.6179	75.5143	85.7215
Affirmative	68	304030	19.3821	14.2785	24.4857
Total	346	1568615	100.000		

C01Q19_3. Where did you read, see, or hear about drunk driving enforcement by police? TV					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	90	376665	24.0126	18.4859	29.5392
Affirmative	256	1191951	75.9874	70.4608	81.5141
Total	346	1568615	100.000		

C01Q19_4. Where did you read, see, or hear about drunk driving enforcement by police? BILLBOARDS/SIGNS					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	269	1272676	81.1337	76.2876	85.9798
Affirmative	77	295940	18.8663	14.0202	23.7124
Total	346	1568615	100.000		

C01Q19_5. Where did you read, see, or hear about drunk driving enforcement by police? BROCHURE					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	345	1558730	99.3698	98.1314	100.000
Affirmative	1	9885	0.6302	0.0000	1.8686
Total	346	1568615	100.000		

C01Q19_6. Where did you read, see, or hear about drunk driving enforcement by police? POLICE ENFORCEMENT					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	332	1516139	96.6546	94.4428	98.8664
Affirmative	14	52476	3.3454	1.1336	5.5572
Total	346	1568615	100.000		

C01Q19_7. Where did you read, see, or hear about drunk driving enforcement by police? INTERNET					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	313	1384663	88.2729	83.9472	92.5987
Affirmative	33	183953	11.7271	7.4013	16.0528
Total	346	1568615	100.000		

C01Q19_8. Where did you read, see, or hear about drunk driving enforcement by police? OTHER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	327	1473261	93.9211	90.6291	97.2131
Affirmative	19	95354	6.0789	2.7869	9.3709
Total	346	1568615	100.000		

C01Q19_77. Where did you read, see, or hear about drunk driving enforcement by police? DON'T KNOW/REFUSED					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	342	1547399	98.6474	97.1160	100.000
Affirmative	4	21216	1.3526	0.0000	2.8840
Total	346	1568615	100.000		

C01Q20a. How often do you EAT OR DRINK while driving?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Always	24	98858	3.5016	1.8860	5.1171
Nearly always	41	201667	7.1431	4.5909	9.6953
Sometimes	256	1048408	37.1348	32.5953	41.6744
Seldom	201	863866	30.5983	26.2478	34.9488
Never	130	609176	21.5772	17.6027	25.5516
Don't know/Refused	1	1271	0.0450	0.0000	0.1334
Total	653	2823246	100.000		

C01Q20b. How often do YOU ADJUST CONTROLS while driving?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Always	80	359556	12.7356	9.5318	15.9393
Nearly always	73	322603	11.4267	8.3751	14.4782
Sometimes	265	1159719	41.0775	36.4256	45.7294
Seldom	156	661513	23.4309	19.4418	27.4201
Never	78	318585	11.2844	8.2984	14.2703
Don't know/Refused	1	1271	0.0450	0.0000	0.1334
Total	653	2823246	100.000		

C01Q20d. How often do you use a HAND-HELD cell phone while driving?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Always	6	32017	1.1341	0.0431	2.2250
Nearly always	12	51464	1.8229	0.5631	3.0826
Sometimes	71	381837	13.5247	10.1254	16.9241
Seldom	120	529525	18.7559	15.0410	22.4708
Never	444	1828403	64.7625	60.1884	69.3365
Total	653	2823246	100.000		

C01Q20e. How often do you use a HANDS-FREE cell phone while driving?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Always	48	246561	8.7332	5.9246	11.5419
Nearly always	40	182834	6.4760	4.0860	8.8660
Sometimes	107	491198	17.3984	13.7383	21.0584
Seldom	78	348758	12.3531	9.1696	15.5365
Never	380	1553895	55.0393	50.3171	59.7615
Total	653	2823246	100.000		

C01Q20g. How often do you WATCH TV OR A DVD while driving?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Nearly always	1	6009	0.2129	0.0000	0.6311
Seldom	3	11331	0.4014	0.0000	0.9053
Never	649	2805905	99.3858	98.7315	100.000
Total	653	2823246	100.000		

C01Q20h. How often do you ENGAGE IN PERSONAL GROOMING while driving?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Always	2	7280	0.2579	0.0000	0.6855
Nearly always	1	1626	0.0576	0.0000	0.1707
Sometimes	12	35624	1.2618	0.3793	2.1444
Seldom	33	127220	4.5061	2.7257	6.2866
Never	605	2651497	93.9166	91.8973	95.9359
Total	653	2823246	100.000		

C01Q20j. How often do you READ while driving?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Always	1	1271	0.0450	0.0000	0.1334
Sometimes	12	70029	2.4804	0.9550	4.0059
Seldom	43	183316	6.4931	4.1909	8.7953
Never	597	2568630	90.9815	88.2737	93.6892
Total	653	2823246	100.000		

C01Q27. Do you have more than one telephone number in your household?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	33	127109	9.9375	6.0371	13.8378
No	304	1149354	89.8574	85.9395	93.7753
Don't know/Refused	1	2624	0.2051	0.0000	0.6085
Total	338	1279087	100.000		

C01Q28. How many of these phone numbers are residential numbers?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
One	16	61655	48.5054	26.4634	70.5473
Two	14	59217	46.5876	24.3395	68.8358
Three	2	4967	3.9074	0.0000	10.0034
Four	1	1271	0.9997	0.0000	3.0659
Total	33	127109	100.000		

C01Q29. Do you also have a landline telephone in your home that is used to make and receive calls?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	131	656275	42.5005	35.9144	49.0865
No	182	880604	57.0281	50.4360	63.6202
Don't know/Refused	2	7280	0.4715	0.0000	1.2556
Total	315	1544159	100.000		

C01Q30. Do you also own a cellular telephone that is used to make and receive calls?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	289	1121536	87.6825	83.6298	91.7353
No	46	148607	11.6182	7.6251	15.6114
Don't know/Refused	3	8944	0.6992	0.0000	1.5017
Total	338	1279087	100.000		

C01Q32a. In the past 60 days, have you read, seen, or heard anything about Nevada's Zero Fatalities Campaign?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	364	1555959	55.1124	50.4104	59.8144
No	282	1251235	44.3190	39.6218	49.0163
Don't Know/Refused	7	16052	0.5686	0.0568	1.0804
Total	653	2823246	100.000		

C01Q32b_1. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? NEWSPAPER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	322	1389187	89.2817	85.5434	93.0200
Affirmative	42	166772	10.7183	6.9800	14.4566
Total	364	1555959	100.000		

C01Q32b_2. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? RADIO					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	292	1264118	81.2437	76.3045	86.1829
Affirmative	72	291840	18.7563	13.8171	23.6955
Total	364	1555959	100.000		

C01Q32b_3. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? TV					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	131	567058	36.4443	30.2504	42.6381
Affirmative	233	988901	63.5557	57.3619	69.7496
Total	364	1555959	100.000		

C01Q32b_4. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? BILLBOARDS/SIGNS					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	223	928218	59.6557	53.3512	65.9602
Affirmative	141	627741	40.3443	34.0398	46.6488
Total	364	1555959	100.000		

C01Q32b_5. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? BROCHURE					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	360	1539481	98.9410	97.5843	100.000
Affirmative	4	16478	1.0590	0.0000	2.4157
Total	364	1555959	100.000		

C01Q32b_6. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? POLICE ENFORCEMENT					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	363	1546073	99.3647	98.1165	100.000
Affirmative	1	9885	0.6353	0.0000	1.8835
Total	364	1555959	100.000		

C01Q32b_7. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? INTERNET					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	338	1480464	95.1480	92.8551	97.4410
Affirmative	26	75495	4.8520	2.5590	7.1449
Total	364	1555959	100.000		

C01Q32b_8. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? OTHER					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	347	1486036	95.5061	92.8695	98.1428
Affirmative	17	69923	4.4939	1.8572	7.1305
Total	364	1555959	100.000		

C01Q32b_77. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? DON'T KNOW/REFUSED					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Negative	363	1554688	99.9183	99.7576	100.000
Affirmative	1	1271	0.0817	0.0000	0.2424
Total	364	1555959	100.000		

C01Q32P. Are you aware that Nevada has a "Move-Over law"?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	597	2535209	89.7977	86.8096	92.7857
No	53	275255	9.7496	6.8268	12.6724
Don't Know/Refused	3	12782	0.4527	0.0000	1.1546
Total	653	2823246	100.000		

C01Q34. Are you aware that Nevada has a law banning the use of an electronic device, such as a hand-held cell phone, while driving?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Yes	627	2709180	95.9598	94.1178	97.8017
No	21	98235	3.4795	1.7340	5.2250
Don't know/Refused	5	15831	0.5607	0.0000	1.1713
Total	653	2823246	100.000		

C01Q34b. Assume that over the next six months someone frequently uses an electronic device, such as a cell phone, while driving. How likely do you think that person would be to receive a ticket for using that electronic device while driving?					
	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent	
Very likely	118	446953	16.4977	12.9974	19.9981
Somewhat likely	249	1070163	39.5014	34.7941	44.2087
Somewhat unlikely	150	617522	22.7937	18.8000	26.7874
Very unlikely	101	546508	20.1725	16.0920	24.2529
Don't know/Refused	9	28033	1.0348	0.1145	1.9550
Total	627	2709180	100.000		

Appendix E: Significance Testing of Survey Items by Age

Table of Age by C01Q01. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?									
Age	C01Q01	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
<=24	Always	36	155996	5.5619	3.3483	7.7756	85.2242	73.2790	97.1694
	Nearly always	4	15027	0.5358	0.0000	1.1045	8.2097	0.0000	16.7468
	Sometimes	1	6009	0.2143	0.0000	0.6353	3.2831	0.0000	9.6441
	Seldom	1	6009	0.2143	0.0000	0.6353	3.2831	0.0000	9.6441
	Never	0	.	.	.	.	.	.	.
	Total	42	183042	6.5262	4.1817	8.8708	100.000		
25-44	Always	138	664389	23.6884	19.5641	27.8128	87.0683	80.5189	93.6176
	Nearly always	13	79785	2.8447	1.0734	4.6160	10.4559	4.2393	16.6725
	Sometimes	3	13645	0.4865	0.0000	1.0921	1.7881	0.0000	4.0045
	Seldom	2	5248	0.1871	0.0000	0.4462	0.6877	0.0000	1.6414
	Never	0	.	.	.	.	.	.	.
	Total	156	763067	27.2067	22.8836	31.5298	100.000		
45-64	Always	226	952450	33.9591	29.4629	38.4553	93.5730	89.8597	97.2863
	Nearly always	10	38992	1.3902	0.3670	2.4135	3.8308	1.0404	6.6212
	Sometimes	2	7635	0.2722	0.0000	0.7085	0.7501	0.0000	1.9502
	Seldom	3	17521	0.6247	0.0000	1.4410	1.7213	0.0000	3.9560
	Never	1	1271	0.0453	0.0000	0.1343	0.1248	0.0000	0.3704
	Total	242	1017869	36.2916	31.7314	40.8517	100.000		
65+	Always	184	742459	26.4720	22.3698	30.5741	88.3122	82.9362	93.6881
	Nearly always	18	73557	2.6226	1.1381	4.1072	8.7493	3.9604	13.5382
	Sometimes	5	20455	0.7293	0.0000	1.5193	2.4330	0.0000	5.0454
	Seldom	2	4250	0.1515	0.0000	0.3672	0.5055	0.0000	1.2262
	Never	0	.	.	.	.	.	.	.
	Total	209	840721	29.9755	25.7133	34.2376	100.000		
Total	Always	584	2515294	89.6814	86.8021	92.5608			
	Nearly always	45	207362	7.3934	4.8687	9.9181			
	Sometimes	11	47744	1.7023	0.5425	2.8621			
	Seldom	8	33028	1.1776	0.2016	2.1535			
	Never	1	1271	0.0453	0.0000	0.1343			
	Total	649	2804698	100.000					

Table of Age by C01Q09. In the past 60 days, have you read, seen or heard anything about car seats for kids?									
Age	**C01Q09**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Yes**	9	44455	1.6105	0.4174	2.8036	24.1192	8.3965	39.8419
	No	34	139858	5.0667	2.9690	7.1645	75.8808	60.1581	91.6035
	Total	43	184312	6.6772	4.2942	9.0603	100.000		
25-44	**Yes**	41	170536	6.1781	3.9888	8.3675	22.4740	15.0499	29.8980
	No	113	588281	21.3121	17.2060	25.4182	77.5260	70.1020	84.9501
	Total	154	758817	27.4903	23.1120	31.8685	100.000		
45-64	**Yes**	87	354298	12.8354	9.6351	16.0358	35.4024	27.8065	42.9983
	No	149	646476	23.4204	19.3660	27.4748	64.5976	57.0017	72.1935
	Total	236	1000773	36.2558	31.6499	40.8617	100.000		
65+	**Yes**	67	279189	10.1144	7.2724	12.9564	34.1971	26.0510	42.3433
	No	135	537221	19.4623	15.7887	23.1359	65.8029	57.6567	73.9490
	Total	202	816409	29.5767	25.2953	33.8581	100.000		
Total	**Yes**	204	848477	30.7385	26.3595	35.1174			
	No	431	1911835	69.2615	64.8826	73.6405			
	Total	635	2760312	100.000					

Table of Age by C01Q10_3. Where did you read, see, or hear about safety car seats for kids? TV									
Age	**C01Q10_3**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	6	31165	3.6731	0.3482	6.9979	70.1057	36.9385	100.000
	Affirmative	3	13289	1.5663	0.0000	3.5604	29.8943	0.0000	63.0615
	Total	9	44455	5.2393	1.4102	9.0684	100.000		
25-44	**Negative**	26	95758	11.2859	6.1974	16.3745	56.1514	37.8226	74.4802
	Affirmative	15	74778	8.8132	3.9697	13.6566	43.8486	25.5198	62.1774
	Total	41	170536	20.0991	13.4287	26.7694	100.000		
45-64	**Negative**	31	128270	15.1177	8.8925	21.3429	36.2041	23.2463	49.1619
	Affirmative	56	226027	26.6392	18.9942	34.2842	63.7959	50.8381	76.7537
	Total	87	354298	41.7569	33.2776	50.2362	100.000		
65+	**Negative**	17	56055	6.6066	2.8899	10.3233	20.0780	9.3160	30.8399
	Affirmative	50	223133	26.2981	18.6173	33.9789	79.9220	69.1601	90.6840
	Total	67	279189	32.9047	24.8754	40.9340	100.000		
Total	**Negative**	80	311250	36.6833	28.5571	44.8095			
	Affirmative	124	537228	63.3167	55.1905	71.4429			
	Total	204	848477	100.000					

Table of Age by C01Q10_7. Where did you read, see, or hear about safety car seats for kids? INTERNET									
Age	**C01Q10_7**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	6	26934	3.1744	0.3674	5.9814	60.5877	22.3793	98.7962
	Affirmative	3	17521	2.0649	0.0000	4.7608	39.4123	1.2038	77.6207
	Total	9	44455	5.2393	1.4102	9.0684	100.000		
25-44	**Negative**	28	121096	14.2722	8.3293	20.2150	71.0092	55.0592	86.9591
	Affirmative	13	49440	5.8269	2.2279	9.4259	28.9908	13.0409	44.9408
	Total	41	170536	20.0991	13.4287	26.7694	100.000		
45-64	**Negative**	77	306164	36.0840	27.8474	44.3206	86.4144	76.6414	96.1874
	Affirmative	10	48133	5.6729	1.3864	9.9594	13.5856	3.8126	23.3586
	Total	87	354298	41.7569	33.2776	50.2362	100.000		
65+	**Negative**	66	278808	32.8598	24.8298	40.8897	99.8635	99.5923	100.000
	Affirmative	1	380.95468	0.0449	0.0000	0.1335	0.1365	0.0000	0.4077
	Total	67	279189	32.9047	24.8754	40.9340	100.000		
Total	**Negative**	177	733003	86.3903	80.4798	92.3009			
	Affirmative	27	115475	13.6097	7.6991	19.5202			
	Total	204	848477	100.000					

Table of Age by C01Q12. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?									
Age	**C01Q12**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Most of the time**	3	5165	0.1840	0.0000	0.4065	2.8025	0.0000	6.2454
	Half the time	10	42701	1.5214	0.3947	2.6481	23.1679	7.8873	38.4486
	Rarely	15	80741	2.8768	1.2109	4.5426	43.8065	25.2585	62.3546
	Never	15	55705	1.9847	0.7014	3.2681	30.2231	13.5364	46.9098
	Total	43	184312	6.5669	4.2221	8.9118	100.000		
25-44	**Most of the time**	23	161991	5.7716	3.2348	8.3085	21.2027	12.8227	29.5828
	Half the time	32	160657	5.7241	3.3605	8.0877	21.0281	13.1074	28.9488
	Rarely	69	318292	11.3406	8.3439	14.3372	41.6608	32.4240	50.8976
	Never	30	123069	4.3849	2.5016	6.2682	16.1083	9.5393	22.6773
	Total	154	764008	27.2212	22.8833	31.5591	100.000		
45-64	**Most of the time**	29	138340	4.9290	2.7913	7.0667	13.5146	7.9518	19.0774
	Half the time	37	165253	5.8879	3.6362	8.1396	16.1437	10.3274	21.9600
	Rarely	111	421781	15.0278	11.7243	18.3314	41.2043	33.5711	48.8375
	Never	66	298260	10.6268	7.6905	13.5632	29.1374	21.9910	36.2838
	Total	243	1023635	36.4715	31.9062	41.0369	100.000		
65+	**Most of the time**	16	61790	2.2015	0.9006	3.5025	7.4025	3.1371	11.6680
	Half the time	24	120681	4.2998	2.3203	6.2792	14.4577	8.2191	20.6964
	Rarely	79	335405	11.9503	8.8914	15.0092	40.1822	31.8507	48.5137
	Never	89	316836	11.2887	8.4854	14.0920	37.9575	29.9215	45.9936
	Total	208	834712	29.7403	25.4886	33.9920	100.000		
Total	**Most of the time**	71	367286	13.0862	9.6880	16.4844			
	Half the time	103	489291	17.4332	13.7385	21.1278			
	Rarely	274	1156220	41.1955	36.5354	45.8556			
	Never	200	793870	28.2851	24.0998	32.4705			
	Total	648	2806667	100.000					

Table of Age by C01Q15_1. Where did you read, see, or hear about speed enforcement by police? NEWSPAPER									
Age	**C01Q15_1**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	10	55192	5.4062	1.5523	9.2601	93.7238	81.3697	100.000
	Affirmative	1	3696	0.3620	0.0000	1.0747	6.2762	0.0000	18.6303
	Total	11	58888	5.7682	1.8560	9.6805	100.000		
25-44	**Negative**	39	201333	19.7211	13.1294	26.3128	89.4820	77.6860	100.000
	Affirmative	4	23665	2.3181	0.0000	5.0514	10.5180	0.0000	22.3140
	Total	43	224998	22.0392	15.1271	28.9514	100.000		
45-64	**Negative**	84	394735	38.6654	30.6284	46.7025	87.6612	79.7013	95.6211
	Affirmative	14	55561	5.4424	1.8099	9.0748	12.3388	4.3789	20.2987
	Total	98	450296	44.1078	35.9434	52.2722	100.000		
65+	**Negative**	48	200604	19.6497	13.3536	25.9459	69.9659	56.2771	83.6547
	Affirmative	21	86113	8.4350	4.0069	12.8631	30.0341	16.3453	43.7229
	Total	69	286717	28.0847	20.9007	35.2688	100.000		
Total	**Negative**	181	851863	83.4425	77.4175	89.4675			
	Affirmative	40	169035	16.5575	10.5325	22.5825			
	Total	221	1020898	100.000					

Table of Age by C01Q15_2. Where did you read, see, or hear about speed enforcement by police? RADIO									
Age	**C01Q15_2**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	11	58888	5.7682	1.8560	9.6805	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	11	58888	5.7682	1.8560	9.6805	100.000		
25-44	**Negative**	43	224998	22.0392	15.1271	28.9514	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	43	224998	22.0392	15.1271	28.9514	100.000		
45-64	**Negative**	81	366841	35.9331	28.0355	43.8308	81.4666	71.7171	91.2160
	Affirmative	17	83455	8.1747	3.6070	12.7424	18.5334	8.7840	28.2829
	Total	98	450296	44.1078	35.9434	52.2722	100.000		
65+	**Negative**	63	254797	24.9581	18.0533	31.8629	88.8671	79.5526	98.1816
	Affirmative	6	31920	3.1266	0.3928	5.8604	11.1329	1.8184	20.4474
	Total	69	286717	28.0847	20.9007	35.2688	100.000		
Total	**Negative**	198	905523	88.6987	83.5017	93.8956			
	Affirmative	23	115375	11.3013	6.1044	16.4983			
	Total	221	1020898	100.000					

Table of Age by C01Q15_3. Where did you read, see, or hear about speed enforcement by police? TV									
Age	**C01Q15_3**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	8	35421	3.4696	0.6089	6.3303	60.1505	24.6357	95.6653
	Affirmative	3	23467	2.2986	0.0000	5.0653	39.8495	4.3347	75.3643
	Total	11	58888	5.7682	1.8560	9.6805	100.000		
25-44	**Negative**	28	132477	12.9765	7.4971	18.4559	58.8792	41.0351	76.7233
	Affirmative	15	92521	9.0627	4.0681	14.0573	41.1208	23.2767	58.9649
	Total	43	224998	22.0392	15.1271	28.9514	100.000		
45-64	**Negative**	49	215041	21.0639	14.3148	27.8130	47.7556	35.2978	60.2133
	Affirmative	49	235254	23.0439	16.1000	29.9878	52.2444	39.7867	64.7022
	Total	98	450296	44.1078	35.9434	52.2722	100.000		
65+	**Negative**	13	31771	3.1121	1.1720	5.0521	11.0809	4.1642	17.9977
	Affirmative	56	254946	24.9727	17.9199	32.0255	88.9191	82.0023	95.8358
	Total	69	286717	28.0847	20.9007	35.2688	100.000		
Total	**Negative**	98	414711	40.6221	32.6272	48.6171			
	Affirmative	123	606188	59.3779	51.3829	67.3728			
	Total	221	1020898	100.000					

Table of Age by C01Q15_4. Where did you read, see, or hear about speed enforcement by police? BILLOARDS/SIGNS									
Age	**C01Q15_4**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	5	39361	3.8555	0.3494	7.3617	66.8409	37.1360	96.5459
	Affirmative	6	19527	1.9127	0.0772	3.7482	33.1591	3.4541	62.8640
	Total	11	58888	5.7682	1.8560	9.6805	100.000		
25-44	**Negative**	33	176938	17.3316	11.0194	23.6439	78.6400	63.9243	93.3558
	Affirmative	10	48059	4.7076	1.1357	8.2795	21.3600	6.6442	36.0757
	Total	43	224998	22.0392	15.1271	28.9514	100.000		
45-64	**Negative**	76	340258	33.3292	25.5617	41.0968	75.5631	64.8307	86.2955
	Affirmative	22	110038	10.7786	5.6372	15.9199	24.4369	13.7045	35.1693
	Total	98	450296	44.1078	35.9434	52.2722	100.000		
65+	**Negative**	67	281395	27.5635	20.3964	34.7305	98.1439	95.3669	100.000
	Affirmative	2	5322	0.5213	0.0000	1.2999	1.8561	0.0000	4.6331
	Total	69	286717	28.0847	20.9007	35.2688	100.000		
Total	**Negative**	181	837952	82.0799	75.8434	88.3164			
	Affirmative	40	182946	17.9201	11.6836	24.1566			
	Total	221	1020898	100.000					

Table of Age by C01Q15_5. Where did you read, see, or hear about speed enforcement by police? BROCHURE									
Age	**C01Q15_5**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	11	58888	5.7682	1.8560	9.6805	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	11	58888	5.7682	1.8560	9.6805	100.000		
25-44	**Negative**	43	224998	22.0392	15.1271	28.9514	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	43	224998	22.0392	15.1271	28.9514	100.000		
45-64	**Negative**	98	450296	44.1078	35.9434	52.2722	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	98	450296	44.1078	35.9434	52.2722	100.000		
65+	**Negative**	68	283021	27.7227	20.5530	34.8924	98.7109	96.1751	100.000
	Affirmative	1	3696	0.3620	0.0000	1.0747	1.2891	0.0000	3.8249
	Total	69	286717	28.0847	20.9007	35.2688	100.000		
Total	**Negative**	220	1017202	99.6380	98.9253	100.000			
	Affirmative	1	3696	0.3620	0.0000	1.0747			
	Total	221	1020898	100.000					

Table of Age by C01Q15_6. Where did you read, see, or hear about speed enforcement by police? POLICE ENFORCEMENT

Age	C01Q15_6	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
<=24	**Negative**	9	45307	4.4379	1.0366	7.8393	76.9371	46.2574	100.000
	Affirmative	2	13581	1.3303	0.0000	3.3632	23.0629	0.0000	53.7426
	Total	11	58888	5.7682	1.8560	9.6805	100.000		
25-44	**Negative**	28	160171	15.6892	9.4688	21.9097	71.1878	55.6605	86.7150
	Affirmative	15	64827	6.3500	2.5348	10.1651	28.8122	13.2850	44.3395
	Total	43	224998	22.0392	15.1271	28.9514	100.000		
45-64	**Negative**	80	398909	39.0744	30.9950	47.1537	88.5883	81.5725	95.6041
	Affirmative	18	51386	5.0334	1.8700	8.1969	11.4117	4.3959	18.4275
	Total	98	450296	44.1078	35.9434	52.2722	100.000		
65+	**Negative**	62	264891	25.9469	18.9317	32.9621	92.3878	84.7884	99.9873
	Affirmative	7	21825	2.1379	0.0000	4.3297	7.6122	0.0127	15.2116
	Total	69	286717	28.0847	20.9007	35.2688	100.000		
Total	**Negative**	179	869278	85.1484	79.6297	90.6671			
	Affirmative	42	151620	14.8516	9.3329	20.3703			
	Total	221	1020898	100.000					

Table of Age by C01Q15_7. Where did you read, see, or hear about speed enforcement by police? INTERNET									
Age	**C01Q15_7**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	10	52878	5.1796	1.4228	8.9364	89.7952	70.3954	100.000
	Affirmative	1	6009	0.5886	0.0000	1.7516	10.2048	0.0000	29.6046
	Total	11	58888	5.7682	1.8560	9.6805	100.000		
25-44	**Negative**	41	209103	20.4823	13.7715	27.1931	92.9356	83.1672	100.000
	Affirmative	2	15895	1.5569	0.0000	3.7794	7.0644	0.0000	16.8328
	Total	43	224998	22.0392	15.1271	28.9514	100.000		
45-64	**Negative**	94	431149	42.2324	34.1059	50.3588	95.7480	90.6722	100.000
	Affirmative	4	19146	1.8755	0.0000	4.1419	4.2520	0.0000	9.3278
	Total	98	450296	44.1078	35.9434	52.2722	100.000		
65+	**Negative**	67	279437	27.3716	20.2387	34.5046	97.4609	93.2574	100.000
	Affirmative	2	7280	0.7131	0.0000	1.9026	2.5391	0.0000	6.7426
	Total	69	286717	28.0847	20.9007	35.2688	100.000		
Total	**Negative**	212	972568	95.2659	91.7468	98.7850			
	Affirmative	9	48331	4.7341	1.2150	8.2532			
	Total	221	1020898	100.000					

Table of Age by C01Q15_8. Where did you read, see, or hear about speed enforcement by police? OTHER									
Age	**C01Q15_8**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	8	41723	4.0868	0.8090	7.3647	70.8508	38.3515	100.000
	Affirmative	3	17165	1.6814	0.0000	3.9178	29.1492	0.0000	61.6485
	Total	11	58888	5.7682	1.8560	9.6805	100.000		
25-44	**Negative**	37	188750	18.4886	12.0861	24.8911	83.8895	69.8583	97.9206
	Affirmative	6	36248	3.5506	0.2004	6.9009	16.1105	2.0794	30.1417
	Total	43	224998	22.0392	15.1271	28.9514	100.000		
45-64	**Negative**	92	437472	42.8517	34.6914	51.0120	97.1522	94.7276	99.5768
	Affirmative	6	12823	1.2561	0.1961	2.3161	2.8478	0.4232	5.2724
	Total	98	450296	44.1078	35.9434	52.2722	100.000		
65+	**Negative**	68	285446	27.9603	20.7774	35.1432	99.5568	98.6775	100.000
	Affirmative	1	1271	0.1245	0.0000	0.3701	0.4432	0.0000	1.3225
	Total	69	286717	28.0847	20.9007	35.2688	100.000		
Total	**Negative**	205	953390	93.3874	89.2823	97.4925			
	Affirmative	16	67508	6.6126	2.5075	10.7177			
	Total	221	1020898	100.000					

Table of Age by C01Q15_77. Where did you read, see, or hear about speed enforcement by police? DON'T KNOW/REFUSED									
Age	**C01Q15_77**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	11	58888	5.7682	1.8560	9.6805	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	11	58888	5.7682	1.8560	9.6805	100.000		
25-44	**Negative**	43	224998	22.0392	15.1271	28.9514	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	43	224998	22.0392	15.1271	28.9514	100.000		
45-64	**Negative**	97	440411	43.1395	35.0026	51.2764	97.8047	93.5183	100.000
	Affirmative	1	9885	0.9683	0.0000	2.8741	2.1953	0.0000	6.4817
	Total	98	450296	44.1078	35.9434	52.2722	100.000		
65+	**Negative**	69	286717	28.0847	20.9007	35.2688	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	69	286717	28.0847	20.9007	35.2688	100.000		
Total	**Negative**	220	1011013	99.0317	97.1259	100.000			
	Affirmative	1	9885	0.9683	0.0000	2.8741			
	Total	221	1020898	100.000					

Table of Age by C01Q16A. In the past 60 days, have you ever deliberately avoided driving a motor vehicle because you felt you probably had too much to drink to drive safely?									
Age	**C01Q16A**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Yes**	17	59244	3.2513	1.2598	5.2428	38.1576	18.9022	57.4130
	No	19	96018	5.2694	2.5633	7.9755	61.8424	42.5870	81.0978
	Don't Know/Refused	0	.	.	.	.	.	.	.
	Total	36	155262	8.5207	5.2302	11.8112	100.000		
25-44	**Yes**	52	268141	14.7154	10.3721	19.0588	46.7602	35.8008	57.7195
	No	63	305298	16.7546	12.2291	21.2801	53.2398	42.2805	64.1992
	Don't Know/Refused	0	.	.	.	.	.	.	.
	Total	115	573439	31.4700	25.8996	37.0405	100.000		
45-64	**Yes**	47	159461	8.7511	5.7534	11.7489	24.7410	16.8777	32.6044
	No	114	481163	26.4060	21.1839	31.6281	74.6547	66.7614	82.5480
	Don't Know/Refused	2	3895	0.2137	0.0000	0.5283	0.6043	0.0000	1.4952
	Total	163	644518	35.3709	29.7958	40.9460	100.000		
65+	**Yes**	15	68254	3.7457	1.5345	5.9570	15.2029	6.8395	23.5663
	No	100	380701	20.8927	16.3469	25.4384	84.7971	76.4337	93.1605
	Don't Know/Refused	0	.	.	.	.	.	.	.
	Total	115	448954	24.6384	19.7810	29.4958	100.000		
Total	**Yes**	131	555100	30.4636	25.0845	35.8427			
	No	296	1263179	69.3227	63.9405	74.7048			
	Don't Know/Refused	2	3895	0.2137	0.0000	0.5283			
	Total	429	1822173	100.000					

Table of Age by C01Q16B. On the most recent time that you deliberately avoided driving after drinking, what did you do instead to get to your destination?									
Age	**C01Q16B**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Used a designated driver**	8	32996	5.9442	0.8720	11.0163	55.6950	25.0911	86.2989
	Called a cab or ride	2	13581	2.4466	0.0000	6.1921	22.9241	0.0000	52.8489
	Rode the bus or subway (public transportation)	1	1626	0.2929	0.0000	0.8733	2.7444	0.0000	8.2918
	Stayed overnight as a guest	1	2624	0.4727	0.0000	1.4077	4.4290	0.0000	13.2318
	Waited until the effects of alcohol wore off	0	.	.	.	.	.	.	.
	Walked to my destination	1	2624	0.4727	0.0000	1.4077	4.4290	0.0000	13.2318
	Rode with another driver (not a designated driver)	2	3252	0.5858	0.0000	1.3965	5.4888	0.0000	13.3932
	Not Applicable (Was already at home/Stayed at home)	2	2541	0.4578	0.0000	1.0953	4.2896	0.0000	10.5522
	Total	17	59244	10.6727	4.2757	17.0698	100.000		
25-44	**Used a designated driver**	21	89339	16.0943	8.2966	23.8920	33.3181	18.4328	48.2034
	Called a cab or ride	9	42314	7.6228	1.8212	13.4245	15.7806	4.2306	27.3307
	Rode the bus or subway (public transportation)	0	.	.	.	.	.	.	.
	Stayed overnight as a guest	2	7280	1.3115	0.0000	3.5130	2.7150	0.0000	7.2610
	Waited until the effects of alcohol wore off	5	34978	6.3012	0.2401	12.3623	13.0445	0.9815	25.1076
	Walked to my destination	5	22768	4.1017	0.0000	8.4151	8.4912	0.0000	17.2579
	Rode with another driver (not a designated driver)	5	45551	8.2058	1.2614	15.1503	16.9875	3.3679	30.6072
	Not Applicable (Was already at home/Stayed at home)	5	25910	4.6677	0.1068	9.2287	9.6630	0.4260	18.9000
	Total	52	268141	48.3050	37.7291	58.8809	100.000		
45-64	**Used a designated driver**	18	63295	11.4025	4.8862	17.9188	39.6934	21.7710	57.6158
	Called a cab or ride	3	11331	2.0413	0.0000	4.6336	7.1059	0.0000	15.9029
	Rode the bus or subway (public transportation)	0	.	.	.	.	.	.	.
	Stayed overnight as a guest	0	.	.	.	.	.	.	.
	Waited until the effects of alcohol wore off	1	9885	1.7808	0.0000	5.2942	6.1992	0.0000	17.9679
	Walked to my destination	4	7146	1.2874	0.0000	2.5859	4.4816	0.0000	9.0931
	Rode with another driver (not a designated driver)	5	17296	3.1158	0.1018	6.1298	10.8465	0.6745	21.0184

Table of Age by C01Q16B continued

Age	C01Q16B	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
	Not Applicable (Was already at home/Stayed at home)	16	50507	9.0987	3.8662	14.3311	31.6734	15.4900	47.8568
	Total	47	159461	28.7265	19.7073	37.7457	100.000		
65+	Used a designated driver	4	11286	2.0332	0.0000	4.1312	16.5360	0.0000	33.7764
	Called a cab or ride	0	.	.	.	.	.	.	.
	Rode the bus or subway (public transportation)	0	.	.	.	.	.	.	.
	Stayed overnight as a guest	1	6009	1.0826	0.0000	3.2337	8.8044	0.0000	25.6108
	Waited until the effects of alcohol wore off	1	2624	0.4727	0.0000	1.4077	3.8444	0.0000	11.5021
	Walked to my destination	0	.	.	.	.	.	.	.
	Rode with another driver (not a designated driver)	7	28564	5.1457	0.7259	9.5654	41.8490	12.3530	71.3450
	Not Applicable (Was already at home/Stayed at home)	2	19771	3.5616	0.0000	8.4556	28.9662	0.0000	60.4891
	Total	15	68254	12.2958	5.2787	19.3129	100.000		
Total	Used a designated driver	51	196917	35.4742	25.3787	45.5697			
	Called a cab or ride	14	67227	12.1107	4.9969	19.2245			
	Rode the bus or subway (public transportation)	1	1626	0.2929	0.0000	0.8733			
	Stayed overnight as a guest	4	15913	2.8668	0.0000	6.0689			
	Waited until the effects of alcohol wore off	7	47487	8.5547	1.6572	15.4522			
	Walked to my destination	10	32539	5.8618	1.3145	10.4091			
	Rode with another driver (not a designated driver)	19	94662	17.0531	8.6720	25.4342			
	Not Applicable (Was already at home/Stayed at home)	25	98729	17.7858	9.7697	25.8019			
	Total	131	555100	100.000					

Table of Age by C01Q17. What do you think the chances are of someone getting arrested if they drive after drinking?									
Age	**C01Q17**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Very likely**	34	147265	5.3431	3.1807	7.5056	79.8998	65.4093	94.3902
	Somewhat likely	4	18791	0.6818	0.0000	1.5174	10.1953	0.0000	22.0048
	Neither likely nor unlikely	1	1271	0.0461	0.0000	0.1367	0.6894	0.0000	2.0571
	Somewhat unlikely	4	16985	0.6163	0.0000	1.2825	9.2155	0.0000	18.8545
	Very unlikely	0	.	.	.	.	.	.	.
	Total	43	184312	6.6873	4.3013	9.0733	100.000		
25-44	**Very likely**	60	277968	10.0853	7.1121	13.0586	36.5534	27.4410	45.6659
	Somewhat likely	66	323740	11.7460	8.6158	14.8763	42.5725	33.2522	51.8929
	Neither likely nor unlikely	5	29675	1.0767	0.0000	2.1753	3.9023	0.0000	7.8216
	Somewhat unlikely	14	75827	2.7512	1.0377	4.4647	9.9714	4.0131	15.9297
	Very unlikely	10	53234	1.9314	0.5222	3.3407	7.0004	2.0297	11.9710
	Total	155	760443	27.5907	23.2112	31.9701	100.000		
45-64	**Very likely**	66	308105	11.1788	8.0790	14.2786	30.7880	23.3449	38.2311
	Somewhat likely	126	499431	18.1205	14.4985	21.7425	49.9065	42.0104	57.8026
	Neither likely nor unlikely	8	42321	1.5355	0.2890	2.7821	4.2290	0.8493	7.6087
	Somewhat unlikely	32	102608	3.7229	2.1368	5.3089	10.2533	5.9911	14.5155
	Very unlikely	8	48267	1.7512	0.3689	3.1336	4.8232	1.0880	8.5584
	Total	240	1000732	36.3089	31.7153	40.9025	100.000		
65+	**Very likely**	59	215623	7.8233	5.4047	10.2419	26.5981	19.2100	33.9861
	Somewhat likely	87	349825	12.6925	9.5617	15.8233	43.1525	34.6551	51.6499
	Neither likely nor unlikely	15	60350	2.1896	0.8869	3.4924	7.4444	3.1245	11.7643
	Somewhat unlikely	29	116215	4.2166	2.4244	6.0088	14.3357	8.5466	20.1247
	Very unlikely	12	68659	2.4911	0.8452	4.1370	8.4693	3.0955	13.8432
	Total	202	810673	29.4131	25.1403	33.6859	100.000		
Total	**Very likely**	219	948962	34.4306	29.8707	38.9905			
	Somewhat likely	283	1191787	43.2408	38.5092	47.9725			
	Neither likely nor unlikely	29	133616	4.8479	2.7676	6.9282			
	Somewhat unlikely	79	311636	11.3069	8.4020	14.2118			
	Very unlikely	30	170159	6.1738	3.6682	8.6793			
	Total	640	2756160	100.000					

Table of Age by C01Q19_1. Where did you read, see, or hear about drunk driving enforcement by police? NEWSPAPER									
Age	**C01Q19_1**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Absent**	27	114791	7.3180	3.9538	10.6822	96.8807	90.7683	100.000
	Present	1	3696	0.2356	0.0000	0.6987	3.1193	0.0000	9.2317
	Total	28	118487	7.5536	4.1621	10.9452	100.000		
25-44	**Absent**	65	369116	23.5313	17.8239	29.2388	87.9441	79.5486	96.3396
	Present	12	50601	3.2258	0.8785	5.5731	12.0559	3.6604	20.4514
	Total	77	419717	26.7572	20.8287	32.6856	100.000		
45-64	**Absent**	112	494935	31.5524	25.4973	37.6074	83.2980	75.7816	90.8144
	Present	26	99239	6.3265	3.3258	9.3272	16.7020	9.1856	24.2184
	Total	138	594174	37.8789	31.5811	44.1766	100.000		
65+	**Absent**	68	299975	19.1236	13.9880	24.2591	68.7642	57.9287	79.5996
	Present	35	136262	8.6868	5.2841	12.0895	31.2358	20.4004	42.0713
	Total	103	436237	27.8104	22.0531	33.5677	100.000		
Total	**Absent**	272	1278817	81.5252	76.6990	86.3515			
	Present	74	289798	18.4748	13.6485	23.3010			
	Total	346	1568615	100.000					

Table of Age by C01Q19_7. Where did you read, see, or hear about drunk driving enforcement by police? INTERNET									
Age	**C01Q19_7**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	23	100231	6.3898	3.1822	9.5974	84.5924	69.6744	99.5104
	Affirmative	5	18256	1.1638	0.0000	2.3468	15.4076	0.4896	30.3256
	Total	28	118487	7.5536	4.1621	10.9452	100.000		
25-44	**Negative**	66	343001	21.8665	16.3493	27.3837	81.7220	71.1237	92.3204
	Affirmative	11	76716	4.8907	1.8155	7.9658	18.2780	7.6796	28.8763
	Total	77	419717	26.7572	20.8287	32.6856	100.000		
45-64	**Negative**	126	533514	34.0118	27.8716	40.1519	89.7909	83.4722	96.1097
	Affirmative	12	60660	3.8671	1.3887	6.3455	10.2091	3.8903	16.5278
	Total	138	594174	37.8789	31.5811	44.1766	100.000		
65+	**Negative**	98	407916	26.0049	20.4112	31.5985	93.5078	86.8613	100.000
	Affirmative	5	28321	1.8055	0.0000	3.7117	6.4922	0.0000	13.1387
	Total	103	436237	27.8104	22.0531	33.5677	100.000		
Total	**Negative**	313	1384663	88.2729	83.9472	92.5987			
	Affirmative	33	183953	11.7271	7.4013	16.0528			
	Total	346	1568615	100.000					

Table of Age by C01Q20a. How often do you EAT OR DRINK while driving?									
Age	C01Q20a	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
<=24	Always	2	12019	0.4259	0.0000	1.0169	6.5208	0.0000	15.3131
	Nearly always	4	14053	0.4980	0.0000	1.2057	7.6243	0.0000	18.0164
	Sometimes	23	80124	2.8393	1.3862	4.2924	43.4719	25.4875	61.4564
	Seldom	9	51246	1.8160	0.4517	3.1802	27.8040	10.3904	45.2177
	Never	5	26871	0.9522	0.0083	1.8961	14.5789	1.2190	27.9387
	Total	43	184312	6.5313	4.1990	8.8636	100.000		
25-44	Always	6	22307	0.7905	0.0823	1.4987	2.8860	0.3130	5.4589
	Nearly always	15	84488	2.9939	1.2924	4.6954	10.9305	4.9766	16.8845
	Sometimes	83	402465	14.2618	10.8526	17.6710	52.0686	42.6568	61.4803
	Seldom	33	159730	5.6602	3.3688	7.9516	20.6649	12.9898	28.3401
	Never	20	103962	3.6840	1.7804	5.5876	13.4500	6.8712	20.0287
	Total	157	772952	27.3905	23.0655	31.7154	100.000		
45-64	Always	13	52203	1.8499	0.6118	3.0880	5.0980	1.7401	8.4559
	Nearly always	18	85225	3.0201	1.3369	4.7033	8.3229	3.8249	12.8208
	Sometimes	111	429432	15.2174	11.8938	18.5411	41.9372	34.2689	49.6054
	Seldom	74	314876	11.1580	8.1960	14.1200	30.7500	23.5430	37.9569
	Never	27	142253	5.0409	2.8735	7.2082	13.8920	8.2371	19.5468
	Total	243	1023990	36.2863	31.7413	40.8313	100.000		
65+	Always	3	12329	0.4369	0.0000	0.9610	1.4665	0.0000	3.2196
	Nearly always	4	17902	0.6344	0.0000	1.4461	2.1293	0.0000	4.8281
	Sometimes	39	136386	4.8330	3.0412	6.6248	16.2226	10.4969	21.9482
	Seldom	85	338013	11.9779	9.0130	14.9427	40.2051	31.9911	48.4191
	Never	78	336091	11.9098	8.8204	14.9991	39.9765	31.6439	48.3091
	Total	209	840721	29.7919	25.5500	34.0339	100.000		
Total	Always	24	98858	3.5032	1.8869	5.1194			
	Nearly always	41	201667	7.1463	4.5929	9.6997			
	Sometimes	256	1048408	37.1516	32.6100	41.6931			
	Seldom	201	863866	30.6121	26.2598	34.9644			
	Never	130	609176	21.5869	17.6106	25.5631			
	Total	652	2821975	100.000					

Table of Age by C01Q20b. How often do YOU ADJUST CONTROLS while driving?									
Age	C01Q20b	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
<=24	Always	11	50517	1.7901	0.5010	3.0793	27.4082	10.6190	44.1974
	Nearly always	8	34705	1.2298	0.2048	2.2548	18.8292	4.5542	33.1042
	Sometimes	19	76604	2.7145	1.2108	4.2183	41.5620	23.4788	59.6453
	Seldom	5	22487	0.7969	0.0000	1.6522	12.2006	0.0000	24.4911
	Never	0	.	.	.	.	.	.	.
	Total	43	184312	6.5313	4.1990	8.8636	100.000		
25-44	Always	41	187410	6.6411	4.3166	8.9656	24.2860	16.4936	32.0783
	Nearly always	25	116807	4.1392	2.1889	6.0894	15.1366	8.4093	21.8639
	Sometimes	66	348928	12.3647	9.0326	15.6968	45.2166	35.7666	54.6667
	Seldom	15	79669	2.8232	1.1760	4.4703	10.3241	4.5344	16.1137
	Never	9	38868	1.3773	0.3424	2.4122	5.0367	1.3050	8.7684
	Total	156	771681	27.3454	23.0209	31.6699	100.000		
45-64	Always	24	103082	3.6528	1.7550	5.5506	10.0542	5.0337	15.0747
	Nearly always	33	137055	4.8567	2.8216	6.8919	13.3679	8.0294	18.7063
	Sometimes	111	470429	16.6702	13.2113	20.1290	45.8838	38.1206	53.6470
	Seldom	59	230598	8.1715	5.6634	10.6797	22.4917	16.1115	28.8719
	Never	17	84096	2.9801	1.2523	4.7079	8.2024	3.5974	12.8075
	Total	244	1025260	36.3313	31.7859	40.8767	100.000		
65+	Always	4	18548	0.6573	0.0000	1.4386	2.2062	0.0000	4.8061
	Nearly always	7	34036	1.2061	0.1348	2.2774	4.0485	0.5122	7.5847
	Sometimes	69	263758	9.3466	6.8069	11.8862	31.3728	23.8162	38.9293
	Seldom	77	328758	11.6499	8.6215	14.6784	39.1043	30.8225	47.3861
	Never	52	195621	6.9321	4.5905	9.2737	23.2683	16.1603	30.3763
	Total	209	840721	29.7919	25.5500	34.0339	100.000		
Total	Always	80	359556	12.7413	9.5361	15.9465			
	Nearly always	73	322603	11.4318	8.3789	14.4847			
	Sometimes	265	1159719	41.0960	36.4422	45.7498			
	Seldom	156	661513	23.4415	19.4506	27.4324			
	Never	78	318585	11.2894	8.3022	14.2767			
	Total	652	2821975	100.000					

Table of Age by C01Q20d. How often do you use a HAND-HELD cell phone while driving?									
Age	C01Q20d	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
<=24	Always	1	1271	0.0450	0.0000	0.1334	0.6894	0.0000	2.0571
	Nearly always	2	7280	0.2579	0.0000	0.6855	3.9498	0.0000	10.4094
	Sometimes	10	53024	1.8781	0.5610	3.1953	28.7688	11.7618	45.7758
	Seldom	8	31393	1.1120	0.1509	2.0730	17.0326	3.4696	30.5955
	Never	22	91344	3.2354	1.5549	4.9159	49.5594	31.0916	68.0271
	Total	43	184312	6.5284	4.1971	8.8596	100.000		
25-44	Always	4	24737	0.8762	0.0000	1.8822	3.2004	0.0000	6.8254
	Nearly always	5	22413	0.7939	0.0000	1.6417	2.8997	0.0000	5.9664
	Sometimes	41	228737	8.1019	5.3879	10.8159	29.5926	20.9242	38.2611
	Seldom	41	204764	7.2528	4.6843	9.8213	26.4912	18.1326	34.8498
	Never	66	292301	10.3534	7.4348	13.2719	37.8162	28.7899	46.8424
	Total	157	772952	27.3781	23.0551	31.7012	100.000		
45-64	Always	1	6009	0.2129	0.0000	0.6311	0.5861	0.0000	1.7359
	Nearly always	4	11885	0.4210	0.0000	0.9043	1.1592	0.0000	2.4882
	Sometimes	18	87566	3.1016	1.3214	4.8818	8.5409	3.8030	13.2787
	Seldom	49	196463	6.9588	4.6122	9.3053	19.1623	13.1191	25.2054
	Never	172	723337	25.6208	21.5079	29.7336	70.5515	63.4048	77.6982
	Total	244	1025260	36.3150	31.7716	40.8583	100.000		
65+	Always	0	.	.	.	.	.	.	.
	Nearly always	1	9885	0.3501	0.0000	1.0373	1.1758	0.0000	3.4694
	Sometimes	2	12509	0.4431	0.0000	1.1539	1.4879	0.0000	3.8585
	Seldom	22	96905	3.4324	1.7170	5.1478	11.5264	6.0327	17.0201
	Never	184	721422	25.5529	21.5501	29.5558	85.8099	79.6298	91.9899
	Total	209	840721	29.7785	25.5383	34.0187	100.000		
Total	Always	6	32017	1.1341	0.0431	2.2250			
	Nearly always	12	51464	1.8229	0.5631	3.0826			
	Sometimes	71	381837	13.5247	10.1254	16.9241			
	Seldom	120	529525	18.7559	15.0410	22.4708			
	Never	444	1828403	64.7625	60.1884	69.3365			
	Total	653	2823246	100.000					

Table of Age by C01Q20e. How often do you use a HANDS-FREE cell phone while driving?									
Age	C01Q20e	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
<=24	Always	1	9885	0.3501	0.0000	1.0373	5.3633	0.0000	15.5268
	Nearly always	2	12019	0.4257	0.0000	1.0165	6.5208	0.0000	15.3131
	Sometimes	14	51563	1.8264	0.6571	2.9956	27.9757	12.1639	43.7874
	Seldom	3	21041	0.7453	0.0000	1.7184	11.4161	0.0000	25.2345
	Never	23	89804	3.1809	1.5794	4.7824	48.7241	30.3061	67.1420
	Total	43	184312	6.5284	4.1971	8.8596	100.000		
25-44	Always	26	130409	4.6191	2.5750	6.6632	16.8716	9.8759	23.8672
	Nearly always	20	100938	3.5752	1.7004	5.4500	13.0588	6.5652	19.5523
	Sometimes	34	191190	6.7720	4.1953	9.3487	24.7351	16.3482	33.1219
	Seldom	21	111331	3.9434	1.9887	5.8980	14.4033	7.6688	21.1379
	Never	56	239084	8.4684	5.8789	11.0580	30.9313	22.5123	39.3503
	Total	157	772952	27.3781	23.0551	31.7012	100.000		
45-64	Always	17	94020	3.3302	1.4661	5.1943	9.1704	4.2266	14.1141
	Nearly always	15	52601	1.8631	0.6461	3.0801	5.1305	1.8302	8.4307
	Sometimes	47	175295	6.2090	4.0216	8.3964	17.0976	11.4041	22.7912
	Seldom	39	155722	5.5157	3.3636	7.6678	15.1885	9.5779	20.7991
	Never	126	547623	19.3969	15.6776	23.1162	53.4130	45.6137	61.2123
	Total	244	1025260	36.3150	31.7716	40.8583	100.000		
65+	Always	4	12247	0.4338	0.0000	0.9401	1.4567	0.0000	3.1518
	Nearly always	3	17277	0.6120	0.0000	1.3883	2.0550	0.0000	4.6398
	Sometimes	12	73150	2.5910	0.9666	4.2154	8.7009	3.4660	13.9358
	Seldom	15	60664	2.1487	0.8247	3.4727	7.2157	2.8876	11.5437
	Never	175	677383	23.9931	20.0861	27.9001	80.5717	73.6701	87.4733
	Total	209	840721	29.7785	25.5383	34.0187	100.000		
Total	Always	48	246561	8.7332	5.9246	11.5419			
	Nearly always	40	182834	6.4760	4.0860	8.8660			
	Sometimes	107	491198	17.3984	13.7383	21.0584			
	Seldom	78	348758	12.3531	9.1696	15.5365			
	Never	380	1553895	55.0393	50.3171	59.7615			
	Total	653	2823246	100.000					

Table of Age by C01Q32b_1. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? NEWSPAPER									
Age	**C01Q32b_1**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	26	113656	7.3046	3.8620	10.7471	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	26	113656	7.3046	3.8620	10.7471	100.000		
25-44	**Negative**	94	476098	30.5983	24.5898	36.6068	93.4329	88.0693	98.7966
	Affirmative	8	33463	2.1506	0.3612	3.9401	6.5671	1.2034	11.9307
	Total	102	509561	32.7490	26.6567	38.8412	100.000		
45-64	**Negative**	129	521779	33.5343	27.5270	39.5415	96.5311	93.6324	99.4299
	Affirmative	8	18750	1.2051	0.1973	2.2128	3.4689	0.5701	6.3676
	Total	137	540529	34.7393	28.7080	40.7707	100.000		
65+	**Negative**	73	277654	17.8446	13.1155	22.5736	70.7918	59.6820	81.9015
	Affirmative	26	114558	7.3626	4.1419	10.5833	29.2082	18.0985	40.3180
	Total	99	392213	25.2071	19.8056	30.6087	100.000		
Total	**Negative**	322	1389187	89.2817	85.5434	93.0200			
	Affirmative	42	166772	10.7183	6.9800	14.4566			
	Total	364	1555959	100.000					

Table of Age by C01Q32b_4. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? BILLBOARDS/SIGNS									
Age	C01Q32b_4	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
<=24	Negative	15	58154	3.7375	1.2651	6.2099	51.1663	26.6001	75.7325
	Affirmative	11	55502	3.5671	1.0678	6.0664	48.8337	24.2675	73.3999
	Total	26	113656	7.3046	3.8620	10.7471	100.000		
25-44	Negative	49	249309	16.0229	11.2473	20.7984	48.9263	37.3428	60.5099
	Affirmative	53	260251	16.7261	11.7701	21.6821	51.0737	39.4901	62.6572
	Total	102	509561	32.7490	26.6567	38.8412	100.000		
45-64	Negative	73	290115	18.6454	13.6787	23.6122	53.6724	43.0465	64.2983
	Affirmative	64	250414	16.0939	11.5170	20.6708	46.3276	35.7017	56.9535
	Total	137	540529	34.7393	28.7080	40.7707	100.000		
65+	Negative	86	330640	21.2499	16.2094	26.2905	84.3012	75.0283	93.5742
	Affirmative	13	61573	3.9572	1.4412	6.4732	15.6988	6.4258	24.9717
	Total	99	392213	25.2071	19.8056	30.6087	100.000		
Total	Negative	223	928218	59.6557	53.3512	65.9602			
	Affirmative	141	627741	40.3443	34.0398	46.6488			
	Total	364	1555959	100.000					

Table of Age by C01Q32b_7. Where did you read, see, or hear about Nevada's Zero Fatalities Campaign? INTERNET									
Age	**C01Q32b_7**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
<=24	**Negative**	22	107863	6.9322	3.5081	10.3564	94.9029	89.5470	100.000
	Affirmative	4	5793	0.3723	0.0041	0.7406	5.0971	0.0000	10.4530
	Total	26	113656	7.3046	3.8620	10.7471	100.000		
25-44	**Negative**	90	463857	29.8117	23.8264	35.7970	91.0308	85.0827	96.9789
	Affirmative	12	45703	2.9373	0.9454	4.9292	8.9692	3.0211	14.9173
	Total	102	509561	32.7490	26.6567	38.8412	100.000		
45-64	**Negative**	129	519073	33.3603	27.3573	39.3634	96.0304	92.9131	99.1477
	Affirmative	8	21457	1.3790	0.2947	2.4633	3.9696	0.8523	7.0869
	Total	137	540529	34.7393	28.7080	40.7707	100.000		
65+	**Negative**	97	389671	25.0438	19.6450	30.4426	99.3521	98.4473	100.000
	Affirmative	2	2541	0.1633	0.0000	0.3898	0.6479	0.0000	1.5527
	Total	99	392213	25.2071	19.8056	30.6087	100.000		
Total	**Negative**	338	1480464	95.1480	92.8551	97.4410			
	Affirmative	26	75495	4.8520	2.5590	7.1449			
	Total	364	1555959	100.000					

Appendix F: Significance Testing of Survey Items Gender Tables

Table of Gender by C01Q01. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?									
Gender	**C01Q01**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
Male	**Always**	264	1539507	54.8903	50.2631	59.5175	88.8755	84.8473	92.9037
	Nearly always	29	156113	5.5661	3.2507	7.8815	9.0124	5.3122	12.7125
	Sometimes	4	18829	0.6713	0.0000	1.4534	1.0870	0.0000	2.3518
	Seldom	4	17757	0.6331	0.0000	1.3934	1.0251	0.0000	2.2547
	Never	0	.	.	.	.	.	.	.
	Total	301	1732205	61.7609	57.4100	66.1117	100.000		
Female	**Always**	320	975787	34.7912	30.5882	38.9941	90.9831	87.1934	94.7728
	Nearly always	16	51249	1.8273	0.7467	2.9079	4.7785	2.0057	7.5514
	Sometimes	7	28915	1.0310	0.1688	1.8931	2.6961	0.4666	4.9255
	Seldom	4	15271	0.5445	0.0000	1.1608	1.4238	0.0000	3.0263
	Never	1	1271	0.0453	0.0000	0.1343	0.1185	0.0000	0.3513
	Total	348	1072493	38.2391	33.8883	42.5900	100.000		
Total	**Always**	584	2515294	89.6814	86.8021	92.5608			
	Nearly always	45	207362	7.3934	4.8687	9.9181			
	Sometimes	11	47744	1.7023	0.5425	2.8621			
	Seldom	8	33028	1.1776	0.2016	2.1535			
	Never	1	1271	0.0453	0.0000	0.1343			
	Total	649	2804698	100.000					

Table of Gender by C01Q04. Have you ever received a ticket for not wearing a seat belt?									
Gender	**C01Q04**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
Male	**Yes**	28	154660	5.5143	3.2050	7.8236	8.9285	5.2382	12.6188
	No	273	1577546	56.2465	51.6614	60.8317	91.0715	87.3812	94.7618
	Total	301	1732205	61.7609	57.4100	66.1117	100.000		
Female	**Yes**	14	29753	1.0608	0.3653	1.7563	2.7742	0.9707	4.5778
	No	334	1042739	37.1783	32.8659	41.4907	97.2258	95.4222	99.0293
	Total	348	1072493	38.2391	33.8883	42.5900	100.000		
Total	**Yes**	42	184413	6.5751	4.1784	8.9719			
	No	607	2620285	93.4249	91.0281	95.8216			
	Total	649	2804698	100.000					

Table of Gender by C01Q04M. Would you oppose or favor a Nevada law requiring moped riders to wear a helmet?									
Gender	**C01Q04M**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
Male	**Strongly Oppose**	15	105684	3.7681	1.6773	5.8589	6.1011	2.7545	9.4478
	Oppose	22	116060	4.1381	2.1581	6.1180	6.7001	3.5227	9.8775
	Neither Oppose nor Favor	43	239731	8.5475	5.7061	11.3888	13.8396	9.3396	18.3397
	Favor	68	369852	13.1869	9.7884	16.5853	21.3515	16.0409	26.6621
	Strongly Favor	144	843930	30.0899	25.5095	34.6702	48.7200	42.1608	55.2791
	Don't Know/Refused	9	56949	2.0305	0.5567	3.5043	3.2876	0.9134	5.6619
	Total	301	1732205	61.7609	57.4100	66.1117	100.000		
Female	**Strongly Oppose**	11	33643	1.1995	0.3214	2.0776	3.1369	0.8691	5.4046
	Oppose	13	41633	1.4844	0.5028	2.4660	3.8819	1.3544	6.4094
	Neither Oppose nor Favor	20	43537	1.5523	0.7051	2.3995	4.0594	1.8714	6.2474
	Favor	74	238556	8.5056	6.2017	10.8094	22.2432	16.8025	27.6838
	Strongly Favor	224	701695	25.0186	21.3135	28.7236	65.4266	59.2941	71.5590
	Don't Know/Refused	6	13428	0.4788	0.0000	0.9606	1.2521	0.0000	2.5071
	Total	348	1072493	38.2391	33.8883	42.5900	100.000		
Total	**Strongly Oppose**	26	139327	4.9676	2.7196	7.2156			
	Oppose	35	157693	5.6225	3.4331	7.8118			
	Neither Oppose nor Favor	63	283268	10.0998	7.1633	13.0362			
	Favor	142	608408	21.6925	17.8062	25.5787			
	Strongly Favor	368	1545625	55.1084	50.3710	59.8459			
	Don't Know/Refused	15	70377	2.5093	0.9627	4.0558			
	Total	649	2804698	100.000					

Table of Gender by C01Q15_1. Where did you read, see, or hear about speed enforcement by police? NEWSPAPER									
Gender	C01Q15_1	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
Male	Negative	89	564965	55.3400	47.3635	63.3165	82.6712	74.4605	90.8819
	Affirmative	19	118423	11.5999	5.9729	17.2269	17.3288	9.1181	25.5395
	Total	108	683388	66.9399	59.9531	73.9267	100.000		
Female	Negative	92	286898	28.1025	21.5061	34.6989	85.0043	77.5477	92.4608
	Affirmative	21	50612	4.9576	2.3512	7.5640	14.9957	7.5392	22.4523
	Total	113	337510	33.0601	26.0733	40.0469	100.000		
Total	Negative	181	851863	83.4425	77.4175	89.4675			
	Affirmative	40	169035	16.5575	10.5325	22.5825			
	Total	221	1020898	100.000					

Table of Gender by C01Q15_2. Where did you read, see, or hear about speed enforcement by police? RADIO									
Gender	C01Q15_2	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
Male	Negative	91	589853	57.7779	49.9897	65.5660	86.3131	79.1579	93.4682
	Affirmative	17	93535	9.1620	4.2998	14.0243	13.6869	6.5318	20.8421
	Total	108	683388	66.9399	59.9531	73.9267	100.000		
Female	Negative	107	315670	30.9208	24.1469	37.6947	93.5291	87.5227	99.5354
	Affirmative	6	21840	2.1393	0.0899	4.1887	6.4709	0.4646	12.4773
	Total	113	337510	33.0601	26.0733	40.0469	100.000		
Total	Negative	198	905523	88.6987	83.5017	93.8956			
	Affirmative	23	115375	11.3013	6.1044	16.4983			
	Total	221	1020898	100.000					

Table of Gender by C01Q15_3. Where did you read, see, or hear about speed enforcement by police? TV									
Gender	**C01Q15_3**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
Male	**Negative**	45	272853	26.7268	19.1284	34.3252	39.9265	29.3236	50.5294
	Affirmative	63	410535	40.2131	31.9290	48.4972	60.0735	49.4706	70.6764
	Total	108	683388	66.9399	59.9531	73.9267	100.000		
Female	**Negative**	53	141857	13.8954	9.3100	18.4807	42.0306	30.8537	53.2075
	Affirmative	60	195652	19.1647	13.5270	24.8025	57.9694	46.7925	69.1463
	Total	113	337510	33.0601	26.0733	40.0469	100.000		
Total	**Negative**	98	414711	40.6221	32.6272	48.6171			
	Affirmative	123	606188	59.3779	51.3829	67.3728			
	Total	221	1020898	100.000					

Table of Gender by C01Q15_4. Where did you read, see, or hear about speed enforcement by police? BILLOARDS/SIGNS									
Gender	**C01Q15_4**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
Male	**Negative**	86	553878	54.2539	46.2404	62.2674	81.0487	72.7052	89.3923
	Affirmative	22	129511	12.6860	6.9655	18.4064	18.9513	10.6077	27.2948
	Total	108	683388	66.9399	59.9531	73.9267	100.000		
Female	**Negative**	95	284074	27.8259	21.3225	34.3294	84.1677	75.7792	92.5562
	Affirmative	18	53436	5.2342	2.2492	8.2192	15.8323	7.4438	24.2208
	Total	113	337510	33.0601	26.0733	40.0469	100.000		
Total	**Negative**	181	837952	82.0799	75.8434	88.3164			
	Affirmative	40	182946	17.9201	11.6836	24.1566			
	Total	221	1020898	100.000					

Table of Gender by C01Q15_5. Where did you read, see, or hear about speed enforcement by police? BROCHURE									
Gender	C01Q15_5	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
Male	**Negative**	107	679692	66.5779	59.5660	73.5898	99.4592	98.3940	100.000
	Affirmative	1	3696	0.3620	0.0000	1.0747	0.5408	0.0000	1.6060
	Total	108	683388	66.9399	59.9531	73.9267	100.000		
Female	**Negative**	113	337510	33.0601	26.0733	40.0469	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	113	337510	33.0601	26.0733	40.0469	100.000		
Total	**Negative**	220	1017202	99.6380	98.9253	100.000			
	Affirmative	1	3696	0.3620	0.0000	1.0747			
	Total	221	1020898	100.000					

Table of Gender by C01Q15_6. Where did you read, see, or hear about speed enforcement by police? POLICE ENFORCEMENT									
Gender	C01Q15_6	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
Male	**Negative**	93	598416	58.6166	50.8575	66.3757	87.5661	80.5280	94.6041
	Affirmative	15	84972	8.3233	3.5412	13.1054	12.4339	5.3959	19.4720
	Total	108	683388	66.9399	59.9531	73.9267	100.000		
Female	**Negative**	86	270862	26.5318	20.0937	32.9698	80.2531	71.6054	88.9008
	Affirmative	27	66648	6.5283	3.4259	9.6308	19.7469	11.0992	28.3946
	Total	113	337510	33.0601	26.0733	40.0469	100.000		
Total	**Negative**	179	869278	85.1484	79.6297	90.6671			
	Affirmative	42	151620	14.8516	9.3329	20.3703			
	Total	221	1020898	100.000					

Table of Gender by C01Q15_7. Where did you read, see, or hear about speed enforcement by police? INTERNET									
Gender	**C01Q15_7**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
Male	**Negative**	106	663618	65.0033	57.7612	72.2454	97.1070	93.1263	100.000
	Affirmative	2	19771	1.9366	0.0000	4.6127	2.8930	0.0000	6.8737
	Total	108	683388	66.9399	59.9531	73.9267	100.000		
Female	**Negative**	106	308950	30.2626	23.5584	36.9667	91.5381	84.6817	98.3944
	Affirmative	7	28560	2.7975	0.4335	5.1616	8.4619	1.6056	15.3183
	Total	113	337510	33.0601	26.0733	40.0469	100.000		
Total	**Negative**	212	972568	95.2659	91.7468	98.7850			
	Affirmative	9	48331	4.7341	1.2150	8.2532			
	Total	221	1020898	100.000					

Table of Gender by C01Q15_8. Where did you read, see, or hear about speed enforcement by police? OTHER									
Gender	**C01Q15_8**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
Male	**Negative**	101	633831	62.0856	54.5714	69.5999	92.7483	86.9997	98.4970
	Affirmative	7	49557	4.8543	0.9695	8.7390	7.2517	1.5030	13.0003
	Total	108	683388	66.9399	59.9531	73.9267	100.000		
Female	**Negative**	104	319559	31.3018	24.4325	38.1710	94.6814	90.4450	98.9177
	Affirmative	9	17951	1.7583	0.3380	3.1787	5.3186	1.0823	9.5550
	Total	113	337510	33.0601	26.0733	40.0469	100.000		
Total	**Negative**	205	953390	93.3874	89.2823	97.4925			
	Affirmative	16	67508	6.6126	2.5075	10.7177			
	Total	221	1020898	100.000					

Table of Gender by C01Q15_77. Where did you read, see, or hear about speed enforcement by police? DON'T KNOW/REFUSED									
Gender	**C01Q15_77**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**	**95% Confidence Limits for Row Percent**	
Male	**Negative**	107	673503	65.9716	58.8524	73.0908	98.5535	95.7125	100.000
	Affirmative	1	9885	0.9683	0.0000	2.8741	1.4465	0.0000	4.2875
	Total	108	683388	66.9399	59.9531	73.9267	100.000		
Female	**Negative**	113	337510	33.0601	26.0733	40.0469	100.000	100.000	100.000
	Affirmative	0	.	.	.	.	.	.	.
	Total	113	337510	33.0601	26.0733	40.0469	100.000		
Total	**Negative**	220	1011013	99.0317	97.1259	100.000			
	Affirmative	1	9885	0.9683	0.0000	2.8741			
	Total	221	1020898	100.000					

Table of Gender by C01Q16B. On the most recent time that you deliberately avoided driving after drinking, what did you do instead to get to your destination?							
Gender	**C01Q16B**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Male	**Used a designated driver**	19	101999	22.1526	11.9552	32.3499	33.9276
	Called a cab or ride	10	52311	11.3612	3.5367	19.1857	17.4002
	Rode the bus or subway (public transportation)	0	.	.	.	.	.
	Stayed overnight as a guest	1	2624	0.5699	0.0000	1.6989	0.8728
	Waited until the effects of alcohol wore off	6	45861	9.9603	1.7582	18.1624	15.2546
	Walked to my destination	5	20381	4.4264	0.0000	9.1608	6.7793
	Not Applicable (Was already at home/Stayed at home)	16	77460	16.8232	7.8827	25.7637	25.7654
	Total	57	300636	65.2936	54.9201	75.6671	100.000
Female	**Used a designated driver**	32	94918	20.6148	12.1392	29.0904	59.3978
	Called a cab or ride	4	14915	3.2394	0.0000	7.0006	9.3336
	Rode the bus or subway (public transportation)	1	1626	0.3531	0.0000	1.0543	1.0175
	Stayed overnight as a guest	3	13289	2.8863	0.0000	6.5745	8.3162
	Waited until the effects of alcohol wore off	1	1626	0.3531	0.0000	1.0543	1.0175
	Walked to my destination	5	12158	2.6405	0.0000	5.5655	7.6080
	Not Applicable (Was already at home/Stayed at home)	9	21269	4.6192	0.6537	8.5847	13.3094
	Total	55	159801	34.7064	24.3329	45.0799	100.000
Total	**Used a designated driver**	51	196917	42.7674	31.2830	54.2518	
	Called a cab or ride	14	67227	14.6006	6.1339	23.0673	
	Rode the bus or subway (public transportation)	1	1626	0.3531	0.0000	1.0543	
	Stayed overnight as a guest	4	15913	3.4561	0.0000	7.3204	
	Waited until the effects of alcohol wore off	7	47487	10.3134	2.0872	18.5396	
	Walked to my destination	10	32539	7.0669	1.6011	12.5327	
	Not Applicable (Was already at home/Stayed at home)	25	98729	21.4424	11.9799	30.9050	
	Total	112	460438	100.000			

Table of Gender by C01Q16B continued			
Gender	**C01Q16B**	**95% Confidence Limits for Row Percent**	
Male	**Used a designated driver**	19.2614	48.5939
	Called a cab or ride	5.7214	29.0790
	Rode the bus or subway (public transportation)	.	.
	Stayed overnight as a guest	0.0000	2.6071
	Waited until the effects of alcohol wore off	3.1137	27.3956
	Walked to my destination	0.0000	13.9843
	Not Applicable (Was already at home/Stayed at home)	12.5528	38.9781
	Total		
Female	**Used a designated driver**	42.8741	75.9214
	Called a cab or ride	0.0000	19.7322
	Rode the bus or subway (public transportation)	0.0000	3.0359
	Stayed overnight as a guest	0.0000	18.5481
	Waited until the effects of alcohol wore off	0.0000	3.0359
	Walked to my destination	0.0000	15.8005
	Not Applicable (Was already at home/Stayed at home)	2.4645	24.1544
	Total		
Total	**Used a designated driver**		
	Called a cab or ride		
	Rode the bus or subway (public transportation)		
	Stayed overnight as a guest		
	Waited until the effects of alcohol wore off		
	Walked to my destination		
	Not Applicable (Was already at home/Stayed at home)		
	Total		

Table of Gender by C01Q18. In the past 60 days, have you read, seen or heard anything about drunk driving enforcement by police?									
Gender	C01Q18	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
Male	Yes	175	1053832	38.5216	33.6573	43.3859	62.3207	55.9724	68.6690
	No	119	637150	23.2903	19.0817	27.4988	37.6793	31.3310	44.0276
	Total	294	1690982	61.8119	57.4073	66.2165	100.000		
Female	Yes	171	514783	18.8173	15.5152	22.1194	49.2753	42.7104	55.8401
	No	168	529926	19.3708	15.9987	22.7430	50.7247	44.1599	57.2896
	Total	339	1044709	38.1881	33.7835	42.5927	100.000		
Total	Yes	346	1568615	57.3389	52.6258	62.0520			
	No	287	1167076	42.6611	37.9480	47.3742			
	Total	633	2735691	100.000					

Table of Gender by C01Q19_2. Where did you read, see, or hear about drunk driving enforcement by police? RADIO									
Gender	C01Q19_2	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent	95% Confidence Limits for Row Percent	
Male	Negative	136	841264	53.6310	47.2233	60.0386	79.8290	73.1020	86.5561
	Affirmative	39	212568	13.5513	8.9141	18.1886	20.1710	13.4439	26.8980
	Total	175	1053832	67.1823	61.5968	72.7679	100.000		
Female	Negative	142	423322	26.9870	21.8435	32.1304	82.2330	75.0178	89.4482
	Affirmative	29	91462	5.8307	3.2529	8.4086	17.7670	10.5518	24.9822
	Total	171	514783	32.8177	27.2321	38.4032	100.000		
Total	Negative	278	1264585	80.6179	75.5143	85.7215			
	Affirmative	68	304030	19.3821	14.2785	24.4857			
	Total	346	1568615	100.000					

Appendix G: Significance Testing of Survey Items Race Tables

Table of Race by C01Q13. What do you think the chances are of getting a ticket if you drive over the speed limit?							
Race	**C01Q13**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
All Non-White Options	**Very likely**	59	296078	10.6062	7.5125	13.6999	37.3476
	Somewhat likely	63	333695	11.9537	8.7739	15.1335	42.0926
	Neither likely nor unlikely	7	27809	0.9962	0.0869	1.9055	3.5079
	Somewhat unlikely	10	44014	1.5767	0.3937	2.7597	5.5520
	Very unlikely	15	91168	3.2658	1.3961	5.1356	11.5000
	Total	154	792763	28.3986	24.0101	32.7870	100.000
White	**Very likely**	98	371193	13.2970	10.2374	16.3565	19.1366
	Somewhat likely	243	964633	34.5553	30.0911	39.0195	49.7309
	Neither likely nor unlikely	21	82803	2.9662	1.5534	4.3789	4.2688
	Somewhat unlikely	86	369767	13.2459	10.0387	16.4530	19.0630
	Very unlikely	29	151311	5.4203	3.1237	7.7169	7.8007
	Total	477	1939707	69.4847	65.0160	73.9534	100.000
Don't Know/Refused	**Very likely**	3	6237	0.2234	0.0000	0.5115	10.5555
	Somewhat likely	4	14161	0.5073	0.0000	1.2322	23.9647
	Neither likely nor unlikely	2	8633	0.3093	0.0000	0.7709	14.6103
	Somewhat unlikely	1	3696	0.1324	0.0000	0.3923	6.2547
	Very unlikely	5	26363	0.9444	0.0000	1.9681	44.6148
	Total	15	59090	2.1168	0.7346	3.4989	100.000
Total	**Very likely**	160	673509	24.1266	20.0750	28.1782	
	Somewhat likely	310	1312489	47.0163	42.2688	51.7638	
	Neither likely nor unlikely	30	119245	4.2716	2.5445	5.9987	
	Somewhat unlikely	97	417477	14.9550	11.5869	18.3230	
	Very unlikely	49	268841	9.6305	6.6049	12.6561	
	Total	646	2791561	100.000			

Table of Race by C01Q13 continued			
Race	**C01Q13**	**95% Confidence Limits for Row Percent**	
All Non-White Options	**Very likely**	28.1980	46.4972
	Somewhat likely	32.8364	51.3488
	Neither likely nor unlikely	0.3390	6.6767
	Somewhat unlikely	1.4621	9.6419
	Very unlikely	5.2164	17.7835
	Total		
White	**Very likely**	14.8855	23.3876
	Somewhat likely	44.1549	55.3068
	Neither likely nor unlikely	2.2457	6.2920
	Somewhat unlikely	14.6240	23.5020
	Very unlikely	4.5509	11.0505
	Total		
Don't Know/Refused	**Very likely**	0.0000	24.5069
	Somewhat likely	0.0000	53.3615
	Neither likely nor unlikely	0.0000	35.3499
	Somewhat unlikely	0.0000	18.4645
	Very unlikely	11.1194	78.1102
	Total		
Total	**Very likely**		
	Somewhat likely		
	Neither likely nor unlikely		
	Somewhat unlikely		
	Very unlikely		
	Total		

Table of Race by C01Q17. What do you think the chances are of someone getting arrested if they drive after drinking?							
White	C01Q17	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent		Row Percent
All Non-White Options	Very likely	87	445431	16.1613	12.4476	19.8750	57.0879
	Somewhat likely	47	242711	8.8061	6.0234	11.5889	31.1066
	Neither likely nor unlikely	2	8633	0.3132	0.0000	0.7808	1.1065
	Somewhat unlikely	7	41203	1.4949	0.3118	2.6781	5.2807
	Very unlikely	9	42276	1.5339	0.3196	2.7482	5.4183
	Total	152	780254	28.3095	23.9028	32.7161	100.000
White	Very likely	129	499719	18.1310	14.5991	21.6628	26.0703
	Somewhat likely	231	927479	33.6511	29.1845	38.1178	48.3864
	Neither likely nor unlikely	26	122359	4.4395	2.4154	6.4636	6.3834
	Somewhat unlikely	67	243072	8.8192	6.3026	11.3358	12.6810
	Very unlikely	20	124187	4.5058	2.2888	6.7228	6.4788
	Total	473	1916816	69.5466	65.0573	74.0359	100.000
Don’t Know/Refused	Very likely	3	3812	0.1383	0.0000	0.2945	6.4511
	Somewhat likely	5	21597	0.7836	0.0000	1.6552	36.5498
	Neither likely nor unlikely	1	2624	0.0952	0.0000	0.2821	4.4405
	Somewhat unlikely	5	27361	0.9927	0.0000	2.0398	46.3038
	Very unlikely	1	3696	0.1341	0.0000	0.3973	6.2547
	Total	15	59090	2.1439	0.7441	3.5438	100.000
Total	Very likely	219	948962	34.4306	29.8707	38.9905	
	Somewhat likely	283	1191787	43.2408	38.5092	47.9725	
	Neither likely nor unlikely	29	133616	4.8479	2.7676	6.9282	
	Somewhat unlikely	79	311636	11.3069	8.4020	14.2118	
	Very unlikely	30	170159	6.1738	3.6682	8.6793	
	Total	640	2756160	100.000			

Table of Race by C01Q17 continued			
White	**C01Q17**	**95% Confidence Limits for Row Percent**	
All Non-White Options	**Very likely**	47.7698	66.4060
	Somewhat likely	22.4378	39.7755
	Neither likely nor unlikely	0.0000	2.7548
	Somewhat unlikely	1.1687	9.3927
	Very unlikely	1.2075	9.6290
	Total		
White	**Very likely**	21.2446	30.8960
	Somewhat likely	42.7777	53.9951
	Neither likely nor unlikely	3.5094	9.2575
	Somewhat unlikely	9.1313	16.2308
	Very unlikely	3.3386	9.6191
	Total		
Don't Know/Refused	**Very likely**	0.0000	14.4693
	Somewhat likely	4.4497	68.6499
	Neither likely nor unlikely	0.0000	13.2602
	Somewhat unlikely	12.9452	79.6625
	Very unlikely	0.0000	18.4644
	Total		
Total	**Very likely**		
	Somewhat likely		
	Neither likely nor unlikely		
	Somewhat unlikely		
	Very unlikely		
	Total		

Table of Race by C01Q20a. How often do you EAT OR DRINK while driving?							
Race	**C01Q20a**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
All Non-White Options	**Always**	6	27932	0.9898	0.1314	1.8482	3.5290
	Nearly always	9	40923	1.4502	0.2748	2.6256	5.1704
	Sometimes	79	409783	14.5211	11.0558	17.9865	51.7734
	Seldom	27	157300	5.5741	3.2287	7.9195	19.8738
	Never	32	155555	5.5123	3.2400	7.7845	19.6533
	Total	153	791493	28.0475	23.6949	32.4000	100.000
White	**Always**	17	67230	2.3824	1.0255	3.7392	3.4131
	Nearly always	30	150478	5.3324	3.1174	7.5473	7.6394
	Sometimes	174	621104	22.0096	18.3013	25.7178	31.5319
	Seldom	168	686548	24.3286	20.3481	28.3092	34.8543
	Never	94	444405	15.7480	12.2245	19.2716	22.5613
	Total	483	1969766	69.8010	65.3664	74.2356	100.000
Don't Know/Refused	**Always**	1	3696	0.1310	0.0000	0.3880	6.0872
	Nearly always	2	10266	0.3638	0.0000	1.0517	16.9085
	Sometimes	3	17521	0.6209	0.0000	1.4322	28.8564
	Seldom	6	20017	0.7093	0.0000	1.4800	32.9683
	Never	4	9216	0.3266	0.0000	0.6724	15.1795
	Total	16	60716	2.1516	0.7796	3.5235	100.000
Total	**Always**	24	98858	3.5032	1.8869	5.1194	
	Nearly always	41	201667	7.1463	4.5929	9.6997	
	Sometimes	256	1048408	37.1516	32.6100	41.6931	
	Seldom	201	863866	30.6121	26.2598	34.9644	
	Never	130	609176	21.5869	17.6106	25.5631	
	Total	652	2821975	100.000			

Table of Race by C01Q20a continued			
Race	**C01Q20a**	**95% Confidence Limits for Row Percent**	
All Non-White Options	**Always**	0.4914	6.5667
	Nearly always	1.0535	9.2873
	Sometimes	42.3552	61.1917
	Seldom	12.1762	27.5714
	Never	12.1534	27.1532
	Total		
White	**Always**	1.4791	5.3472
	Nearly always	4.5180	10.7608
	Sometimes	26.5250	36.5388
	Seldom	29.5829	40.1257
	Never	17.7744	27.3482
	Total		
Don't Know/Refused	**Always**	0.0000	17.9584
	Nearly always	0.0000	45.1572
	Sometimes	0.0000	59.6761
	Seldom	3.1002	62.8365
	Never	0.0000	31.7733
	Total		
Total	**Always**		
	Nearly always		
	Sometimes		
	Seldom		
	Never		
	Total		

Table of Race by C01Q20b. How often do YOU ADJUST CONTROLS while driving?							
Race	**C01Q20b**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
All Non-White Options	**Always**	25	118285	4.1916	2.3311	6.0520	14.9206
	Nearly always	18	81241	2.8789	1.2521	4.5056	10.2479
	Sometimes	64	365838	12.9639	9.5684	16.3593	46.1471
	Seldom	21	100720	3.5691	1.7366	5.4017	12.7049
	Never	26	126679	4.4890	2.4471	6.5310	15.9795
	Total	154	792763	28.0925	23.7392	32.4458	100.000
White	**Always**	54	237575	8.4188	5.6934	11.1441	12.0689
	Nearly always	52	220320	7.8073	5.2888	10.3258	11.1923
	Sometimes	193	766229	27.1522	23.0879	31.2165	38.9246
	Seldom	132	554092	19.6349	15.9147	23.3551	28.1480
	Never	51	190280	6.7428	4.4425	9.0431	9.6663
	Total	482	1968496	69.7559	65.3207	74.1912	100.000
Don't Know/Refused	**Always**	1	3696	0.1310	0.0000	0.3880	6.0872
	Nearly always	3	21041	0.7456	0.0000	1.7192	34.6550
	Sometimes	8	27652	0.9799	0.0968	1.8630	45.5436
	Seldom	3	6701	0.2375	0.0000	0.5538	11.0363
	Never	1	1626	0.0576	0.0000	0.1708	2.6779
	Total	16	60716	2.1516	0.7796	3.5235	100.000
Total	**Always**	80	359556	12.7413	9.5361	15.9465	
	Nearly always	73	322603	11.4318	8.3789	14.4847	
	Sometimes	265	1159719	41.0960	36.4422	45.7498	
	Seldom	156	661513	23.4415	19.4506	27.4324	
	Never	78	318585	11.2894	8.3022	14.2767	
	Total	652	2821975	100.000			

Table of Race by C01Q20b continued			
Race	**C01Q20b**	**95% Confidence Limits for Row Percent**	
All Non-White Options	**Always**	8.5957	21.2455
	Nearly always	4.6638	15.8319
	Sometimes	36.7294	55.5649
	Seldom	6.4785	18.9313
	Never	9.1318	22.8272
	Total		
White	**Always**	8.2609	15.8768
	Nearly always	7.6543	14.7303
	Sometimes	33.5776	44.2716
	Seldom	23.1397	33.1563
	Never	6.4244	12.9082
	Total		
Don't Know/Refused	**Always**	0.0000	17.9584
	Nearly always	1.0279	68.2821
	Sometimes	13.6982	77.3890
	Seldom	0.0000	25.8393
	Never	0.0000	8.0750
	Total		
Total	**Always**		
	Nearly always		
	Sometimes		
	Seldom		
	Never		
	Total		

Table of Race by C01Q20d. How often do you use a HAND-HELD cell phone while driving?							
Race	**C01Q20d**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
All Non-White Options	**Always**	2	9705	0.3438	0.0000	0.8347	1.2242
	Nearly always	5	25799	0.9138	0.0000	1.8400	3.2543
	Sometimes	29	163711	5.7987	3.4895	8.1078	20.6507
	Seldom	25	155475	5.5070	3.1604	7.8535	19.6118
	Never	93	438073	15.5167	11.9724	19.0609	55.2590
	Total	154	792763	28.0799	23.7285	32.4312	100.000
White	**Always**	4	22312	0.7903	0.0000	1.7674	1.1327
	Nearly always	7	25665	0.9091	0.0467	1.7714	1.3029
	Sometimes	41	208241	7.3759	4.7532	9.9986	10.5718
	Seldom	92	356884	12.6409	9.6044	15.6775	18.1181
	Never	339	1356664	48.0534	43.3648	52.7419	68.8744
	Total	483	1969766	69.7696	65.3363	74.2028	100.000
Don't Know/Refused	**Always**	0	.	.	.	.	.
	Nearly always	0	.	.	.	.	.
	Sometimes	1	9885	0.3501	0.0000	1.0373	16.2811
	Seldom	3	17165	0.6080	0.0000	1.4159	28.2714
	Never	12	33666	1.1924	0.3099	2.0750	55.4475
	Total	16	60716	2.1506	0.7793	3.5219	100.000
Total	**Always**	6	32017	1.1341	0.0431	2.2250	
	Nearly always	12	51464	1.8229	0.5631	3.0826	
	Sometimes	71	381837	13.5247	10.1254	16.9241	
	Seldom	120	529525	18.7559	15.0410	22.4708	
	Never	444	1828403	64.7625	60.1884	69.3365	
	Total	653	2823246	100.000			

Table of Race by C01Q20d continued			
Race	**C01Q20d**	**95% Confidence Limits for Row Percent**	
All Non-White Options	**Always**	0.0000	2.9683
	Nearly always	0.0000	6.5180
	Sometimes	13.0558	28.2455
	Seldom	11.9185	27.3051
	Never	45.8890	64.6291
	Total		
White	**Always**	0.0000	2.5295
	Nearly always	0.0695	2.5364
	Sometimes	6.9000	14.2436
	Seldom	13.9078	22.3284
	Never	63.6647	74.0840
	Total		
Don't Know/Refused	**Always**	.	.
	Nearly always	.	.
	Sometimes	0.0000	44.5858
	Seldom	0.0000	59.0651
	Never	22.5015	88.3936
	Total		
Total	**Always**		
	Nearly always		
	Sometimes		
	Seldom		
	Never		
	Total		

Appendix H: Significance Testing of Survey Items Strata Tables

Table of Strata by C01Q01. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?							
Strata	**C01Q01**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Always**	179	406919	14.5085	12.0574	16.9596	90.6357
	Nearly always	12	37075	1.3219	0.5304	2.1134	8.2580
	Sometimes	1	3696	0.1318	0.0000	0.3907	0.8232
	Seldom	0	.	.	.	.	.
	Never	1	1271	0.0453	0.0000	0.1344	0.2830
	Total	193	448961	16.0075	13.4146	18.6004	100.000
Southern	**Always**	219	1726899	61.5716	57.3627	65.7805	90.0536
	Nearly always	16	134909	4.8101	2.4638	7.1565	7.0352
	Sometimes	5	33923	1.2095	0.1263	2.2927	1.7690
	Seldom	3	21904	0.7810	0.0000	1.6902	1.1422
	Never	0	.	.	.	.	.
	Total	243	1917635	68.3722	64.7487	71.9958	100.000
Rural	**Always**	183	380376	13.5621	11.4067	15.7175	87.1180
	Nearly always	16	34997	1.2478	0.6160	1.8796	8.0153
	Sometimes	5	10126	0.3610	0.0340	0.6880	2.3191
	Seldom	5	11124	0.3966	0.0392	0.7540	2.5476
	Never	0	.	.	.	.	.
	Total	209	436622	15.5675	13.2351	17.8999	100.000
Don't Know/Refused	**Always**	3	1100	0.0392	0.0000	0.0838	74.2686
	Nearly always	1	380.95468	0.0136	0.0000	0.0403	25.7314
	Sometimes	0	.	.	.	.	.
	Seldom	0	.	.	.	.	.
	Never	0	.	.	.	.	.
	Total	4	1481	0.0528	0.0007	0.1049	100.000
Total	**Always**	584	2515294	89.6814	86.8052	92.5576	
	Nearly always	45	207362	7.3934	4.8719	9.9149	
	Sometimes	11	47744	1.7023	0.5438	2.8608	
	Seldom	8	33028	1.1776	0.2021	2.1530	
	Never	1	1271	0.0453	0.0000	0.1344	
	Total	649	2804698	100.000			

Table of Strata by C01Q01 continued			
Strata	**C01Q01**	**95% Confidence Limits for Row Percent**	
Northern	**Always**	85.6861	95.5853
	Nearly always	3.5498	12.9663
	Sometimes	0.0000	2.4329
	Seldom	.	.
	Never	0.0000	0.8395
	Total		
Southern	**Always**	86.1578	93.9494
	Nearly always	3.6282	10.4422
	Sometimes	0.1860	3.3520
	Seldom	0.0000	2.4711
	Never	.	.
	Total		
Rural	**Always**	82.3739	91.8620
	Nearly always	4.1498	11.8808
	Sometimes	0.2461	4.3920
	Seldom	0.2862	4.8091
	Never	.	.
	Total		
Don't Know/Refused	**Always**	30.9000	100.000
	Nearly always	0.0000	69.1000
	Sometimes	.	.
	Seldom	.	.
	Never	.	.
	Total		
Total	**Always**		
	Nearly always		
	Sometimes		
	Seldom		
	Never		
	Total		

Table of Strata by C01Q04. Have you ever received a ticket for not wearing a seat belt?							
Strata	**C01Q04**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Yes**	13	35921	1.2807	0.5217	2.0398	8.0009
	No	180	413040	14.7267	12.2511	17.2024	91.9991
	Total	193	448961	16.0075	13.4146	18.6004	100.000
Southern	**Yes**	12	110872	3.9531	1.7428	6.1633	5.7817
	No	231	1806763	64.4192	60.4043	68.4340	94.2183
	Total	243	1917635	68.3722	64.7487	71.9958	100.000
Rural	**Yes**	17	37621	1.3413	0.6829	1.9998	8.6163
	No	192	399001	14.2262	12.0125	16.4399	91.3837
	Total	209	436622	15.5675	13.2351	17.8999	100.000
Don't Know/Refused	**Yes**	0	.	.	.	.	.
	No	4	1481	0.0528	0.0007	0.1049	100.000
	Total	4	1481	0.0528	0.0007	0.1049	100.000
Total	**Yes**	42	184413	6.5751	4.1801	8.9702	
	No	607	2620285	93.4249	91.0298	95.8199	
	Total	649	2804698	100.000			

Table of Strata by C01Q04 continued			
Strata	**C01Q04**	**95% Confidence Limits for Row Percent**	
Northern	**Yes**	3.4722	12.5295
	No	87.4705	96.5278
	Total		
Southern	**Yes**	2.5708	8.9925
	No	91.0075	97.4292
	Total		
Rural	**Yes**	4.6043	12.6282
	No	87.3718	95.3957
	Total		
Don't Know/Refused	**Yes**	.	.
	No	100.000	100.000
	Total		
Total	**Yes**		
	No		
	Total		

Table of Strata by C01Q11. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?							
Strata	**C01Q11**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Most of the time**	23	58329	2.0769	1.1327	3.0211	12.8497
	Half the time	40	82355	2.9324	1.8851	3.9798	18.1428
	Rarely	90	223497	7.9581	6.1139	9.8023	49.2362
	Never	42	89747	3.1956	2.0861	4.3052	19.7712
	Total	195	453928	16.1631	13.5569	18.7692	100.000
Southern	**Most of the time**	44	353558	12.5892	9.0619	16.1165	18.3427
	Half the time	52	409385	14.5770	10.8658	18.2882	21.2390
	Rarely	93	729412	25.9723	21.4596	30.4849	37.8420
	Never	55	435165	15.4950	11.6875	19.3025	22.5764
	Total	244	1927520	68.6335	65.0239	72.2430	100.000
Rural	**Most of the time**	16	35995	1.2817	0.6344	1.9289	8.4594
	Half the time	35	75869	2.7015	1.7700	3.6329	17.8306
	Rarely	99	205875	7.3306	5.7893	8.8720	48.3845
	Never	54	107759	3.8370	2.7592	4.9148	25.3254
	Total	204	425498	15.1508	12.8548	17.4467	100.000
Don't Know/Refused	**Most of the time**	0	.	.	.	.	.
	Half the time	0	.	.	.	.	.
	Rarely	3	1121	0.0399	0.0000	0.0854	75.7314
	Never	1	359.29788	0.0128	0.0000	0.0380	24.2686
	Total	4	1481	0.0527	0.0007	0.1048	100.000
Total	**Most of the time**	83	447882	15.9478	12.3138	19.5817	
	Half the time	127	567609	20.2109	16.3632	24.0587	
	Rarely	285	1159905	41.3009	36.6613	45.9405	
	Never	152	633031	22.5404	18.5810	26.4998	
	Total	647	2808426	100.000			

Table of Strata by C01Q11 continued			
Strata	**C01Q11**	**95% Confidence Limits for Row Percent**	
Northern	**Most of the time**	7.4236	18.2759
	Half the time	12.2547	24.0309
	Rarely	41.3121	57.1604
	Never	13.6097	25.9328
	Total		
Southern	**Most of the time**	13.3001	23.3853
	Half the time	15.9469	26.5310
	Rarely	31.5676	44.1164
	Never	17.1581	27.9948
	Total		
Rural	**Most of the time**	4.4043	12.5145
	Half the time	12.3426	23.3187
	Rarely	41.3164	55.4526
	Never	19.2601	31.3908
	Total		
Don't Know/Refused	**Most of the time**	.	.
	Half the time	.	.
	Rarely	34.0225	100.000
	Never	0.0000	65.9775
	Total		
Total	**Most of the time**		
	Half the time		
	Rarely		
	Never		
	Total		

Table of Strata by C01Q15_1. Where did you read, see, or hear about speed enforcement by police? NEWSPAPER							
Strata	**C01Q15_1**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	53	115851	11.3479	7.7570	14.9389	88.6044
	Affirmative	6	14900	1.4595	0.1471	2.7719	11.3956
	Total	59	130750	12.8074	8.9658	16.6490	100.000
Southern	**Negative**	77	629386	61.6502	54.2769	69.0235	84.7782
	Affirmative	13	113005	11.0692	5.3137	16.8246	15.2218
	Total	90	742391	72.7194	67.0841	78.3547	100.000
Rural	**Negative**	50	106246	10.4071	7.2511	13.5631	72.0917
	Affirmative	21	41130	4.0288	2.1938	5.8638	27.9083
	Total	71	147376	14.4359	10.6690	18.2028	100.000
Don't Know/Refused	**Negative**	1	380.95468	0.0373	0.0000	0.1112	100.000
	Affirmative	0	.	.	.	.	.
	Total	1	380.95468	0.0373	0.0000	0.1112	100.000
Total	**Negative**	181	851863	83.4425	77.4212	89.4639	
	Affirmative	40	169035	16.5575	10.5361	22.5788	
	Total	221	1020898	100.000			

Table of Strata by C01Q15_1 continued			
Strata	**C01Q15_1**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	79.0242	98.1846
	Affirmative	1.8154	20.9758
	Total		
Southern	**Negative**	76.9677	92.5888
	Affirmative	7.4112	23.0323
	Total		
Rural	**Negative**	61.4672	82.7162
	Affirmative	17.2838	38.5328
	Total		
Don't Know/Refused	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q15_2. Where did you read, see, or hear about speed enforcement by police? RADIO							
Strata	**C01Q15_2**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	51	108459	10.6239	7.1828	14.0649	82.9510
	Affirmative	8	22292	2.1835	0.5264	3.8407	17.0490
	Total	59	130750	12.8074	8.9658	16.6490	100.000
Southern	**Negative**	81	665051	65.1437	58.1950	72.0925	89.5823
	Affirmative	9	77340	7.5757	2.7176	12.4338	10.4177
	Total	90	742391	72.7194	67.0841	78.3547	100.000
Rural	**Negative**	65	131632	12.8938	9.3884	16.3991	89.3174
	Affirmative	6	15744	1.5421	0.2922	2.7921	10.6826
	Total	71	147376	14.4359	10.6690	18.2028	100.000
Don't Know/Refused	**Negative**	1	380.95468	0.0373	0.0000	0.1112	100.000
	Affirmative	0	.	.	.	.	.
	Total	1	380.95468	0.0373	0.0000	0.1112	100.000
Total	**Negative**	198	905523	88.6987	83.5158	93.8815	
	Affirmative	23	115375	11.3013	6.1185	16.4842	
	Total	221	1020898	100.000			

Table of Strata by C01Q15_2 continued			
Strata	**C01Q15_2**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	71.3445	94.5575
	Affirmative	5.4425	28.6555
	Total		
Southern	**Negative**	82.9575	96.2072
	Affirmative	3.7928	17.0425
	Total		
Rural	**Negative**	81.2561	97.3787
	Affirmative	2.6213	18.7439
	Total		
Don't Know/Refused	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q15_3. Where did you read, see, or hear about speed enforcement by police? TV							
Strata	**C01Q15_3**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	27	60986	5.9738	3.3738	8.5737	46.6430
	Affirmative	32	69765	6.8336	4.0784	9.5889	53.3570
	Total	59	130750	12.8074	8.9658	16.6490	100.000
Southern	**Negative**	34	281837	27.6068	19.7554	35.4581	37.9634
	Affirmative	56	460554	45.1126	36.8009	53.4244	62.0366
	Total	90	742391	72.7194	67.0841	78.3547	100.000
Rural	**Negative**	36	71507	7.0043	4.5240	9.4846	48.5200
	Affirmative	35	75869	7.4316	4.7867	10.0765	51.4800
	Total	71	147376	14.4359	10.6690	18.2028	100.000
Don't Know/Refused	**Negative**	1	380.95468	0.0373	0.0000	0.1112	100.000
	Affirmative	0	.	.	.	.	.
	Total	1	380.95468	0.0373	0.0000	0.1112	100.000
Total	**Negative**	98	414711	40.6221	32.6389	48.6054	
	Affirmative	123	606188	59.3779	51.3946	67.3611	
	Total	221	1020898	100.000			

Table of Strata by C01Q15_3 continued			
Strata	**C01Q15_3**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	32.0882	61.1978
	Affirmative	38.8022	67.9118
	Total		
Southern	**Negative**	27.5822	48.3446
	Affirmative	51.6554	72.4178
	Total		
Rural	**Negative**	36.4880	60.5520
	Affirmative	39.4480	63.5120
	Total		
Don't Know/Refused	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q15_4. Where did you read, see, or hear about speed enforcement by police? BILLOARDS/SIGNS							
Strata	**C01Q15_4**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	47	100951	9.8884	6.5649	13.2120	77.2088
	Affirmative	12	29800	2.9190	1.0592	4.7787	22.7912
	Total	59	130750	12.8074	8.9658	16.6490	100.000
Southern	**Negative**	75	617367	60.4729	52.9984	67.9475	83.1593
	Affirmative	15	125024	12.2465	6.3305	18.1624	16.8407
	Total	90	742391	72.7194	67.0841	78.3547	100.000
Rural	**Negative**	58	119253	11.6812	8.3505	15.0118	80.9176
	Affirmative	13	28123	2.7547	1.1834	4.3260	19.0824
	Total	71	147376	14.4359	10.6690	18.2028	100.000
Don't Know/Refused	**Negative**	1	380.95468	0.0373	0.0000	0.1112	100.000
	Affirmative	0	.	.	.	.	.
	Total	1	380.95468	0.0373	0.0000	0.1112	100.000
Total	**Negative**	181	837952	82.0799	75.8619	88.2978	
	Affirmative	40	182946	17.9201	11.7022	24.1381	
	Total	221	1020898	100.000			

Table of Strata by C01Q15_4 continued			
Strata	**C01Q15_4**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	64.6406	89.7770
	Affirmative	10.2230	35.3594
	Total		
Southern	**Negative**	75.1331	91.1855
	Affirmative	8.8145	24.8669
	Total		
Rural	**Negative**	71.3097	90.5254
	Affirmative	9.4746	28.6903
	Total		
Don't Know/Refused	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q15_5. Where did you read, see, or hear about speed enforcement by police? BROCHURE							
Strata	**C01Q15_5**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	58	127055	12.4454	8.6731	16.2176	97.1733
	Affirmative	1	3696	0.3620	0.0000	1.0770	2.8267
	Total	59	130750	12.8074	8.9658	16.6490	100.000
Southern	**Negative**	90	742391	72.7194	67.0841	78.3547	100.000
	Affirmative	0	.	.	.	.	.
	Total	90	742391	72.7194	67.0841	78.3547	100.000
Rural	**Negative**	71	147376	14.4359	10.6690	18.2028	100.000
	Affirmative	0	.	.	.	.	.
	Total	71	147376	14.4359	10.6690	18.2028	100.000
Don’t Know/Refused	**Negative**	1	380.95468	0.0373	0.0000	0.1112	100.000
	Affirmative	0	.	.	.	.	.
	Total	1	380.95468	0.0373	0.0000	0.1112	100.000
Total	**Negative**	220	1017202	99.6380	98.9230	100.000	
	Affirmative	1	3696	0.3620	0.0000	1.0770	
	Total	221	1020898	100.000			

Table of Strata by C01Q15_5 continued			
Strata	**C01Q15_5**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	91.6877	100.000
	Affirmative	0.0000	8.3123
	Total		
Southern	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Rural	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Don't Know/Refused	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q15_6. Where did you read, see, or hear about speed enforcement by police? POLICE ENFORCEMENT							
Strata	**C01Q15_6**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	45	103260	10.1146	6.6879	13.5414	78.9749
	Affirmative	14	27490	2.6928	1.0492	4.3363	21.0251
	Total	59	130750	12.8074	8.9658	16.6490	100.000
Southern	**Negative**	78	647023	63.3778	56.2427	70.5129	87.1539
	Affirmative	12	95368	9.3416	4.1666	14.5165	12.8461
	Total	90	742391	72.7194	67.0841	78.3547	100.000
Rural	**Negative**	56	118995	11.6559	8.2950	15.0169	80.7427
	Affirmative	15	28381	2.7800	1.2938	4.2661	19.2573
	Total	71	147376	14.4359	10.6690	18.2028	100.000
Don't Know/Refused	**Negative**	0	.	.	.	.	.
	Affirmative	1	380.95468	0.0373	0.0000	0.1112	100.000
	Total	1	380.95468	0.0373	0.0000	0.1112	100.000
Total	**Negative**	179	869278	85.1484	79.6355	90.6613	
	Affirmative	42	151620	14.8516	9.3387	20.3645	
	Total	221	1020898	100.000			

Table of Strata by C01Q15_6 continued			
Strata	**C01Q15_6**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	67.5215	90.4283
	Affirmative	9.5717	32.4785
	Total		
Southern	**Negative**	80.0984	94.2095
	Affirmative	5.7905	19.9016
	Total		
Rural	**Negative**	71.5730	89.9124
	Affirmative	10.0876	28.4270
	Total		
Don't Know/Refused	**Negative**	.	.
	Affirmative	100.000	100.000
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q15_8. Where did you read, see, or hear about speed enforcement by police? OTHER							
Strata	**C01Q15_8**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	54	119547	11.7099	8.0464	15.3735	91.4311
	Affirmative	5	11204	1.0975	0.0000	2.1974	8.5689
	Total	59	130750	12.8074	8.9658	16.6490	100.000
Southern	**Negative**	85	696840	68.2576	61.7524	74.7628	93.8643
	Affirmative	5	45551	4.4618	0.5771	8.3466	6.1357
	Total	90	742391	72.7194	67.0841	78.3547	100.000
Rural	**Negative**	65	136622	13.3826	9.7619	17.0032	92.7034
	Affirmative	6	10753	1.0533	0.1779	1.9288	7.2966
	Total	71	147376	14.4359	10.6690	18.2028	100.000
Don't Know/Refused	**Negative**	1	380.95468	0.0373	0.0000	0.1112	100.000
	Affirmative	0	.	.	.	.	.
	Total	1	380.95468	0.0373	0.0000	0.1112	100.000
Total	**Negative**	205	953390	93.3874	89.2961	97.4787	
	Affirmative	16	67508	6.6126	2.5213	10.7039	
	Total	221	1020898	100.000			

Table of Strata by C01Q15_8 continued			
Strata	**C01Q15_8**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	83.2418	99.6205
	Affirmative	0.3795	16.7582
	Total		
Southern	**Negative**	88.5504	99.1783
	Affirmative	0.8217	11.4496
	Total		
Rural	**Negative**	86.8779	98.5289
	Affirmative	1.4711	13.1221
	Total		
Don't Know/Refused	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q15_77. Where did you read, see, or hear about speed enforcement by police? DON'T KNOW/REFUSED							
Strata	**C01Q15_77**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	59	130750	12.8074	8.9658	16.6490	100.000
	Affirmative	0	.	.	.	.	.
	Total	59	130750	12.8074	8.9658	16.6490	100.000
Southern	**Negative**	89	732506	71.7511	65.8960	77.6062	98.6685
	Affirmative	1	9885	0.9683	0.0000	2.8689	1.3315
	Total	90	742391	72.7194	67.0841	78.3547	100.000
Rural	**Negative**	71	147376	14.4359	10.6690	18.2028	100.000
	Affirmative	0	.	.	.	.	.
	Total	71	147376	14.4359	10.6690	18.2028	100.000
Don't Know/Refused	**Negative**	1	380.95468	0.0373	0.0000	0.1112	100.000
	Affirmative	0	.	.	.	.	.
	Total	1	380.95468	0.0373	0.0000	0.1112	100.000
Total	**Negative**	220	1011013	99.0317	97.1311	100.000	
	Affirmative	1	9885	0.9683	0.0000	2.8689	
	Total	221	1020898	100.000			

Table of Strata by C01Q15_77 continued			
Strata	**C01Q15_77**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Southern	**Negative**	96.0580	100.000
	Affirmative	0.0000	3.9420
	Total		
Rural	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Don't Know/Refused	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q19_1. Where did you read, see, or hear about drunk driving enforcement by police? NEWSPAPER							
Strata	**C01Q19_1**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Absent**	78	176721	11.2660	8.3681	14.1640	77.1949
	Present	22	52207	3.3282	1.7523	4.9041	22.8051
	Total	100	228928	14.5943	11.2683	17.9202	100.000
Southern	**Absent**	113	930993	59.3513	53.3622	65.3404	84.1892
	Present	22	174841	11.1462	6.6580	15.6344	15.8108
	Total	135	1105835	70.4975	65.7575	75.2375	100.000
Rural	**Absent**	79	170363	10.8607	8.2577	13.4638	73.0819
	Present	30	62749	4.0003	2.4893	5.5113	26.9181
	Total	109	233113	14.8610	11.7677	17.9544	100.000
Don't Know/Refused	**Absent**	2	740.25256	0.0472	0.0000	0.1132	100.000
	Present	0	.	.	.	.	.
	Total	2	740.25256	0.0472	0.0000	0.1132	100.000
Total	**Absent**	272	1278817	81.5252	76.6930	86.3575	
	Present	74	289798	18.4748	13.6425	23.3070	
	Total	346	1568615	100.000			

Table of Strata by C01Q19_1 continued			
Strata	**C01Q19_1**	**95% Confidence Limits for Row Percent**	
Northern	**Absent**	67.7876	86.6021
	Present	13.3979	32.2124
	Total		
Southern	**Absent**	77.9030	90.4755
	Present	9.5245	22.0970
	Total		
Rural	**Absent**	64.5436	81.6203
	Present	18.3797	35.4564
	Total		
Don't Know/Refused	**Absent**	100.000	100.000
	Present	.	.
	Total		
Total	**Absent**		
	Present		
	Total		

Table of Strata by C01Q19_3. Where did you read, see, or hear about drunk driving enforcement by police? TV							
Strata	**C01Q19_3**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	29	68378	4.3591	2.5564	6.1619	29.8687
	Affirmative	71	160550	10.2351	7.4795	12.9908	70.1313
	Total	100	228928	14.5943	11.2683	17.9202	100.000
Southern	**Negative**	28	241905	15.4216	10.1469	20.6962	21.8753
	Affirmative	107	863930	55.0759	48.7820	61.3698	78.1247
	Total	135	1105835	70.4975	65.7575	75.2375	100.000
Rural	**Negative**	32	66001	4.2076	2.6651	5.7501	28.3130
	Affirmative	77	167111	10.6534	8.0727	13.2341	71.6870
	Total	109	233113	14.8610	11.7677	17.9544	100.000
Don't Know/Refused	**Negative**	1	380.95468	0.0243	0.0000	0.0722	51.4628
	Affirmative	1	359.29788	0.0229	0.0000	0.0681	48.5372
	Total	2	740.25256	0.0472	0.0000	0.1132	100.000
Total	**Negative**	90	376665	24.0126	18.4897	29.5354	
	Affirmative	256	1191951	75.9874	70.4646	81.5103	
	Total	346	1568615	100.000			

Table of Strata by C01Q19_3 continued			
Strata	**C01Q19_3**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	19.6361	40.1013
	Affirmative	59.8987	80.3639
	Total		
Southern	**Negative**	14.5648	29.1859
	Affirmative	70.8141	85.4352
	Total		
Rural	**Negative**	19.6718	36.9542
	Affirmative	63.0458	80.3282
	Total		
Don't Know/Refused	**Negative**	0.0000	100.000
	Affirmative	0.0000	100.000
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q19_4. Where did you read, see, or hear about drunk driving enforcement by police? BILLBOARDS/SIGNS							
Strata	**C01Q19_4**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	64	146805	9.3589	6.7174	12.0003	64.1271
	Affirmative	36	82123	5.2354	3.2769	7.1939	35.8729
	Total	100	228928	14.5943	11.2683	17.9202	100.000
Southern	**Negative**	115	939136	59.8704	53.9070	65.8338	84.9256
	Affirmative	20	166698	10.6271	6.1481	15.1061	15.0744
	Total	135	1105835	70.4975	65.7575	75.2375	100.000
Rural	**Negative**	88	185994	11.8572	9.1415	14.5730	79.7873
	Affirmative	21	47118	3.0038	1.6648	4.3428	20.2127
	Total	109	233113	14.8610	11.7677	17.9544	100.000
Don't Know/Refused	**Negative**	2	740.25256	0.0472	0.0000	0.1132	100.000
	Affirmative	0	.	.	.	.	.
	Total	2	740.25256	0.0472	0.0000	0.1132	100.000
Total	**Negative**	269	1272676	81.1337	76.2537	86.0137	
	Affirmative	77	295940	18.8663	13.9863	23.7463	
	Total	346	1568615	100.000			

Table of Strata by C01Q19_4 continued			
Strata	**C01Q19_4**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	53.4722	74.7820
	Affirmative	25.2180	46.5278
	Total		
Southern	**Negative**	78.6582	91.1929
	Affirmative	8.8071	21.3418
	Total		
Rural	**Negative**	71.8881	87.6866
	Affirmative	12.3134	28.1119
	Total		
Don't Know/Refused	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q19_7. Where did you read, see, or hear about drunk driving enforcement by police? INTERNET							
Strata	**C01Q19_7**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Negative**	93	215183	13.7180	10.4899	16.9461	93.9958
	Affirmative	7	13745	0.8763	0.1271	1.6255	6.0042
	Total	100	228928	14.5943	11.2683	17.9202	100.000
Southern	**Negative**	114	944755	60.2286	54.3212	66.1359	85.4336
	Affirmative	21	161080	10.2689	5.9985	14.5393	14.5664
	Total	135	1105835	70.4975	65.7575	75.2375	100.000
Rural	**Negative**	104	223985	14.2792	11.2491	17.3092	96.0845
	Affirmative	5	9128	0.5819	0.0548	1.1090	3.9155
	Total	109	233113	14.8610	11.7677	17.9544	100.000
Don't Know/Refused	**Negative**	2	740.25256	0.0472	0.0000	0.1132	100.000
	Affirmative	0	.	.	.	.	.
	Total	2	740.25256	0.0472	0.0000	0.1132	100.000
Total	**Negative**	313	1384663	88.2729	83.9354	92.6105	
	Affirmative	33	183953	11.7271	7.3895	16.0646	
	Total	346	1568615	100.000			

Table of Strata by C01Q19_7 continued			
Strata	**C01Q19_7**	**95% Confidence Limits for Row Percent**	
Northern	**Negative**	89.0123	98.9794
	Affirmative	1.0206	10.9877
	Total		
Southern	**Negative**	79.4377	91.4295
	Affirmative	8.5705	20.5623
	Total		
Rural	**Negative**	92.6111	99.5579
	Affirmative	0.4421	7.3889
	Total		
Don't Know/Refused	**Negative**	100.000	100.000
	Affirmative	.	.
	Total		
Total	**Negative**		
	Affirmative		
	Total		

Table of Strata by C01Q20e. How often do you use a HANDS-FREE cell phone while driving?							
Strata	**C01Q20e**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Northern	**Always**	13	31070	1.1005	0.4277	1.7734	6.7895
	Nearly always	11	23678	0.8387	0.2726	1.4047	5.1742
	Sometimes	35	76002	2.6920	1.6714	3.7126	16.6079
	Seldom	29	65953	2.3361	1.3703	3.3018	14.4120
	Never	108	260921	9.2419	7.2724	11.2113	57.0164
	Total	196	457624	16.2091	13.6057	18.8125	100.000
Southern	**Always**	24	194612	6.8932	4.1747	9.6117	10.0965
	Nearly always	16	131033	4.6412	2.3677	6.9148	6.7980
	Sometimes	45	359568	12.7360	9.2097	16.2622	18.6544
	Seldom	30	246172	8.7195	5.6859	11.7530	12.7714
	Never	129	996136	35.2833	30.5101	40.0566	51.6797
	Total	244	1927520	68.2732	64.6532	71.8932	100.000
Rural	**Always**	11	20879	0.7395	0.2874	1.1917	4.7819
	Nearly always	13	28123	0.9961	0.4366	1.5556	6.4410
	Sometimes	26	55248	1.9569	1.1753	2.7385	12.6535
	Seldom	18	36252	1.2841	0.6680	1.9001	8.3029
	Never	141	296120	10.4886	8.6181	12.3592	67.8207
	Total	209	436622	15.4652	13.1491	17.7814	100.000
Don't Know/Refused	**Always**	0	.	.	.	.	.
	Nearly always	0	.	.	.	.	.
	Sometimes	1	380.95468	0.0135	0.0000	0.0400	25.7314
	Seldom	1	380.95468	0.0135	0.0000	0.0400	25.7314
	Never	2	718.59576	0.0255	0.0000	0.0609	48.5372
	Total	4	1481	0.0524	0.0007	0.1042	100.000
Total	**Always**	48	246561	8.7332	5.9243	11.5422	
	Nearly always	40	182834	6.4760	4.0889	8.8632	
	Sometimes	107	491198	17.3984	13.7402	21.0565	
	Seldom	78	348758	12.3531	9.1722	15.5339	
	Never	380	1553895	55.0393	50.3068	59.7718	
	Total	653	2823246	100.000			

Table of Strata by C01Q20e continued			
Strata	**C01Q20e**	**95% Confidence Limits for Row Percent**	
Northern	**Always**	2.7880	10.7909
	Nearly always	1.7729	8.5755
	Sometimes	10.8528	22.3631
	Seldom	8.9078	19.9162
	Never	49.2280	64.8048
	Total		
Southern	**Always**	6.1540	14.0390
	Nearly always	3.4899	10.1062
	Sometimes	13.5888	23.7200
	Seldom	8.3867	17.1562
	Never	45.2021	58.1572
	Total		
Rural	**Always**	1.9351	7.6288
	Nearly always	2.9605	9.9216
	Sometimes	7.9771	17.3298
	Seldom	4.5082	12.0976
	Never	61.3104	74.3309
	Total		
Don't Know/Refused	**Always**	.	.
	Nearly always	.	.
	Sometimes	0.0000	69.0993
	Seldom	0.0000	69.0993
	Never	0.0000	97.6230
	Total		
Total	**Always**		
	Nearly always		
	Sometimes		
	Seldom		
	Never		
	Total		

Appendix I: Significance Testing of Survey Items Pre- and Post- Click it or Ticket Campaign

Table of Wave by C01Q01. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?							
Wave	**C01Q01**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Pre-campaign	**Always**	184	827714	35.2799	30.2842	40.2757	89.7407
	Nearly always	15	70486	3.0043	1.1543	4.8544	7.6420
	Sometimes	4	17267	0.7360	0.0000	1.5120	1.8720
	Seldom	3	6874	0.2930	0.0000	0.6304	0.7453
	Never	0	.	.	.	.	.
	Total	206	922340	39.3132	34.2186	44.4078	100.000
Post-campaign	**Always**	308	1284340	54.7429	49.5690	59.9167	90.2056
	Nearly always	21	86872	3.7028	1.8153	5.5902	6.1014
	Sometimes	5	25156	1.0722	0.0000	2.1763	1.7668
	Seldom	5	26154	1.1148	0.0000	2.2320	1.8369
	Never	1	1271	0.0542	0.0000	0.1606	0.0892
	Total	340	1423792	60.6868	55.5922	65.7814	100.000
Total	**Always**	492	2112054	90.0228	86.9509	93.0948	
	Nearly always	36	157357	6.7071	4.1103	9.3038	
	Sometimes	9	42422	1.8082	0.4642	3.1521	
	Seldom	8	33028	1.4077	0.2416	2.5739	
	Never	1	1271	0.0542	0.0000	0.1606	
	Total	546	2346132	100.000			

Table of Wave by C01Q01 continued			
Wave	**C01Q01**	**95% Confidence Limits for Row Percent**	
Pre-campaign	**Always**	84.7554	94.7259
	Nearly always	3.0550	12.2290
	Sometimes	0.0000	3.8388
	Seldom	0.0000	1.6047
	Never	.	.
	Total		
Post-campaign	**Always**	86.3075	94.1037
	Nearly always	3.0287	9.1742
	Sometimes	0.0000	3.5788
	Seldom	0.0034	3.6705
	Never	0.0000	0.2647
	Total		
Total	**Always**		
	Nearly always		
	Sometimes		
	Seldom		
	Never		
	Total		

Table of Wave by C01Q03. Compared to daytime, how often do you wear your seat belt AT NIGHT?							
Wave	**C01Q03**	**Frequency**	**Weighted Frequency**	**Percent**	**95% Confidence Limits for Percent**		**Row Percent**
Pre-campaign	**More often**	45	201651	8.5951	5.6022	11.5879	21.8630
	About the same	160	719418	30.6640	25.8490	35.4790	77.9992
	Less often	0	.	.	.	.	.
	Dont know/Refused	1	1271	0.0542	0.0000	0.1606	0.1378
	Total	206	922340	39.3132	34.2186	44.4078	100.000
Post-campaign	**More often**	45	197693	8.4263	5.5232	11.3295	13.8849
	About the same	282	1167707	49.7716	44.5883	54.9549	82.0139
	Less often	7	31476	1.3416	0.1747	2.5085	2.2107
	Dont know/Refused	6	26917	1.1473	0.0000	2.3530	1.8905
	Total	340	1423792	60.6868	55.5922	65.7814	100.000
Total	**More often**	90	399344	17.0214	13.0602	20.9826	
	About the same	442	1887125	80.4356	76.2563	84.6148	
	Less often	7	31476	1.3416	0.1747	2.5085	
	Dont know/Refused	7	28188	1.2015	0.0000	2.4118	
	Total	546	2346132	100.000			

Table of Wave by C01Q03 continued			
Wave	**C01Q03**	**95% Confidence Limits for Row Percent**	
Pre-campaign	**More often**	14.8346	28.8914
	About the same	70.9680	85.0304
	Less often	.	.
	Dont know/Refused	0.0000	0.4089
	Total		
Post-campaign	**More often**	9.2571	18.5128
	About the same	76.8572	87.1706
	Less often	0.2964	4.1250
	Dont know/Refused	0.0000	3.8683
	Total		
Total	**More often**		
	About the same		
	Less often		
	Dont know/Refused		
	Total		

Appendix J: Logistic Regression Results

REGRESSION RESULTS TABLE													
Variable	Odds Ratio Estimates		Contrast Tests			Contrast Rows Estimation and Testing							
	Point Est.	95% Wald Confidence Limits	DF	Wald Chi-Square	Pr > ChiSq	Type	Row	Est.	Standard Err.	Alpha	Confidence Limits	Wald Chi-Square	Pr > ChiSq
C01Q04. ***Have you ever received a ticket for not wearing a seat belt?***													
Gender: Male vs. Female	0.373	(.190-.735)	1	8.1309	< .01	EXP	1	.26794	0.9261	0.05	(1.361-5.275)	8.1309	< .01
C01Q07. ***In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?***													
Strata: Washoe vs. All Other	-	-	1	4.2404	< .05	EXP	1	1.5305	0.3163	0.05	(1.020-2.295)	4.2404	< .05
Strata: Clark vs. All Other	1.027	(0.698-1.510)	1	0.0182	n.s.	EXP	1	0.9738	0.1916	0.05	(.6622-1.432)	0.0182	n.s.
Strata: Clark vs. Washoe	1.572	(1.097-2.251)	1	6.0790	< .05	EXP	1	0.6363	0.1167	0.05	(.4442-.9114)	6.0790	< .05
C01Q08.1. ***Where did you read, see, or hear about seat belt law enforcement by police? Newspaper***													
Strata: Washoe vs. All Other	-	-	1	5.9346	< .05	EXP	1	0.2933	0.1477	0.05	(.1093-.7868)	5.9346	< .05
Strata: Clark vs. All Other	4.315	(1.488-12.510)	1	7.2479	< .01	EXP	1	0.2317	0.1259	0.05	(.0799-.6719)	7.2479	< .01
Strata: Clark vs. Washoe	1.265	(0.402-3.987)	1	0.1616	n.s.	EXP	1	0.7903	0.4628	0.05	(.2508-2.4901)	0.1616	n.s.
C01Q08.3. ***Where did you read, see, or hear about seat belt law enforcement by police? TV***													
Strata: Washoe vs. All Other	-	-	1	0.7492	n.s.	EXP	1	1.3365	0.4478	0.05	(.6930-2.5773)	0.7492	n.s.
Strata: Clark vs. All Other	0.480	(0.244-0.946)	1	4.4973	< .05	EXP	1	2.0821	0.7200	0.05	(1.057-4.101)	4.4973	< .05
Strata: Clark vs. Washoe	0.642	(0.344-1.199)	1	1.9325	n.s.	EXP	1	1.5579	0.4969	0.05	(.8338-2.9109)	1.9325	n.s.