

**2015 STATEWIDE TELEPHONE SURVEY OF
SEAT BELT USE, ALCOHOL-IMPAIRED
DRIVING, DISTRACTED DRIVING,
SPEEDING, AND
OVERALL TRAFFIC SAFETY**

**PREPARED FOR:
THE OHIO DEPARTMENT OF PUBLIC SAFETY
THE OHIO TRAFFIC SAFETY OFFICE**

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Prepared for:
The Ohio Department of Public Safety and the
Ohio Traffic Safety Office

John R. Kasich, Governor

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The dedication shown by the Ohio Department of Public Safety (ODPS) and its Ohio Traffic Safety Office (OTSO), with National Highway Traffic Safety Administration (NHTSA) support, to evaluate the 2015 Statewide Seat Belt Use and Alcohol-Impaired Driving Campaign demonstrates great commitment to reducing highway fatalities and serious injuries throughout Ohio. Toward achieving these related goals, Timely assistance was expertly provided throughout the evaluation by Felice J. Moretti, Federal Projects Manager, Ohio Traffic Safety Office, Robert Wakefield and all other ODPS and OTSO personnel.

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Robert L. Seufert

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INTRODUCTION

Consistent with National Highway Traffic Safety Administration (NHTSA) objectives, the Ohio Department of Public Safety (ODPS) and its Ohio Traffic Safety Office (OTSO) goals for the 2015 Statewide Seat Belt Use and Alcohol-Impaired Driving Campaigns were to increase seat belt use, reduce alcohol-impaired driving and other risky driving behaviors, and thereby decrease highway crashes, fatalities and serious injuries. To document progress toward achieving those objectives, four longitudinal statewide telephone surveys were conducted with random probability samples of 4,142 respondents having valid drivers' licenses. Goals of the combined surveys was to document if, when, and how Ohio's statewide interventions positively impacted the attitudes, beliefs, and behaviors regarding seat belt use, alcohol-impaired driving, distracted driving - cell phone use and texting - speeding, and other significant highway safety issues. The longitudinal surveys were completed between April, 2015 and September, 2015, as follows:

- ▶ **Survey 1:** The baseline 2015 survey of 958 drivers began in mid-April, prior to the "Click It or Ticket" (CIOT) Campaign, and documented key seat belt use, alcohol-impaired driving and status of the remaining highway safety objectives.
- ▶ **Survey 2:** The follow-up survey of 1,064 drivers was conducted in early June at the conclusion of the "Click It or Ticket" Campaign Earned Media and Enforcement initiatives and after the TV and Radio Paid Media initiatives had been completed.
- ▶ **Survey 3:** This third survey of 1,073 drivers was conducted prior to the 2015 "Drive Sober or Get Pulled Over" Campaign.
- ▶ **Survey 4:** The final follow-up survey of 1,047 drivers was conducted in September after the 2015 "Drive Sober or Get Pulled Over" Campaign.

This evaluation documents the longitudinal impact of the 2015 Paid Media, Earned Media, and Enforcement Initiatives on attitudes, beliefs, and behaviors of Ohio drivers regarding the national and state highway safety goals of increasing seat belt use; reducing alcohol-impaired driving, distracted driving, and speeding; and increasing overall highway safety in Ohio, thereby helping to achieve NHTSA's long-term national objectives.

LITERATURE REVIEW

Research shows that seat belt use is the most effective means of reducing fatalities and serious injuries when traffic crashes occur. During 2012, seat belts were estimated to have saved approximately 12,174 lives in the U.S.(NHTSA, 2013) Also, when used properly seat belts reduced the risk of fatal injuries to front seat vehicle occupants by 45% and the risk of moderate to critical injury by 50% (U.S. Secretary of Transportation, 2001).

The official Ohio seat belt use rate annually reported to NHTSA increased steadily from 65.3% in 2000 to 84.1% in 2011. However, during 2012, NHTSA's mandated national protocol revision (Federal Register, Vol. 76, No. 63 Friday, April 1, 2011), meant that additional counties and observation sites were surveyed in Ohio. As a result of the sample change, Ohio's 2012 seat belt use rate declined slightly to 82.0%, but increased to 84.5% in 2013. While the usage rate was 84.9% in 2014, a slight decrease (1.0%) occurred in 2015. Consequently, the Ohio seat belt use rate remains below what is possible, especially with enactment of a primary seat belt law (Seufert, Walton, and Kubilius, 2014).

NHTSA and the Ohio Department of Public Safety set Ohio's goal for seat belt use at 85.0%. As stated above, this is significant since seat belt use is an important means to reduce deaths and serious injuries when motor vehicle crashes occur. In addition, injuries are often reduced in severity when motor vehicle occupants are restrained by a seat belt (Allen, Zhu, Sauter, Layde, & Hargarten, 2006).

While Ohio continues to have a secondary seat belt law, studies have shown that the passage of a primary seat belt law can greatly increase statewide seatbelt usage rates. States with primary seat belt enforcement laws consistently have higher observed daytime seat belt use rates and lower fatality rates than secondary law states. Secondary seatbelt law states consistently have more occupant fatalities who were unrestrained at the time of their deaths and a 15% higher fatality rate per 100,000 population than primary law states (NHTSA, 2008). A primary seat belt law gives law enforcement officials the ability to cite drivers for not wearing their seat belts without first having to observe another traffic-related offense. States that have primary laws generally have higher rates of seat belt usage than states without primary laws (NHTSA, 2010; Pickrell & Ye, 2011).

Alcohol-impaired driving is another significant traffic safety concern nationally. Nationally, an average of one alcohol-impaired-driving fatality occurred every 52 minutes in 2013. Furthermore, NHTSA estimates that during 2014, 9,967 individuals were killed in alcohol-impaired-driving crashes, representing approximately 31% of all motor vehicle traffic fatalities in the nation that year (NHTSA, 2015).

In 2014, 297 (i.e., 29.5%) of 1008 motor vehicle fatalities in Ohio resulted from alcohol-related crashes (Ohio Traffic Crash Facts, 2014). During 2008, 445 people died on Ohio roads from alcohol-related crashes (Seufert, Schneider, Walton and Mehdi, 2010). Consequently, reducing alcohol-related crashes and fatalities remains a significant Ohio highway safety goal.

Driving at unsafe speeds or exceeding the speed limit can contribute to the possibility of a motor vehicle crash occurring by reducing the ability of the driver to safely operate a motor vehicle or to stop a moving vehicle quickly in an emergency (Liu, Chen, Subramanian, & Utter, 2005). High-speed crashes often result in fatalities or serious injury. In 2014, 14.1% of Ohio's total crashes were speed-related.

Approximately 9.7% of all drivers involved in fatal crashes were young drivers (16-20 years of age) in 2014 (Ohio Traffic Crash Facts, 2014). In Ohio, drivers and passengers between the ages of 16 and 20 had the highest combined rates of fatal crashes of all age groups in 2010 (Ohio Traffic Crash Facts, 2010). Out of the 1008 traffic fatalities in 2014, 66 drivers and 28 passengers were within this age range (Ohio Traffic Crash Facts, 2014). While inexperienced drivers may be involved in more crashes for a variety of reasons, the added influence of teenage passengers affecting risky driving behaviors should not be underestimated. Teenage passengers may be distracting

to their peer drivers. In addition, teenage drivers who are in the presence of other teens may be more likely to speed or participate in other risky driving-related behaviors (Simons-Morton, Lerner, & Singer, 2005; Seufert, Walton, Kubilius and Bischof, 2008).

A more recent concern, especially among young drivers, is distracted driving which includes any activity that could divert a person's attention away from the primary task of driving. In Ohio, 480 drivers between the ages of 16-20 involved in a crash were reported to be distracted by their cell phone in 2014 (Ohio Traffic Crash Facts 2014). Since texting requires visual, manual, and cognitive attention, it is by far the most alarming distraction for drivers. Ohio recognizes this and as of August 8th, 2012, there is a ban on cell phone use by novice drivers and ban on texting while driving (secondary law) for all drivers. Drivers in the 18-20 age range self-reported the highest rate of crash or near crash experiences and also, the highest rate of cell phone use during crashes or near crashes (Chaudhary, Cosgrove & Tison, 2011).

Specific Ohio populations may need special attention when the goal is to reduce motor vehicle fatalities and injuries. Males, and pickup truck drivers exhibit lower levels of seat belt use, according to results from Observational Surveys of Seat Belt Use in Ohio (Seufert, et. al. 2006, through 2015). Drivers and passengers who live in rural communities may also be less likely to wear their seat belts. Other regional, ethnic, age- or gender-related demographic statistics are related to sub-optimal traffic safety behaviors and emerge through ongoing research. Addressing these special populations through targeted initiatives will increase road safety within those populations and for all of Ohio.

THEORY OF PLANNED BEHAVIOR: The Ohio Department of Public Safety's use of an appropriate theoretical framework provides a means for effectively organizing and enhancing its prevention and intervention initiatives. For instance, theories that have most strongly influenced prevention research and programs include the Health Belief Model, Social Cognitive Theory, and the Theories of Reasoned Action and Planned Behavior.

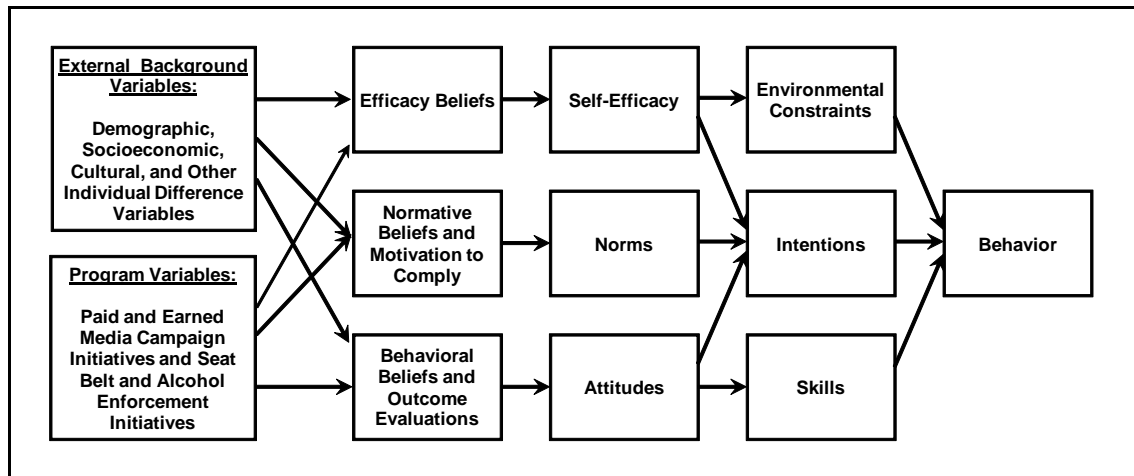
Those related theories suggest that four primary factors may influence an individual's behavioral intentions and subsequent behavior as it applies to seat belt use, alcohol-impaired driving, distracted driving and other significant behaviors:

1. The individual's perception that he or she is personally susceptible to being involved, injured, or killed in an accident; receiving a ticket for not wearing a seat belt; being in an accident, or receiving punishment due to alcohol-impaired driving.
2. The individual's attitude toward performing the specific behavior, which is based on one's belief about the positive versus negative consequences of performing that behavior.
3. Norms, which include the perceived social norm regarding seat belt use, and the perception that "significant others" with whom the individual interacts closely (e.g., family members, close friends, peers, etc.) support and encourage the individual's attempts to engage in specific behavior.
4. Self-efficacy, including the individual's perception that he or she can or should perform the appropriate and recommended behavior (e.g., seat belt use or refusing to drive a vehicle after drinking alcoholic beverages) under a variety of difficult or challenging circumstances, including legal constraints (see Fishbein, *et al.*, 2002).

The above theories and derived statements have been combined to form an Integrated Theory of Planned Behavior (Fishbein, *et al.*, 2002). The Evaluator expanded that model to include other potentially important program constructs, such as those associated with ODPS's Media and Enforcement Campaigns, including "Click It or Ticket", "What's Holding You Back," "Drunk Driving, Over the Limit, Under Arrest," "Buzzed Driving is Drunk Driving," and "Drive Sober or Get Pulled Over." Figure A illustrates the Evaluator's conception of one way to include those important constructs in the theoretical model and to further understand and enhance the ODPS initiatives.

The Integrated Theory of Planned Behavior provides a theoretical framework to predict behaviors such as seat belt use and acts like driving under the influence. It incorporates attitudes, subjective norms, and perceived behavioral control regarding highway safety issues. Furthermore, it guides in developing educational communications by providing important insights as to which behavioral cognition one should try to change. This is achieved by assessing which beliefs discriminate between those who intend and those who do not intend to wear their seat belts, or those who intend or do not intend to drive after drinking. In this way, it will distinguish appropriate targets for informational influence (Fishbein and Middlestad, 1987; Surton, *et al.*, 1990) and implies that changing behavior becomes a matter of changing the underlying cognitive structure through effective interventions.

Figure A. An Integrated Theoretical Model of Planned Behavior Including Program Variables



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ned Action concerns the contribution of previous behavior to explaining current or ongoing behavior. Fishbein and Ajzen allow for the possibility of behavior producing feedback that can influence attitudes and subjective norms, but their model seems to be better suited to situations where a person is weighing the pros and cons of an action for the first time. In many cases, however, this condition does not apply. The action under consideration by a person will often be similar, if not identical, to action performed many times before (e.g., seat belt use, speeding, alcohol-impaired driving, and distracted and inattentive driving, etc.). Therefore, the inclusion of past behavior may provide a better prediction of the decision to perform a subsequent behavior. Several empirical studies have shown that past behavior can influence intentions beyond the effect mediated by the constructs of the model (Bentler and Speckart, 1979, 1981; Bagozzi, 1981; Fredricks and Dosset, 1983; Rise, 1992). Consequently, for the present Ohio highway safety research, the Theory of Planned Behavior was expanded to include past behavior.

In summary, we used an extended or modified version of the Integrated Theory of Planned Behavior which included program variables (i.e., media campaign exposure, recall, and perceived effectiveness) and past behavior. The theory was applied during the planning process of the 2015 study, while designing survey questions, and organizing the overall evaluation results. A detailed analysis of the cognitive and other factors, underlying attitudes, and subjective norms provides information about arguments that may be used in persuasive communications to reinforce the decision by the target population to use seat belts or to avoid drinking and driving. Specifically, this theory-based evaluation research will help establish an effective public information and education campaign to significantly increase seat belt use and decrease alcohol-impaired driving among the target population. The theoretical model will be tested in a subsequent multivariate analysis with survey data from 2003 through 2015.

EXECUTIVE SUMMARY

The following narrative summarizes major findings from the *2015 Statewide Telephone Survey of Seat Belt Use, Alcohol-impaired Driving, Distracted Driving, Speeding, and Overall Traffic Safety*. A random-probability sample of 4,142 individuals with a valid Ohio drivers' license participated in one of four consecutive surveys. Each survey was scheduled to document changes in attitudes and behavior (pre- and post) resulting from ODPS media campaigns and law enforcement initiatives pertaining to seat belt use and alcohol-impaired driving in the nine State Highway Patrol Districts. The results section of this report contains the complete survey findings.

PERCEIVED SEAT BELT USE OF OTHER DRIVERS

When survey respondents were asked about their perceptions of seat belt use among other drivers, 42.0% said the average driver "always" wears a seat belt and 45.3% said belt use occurs "most of the time."

A little more than half (51.0%) of respondents said drivers who never wear a seat belt during the next six months are "very" or "somewhat" likely to get a ticket.

RESPONDENTS REPORTED SEAT BELT USE

When asked about their own seat belt use, 88.0% of those surveyed indicated that they "always" wear their seat belt, while 6.4% said they wear their seat belt "most of the time." The majority (97.9%) said their seat belt use stayed the same over the course of the media and enforcement campaigns, while about 2.0% indicated that their seat belt use had increased.

SEAT BELT LAWS AND LAW ENFORCEMENT

When asked about seat belt use and related law enforcement, 71.5% of respondents greatly favored laws that require seat belt use. Also, nearly all (99.2%) respondents correctly knew that Ohio has a law requiring seat belt use by adults; however, 55.1% incorrectly thought law enforcement officers could stop a vehicle solely for a seat belt violation without observing another offense. At the time of the 2015 survey, approximately 97.9% of respondents correctly believed that Ohio law mandated booster seat use by children who are under age 8 and/or less than 4 feet and 9 inches in height.

When survey participants were asked about law enforcement relative to seat belt use, 68.4% stated that law enforcement officers should be able to stop a vehicle if they observe a seat belt violation when no other traffic laws have been broken.

The majority of respondents would "definitely" (53.1%) or "probably" (15.8%) support passage of a primary seat belt law. Furthermore, 54.3% would "definitely" and 15.0% would "probably" vote for passage of a primary seat belt law. Most respondents (91.8%) said they would "always" wear a seat belt if Ohio had a primary seat belt law and an additional 4.2% said they would obey a primary seat belt law "most of the time." Most respondents (69.2%) agreed that the passage of a primary seat belt law would increase seat belt use in Ohio. Therefore, passage of a primary seat belt law is viewed in a very positive manner by most Ohio drivers.

Only 18.7% of those surveyed in 2015 said it was "very likely" they would receive a ticket if they did not wear a seat belt at all over the next six months. Moreover, 16.4% have "definitely" or "probably" seen or heard of special efforts by police to ticket drivers in their community for not wearing a seat belt.

EXPOSURE TO MEDIA CAMPAIGN MESSAGES ABOUT SEAT BELT USE

The majority (62.0%) of respondents had "definitely" or "probably" seen or heard media messages that encouraged seat belt use 30 days prior to the survey. Overall, during 2015, those who had reported seeing a media message encouraging seat belt use said that

they saw the message on television (44.4%), road signs (32.2%), billboards (28.5%), electronic message signs on roadways (17.1%), banners (6.0%), and signs on buses (3.5%). In addition, 15.4% heard messages encouraging seat belt use on the radio, 7.8% heard/saw the messages on both television and radio, and 10.1% said they saw or heard the message elsewhere.

Part of the survey pertained to the *"Click It or Ticket"* campaign which aims to increase seat belt use. Unprompted recall of *"Click It or Ticket"* for those respondents claiming to have seen or heard a message about seat belt use increased from 72.7% to 86.8% after the campaign initiative. Furthermore, 77.8% of all respondents could recall *"Click It or Ticket"* when prompted by an interviewer. Both results suggest the campaign was effective in accomplishing its objective. In addition, prompted recall of *"What's Holding You Back?"* also increased from 22.3% to 26.2% between the first and second surveys.

ATTITUDES ABOUT DRINKING AND DRIVING

Most survey respondents said it was "very" (22.6%) or "somewhat" (49.0%) likely that an individual would be stopped by law enforcement if they were driving after consuming too much alcohol. Additionally, 31.4% said it was "very likely" an individual would be in a crash if they were driving while alcohol-impaired. Less than one-third of those surveyed (31.1%) claim to be familiar with the current penalties for OVI convictions in Ohio; and 55.8% said the penalties for driving after drinking too much should be the same as they presently are. Three-fourths of respondents (75.0%) said Ohio laws were "very" or "somewhat" effective at reducing alcohol-impaired driving; moreover 78.4% agreed that the enforcement of such laws is "very" or "somewhat" effective.

Most of those surveyed (70.4%) had seen a sobriety checkpoint within the last 12 months, and 55.3% agreed that checkpoints should be used more frequently.

Less than one-half (42.9%) of those surveyed said they knew the specific BAC-level in Ohio at which a person is considered legally intoxicated and 73.9% of those who claimed to know Ohio's legal limit, correctly identified that level as .08.

EXPOSURE TO MEDIA CAMPAIGN MESSAGES ABOUT DRINKING AND DRIVING

Nearly half (45.7%), of survey participants had seen or heard slogans discouraging alcohol-impaired driving in the past 30 days. *"Drive Sober or Get Pulled Over"* was frequently recalled, with 12.4% remembering it without prompting, and 62.7% remembering it when prompted. When prompted by an interviewer, 25.0% of those surveyed recalled the slogan *"Drunk Driving. Over the Limit. Under Arrest."* and 4.6% remembered it without prompting. Additionally, unprompted recall of the *"Buzzed Driving is Drunk Driving"* slogan was 6.6% while 45.5% could recall the slogan when prompted.

In the sixty days prior to the survey, 12.0% of respondents had driven within two hours of drinking an alcoholic beverage, and 14.7% of those claim to have done so 5 or more times.

Only 30.0% of survey participants said they had "definitely" or "probably" seen special efforts by police to ticket drunk drivers in their community, and 25.8% said the likelihood of being stopped by an officer for alcohol-impaired driving was "more likely" than three months ago.

DISTRACTED DRIVING, SPEEDING, AND OVERALL DRIVER SAFETY

Most respondents (89.7%) said they see other drivers talking on a cell phone daily or almost every day and 55.9% of those surveyed maintain they see other drivers' texting on a cell phone every day (38.9%) or almost every day (17.0%).

The majority of respondents believe it is dangerous to talk on a cell phone *without* a hands-free device (80.6%) and 42.3% said it is dangerous to talk on a cell phone *with* a hands-free device. Additionally, 99.3% maintain that it is dangerous to text while driving.

Less than half, 33.9% of respondents agree they are able to determine when it is safe to use a cell phone to make a call while driving. Also, 25.6% of 2015 survey participants think they can safely adapt their driving while using a cell phone to make a call.

Only 3.4% of respondents agree they are able to determine when it is safe to use a cell phone to text when driving. Additionally, 2.0% of 2015 survey participants think they can safely adapt their driving while using a cell phone to text.

Most respondents (71.5%) in 2015 said they are somewhat (25.7%) or very (45.8%) uncomfortable when they are riding as a passenger with a driver talking on a cell phone and 74.6% of those believe it is likely they would say something to the driver. Also, most respondents are uncomfortable when riding as a passenger and their driver is texting and again, they are very likely to say something to the driver.

More than half (54.9%) of survey participants correctly knew that Ohio has a law regarding cell phone use while driving. Only 14.9% of respondents have seen, heard, or read anything about cell phone laws being enforced in the 30 days prior to the survey. Additionally, 68.9% of those surveyed said it is “very” or “somewhat” unlikely they would receive a ticket for cell phone use while driving.

In 2014 a new question was added regarding the slogan *“Stay Alive! don’t TXT & drive”*. Respondents were asked if they were familiar with the slogan and 84.8% maintained they had probably (6.4%) or definitely (78.4%) seen or heard the slogan. The question was repeated in 2015 and 87.7% said they have probably (5.3%) or definitely (82.4%) seen or heard the slogan.

Approximately 12.3% of those surveyed said they “always” drive at least 5 mph over the posted limit on local roads, and 18.8% claim they do so “most of the time.” Few respondents (37.4%) claim to have “definitely” seen, read, or heard anything about speed enforcement by police in the 30 days prior to the survey. When asked what they felt the chances are they would receive a ticket for driving over the speed limit, 26.4% said the chances were “very likely” and an additional 45.1% felt their chances of being ticketed were “somewhat likely.”

While relatively few respondents acknowledged they need to make changes to their own driving behaviors, 19.6% of respondents did say they should watch their speed and 10.0% say they should stop talking on their cell phone while driving. Additionally, 3.5% of those surveyed feel they need to stop texting while they drive.

MOTORCYCLE SAFETY

During the 2nd survey of the 2015 evaluation questions were added addressing motorcycle safety. A total of 341 respondents indicated that they have now or have previously held a motorcycle endorsement. An additional 49 respondents claim that while they themselves do not have a motorcycle endorsement, they ride as a passenger with a household member who does. Results are based on those 390 riders.

More than half (53.2%) of respondents said “no” when asked if they have completed a motorcycle training course. Those who had not taken a course were then asked why they had not taken the course. The most frequently mentioned response when asked why they haven’t taken such a course was that the course was not available when they received their endorsement.

Less than half of respondents “strongly agree” that training is necessary *only* for beginning riders (33.5%), young riders (19.3%), and unskilled riders (26.8%). More than half (55.5%) feel that training is necessary for all riders. Few respondents believe that while training is a good idea, it should not be required and 25.7% said riders can learn skills without training. The majority of respondents said they have not lost control while cornering over the last 12 months (88.2%) nor have they had to brake in order to avoid rear-ending a vehicle (78.1%).

The final question regarding motorcycle safety was asked not only of motorcycle riders, but the entire 2015 sample. When asked what they feel is the greatest risk to motorcycle riders' safety is, 38.9% of the entire sample and 50.6% of motorcycle riders think that inattention or distraction poses the biggest risk to riders.

CONCLUSION

The 2015 survey increases and reinforces knowledge about Ohioans who are or are not using seat belts and provides information on their attitudes and behaviors regarding drinking and driving, speeding, and distracted driving.

Respondents continue to acknowledge the multiple safety benefits of seat belt use, with the majority of respondents saying they always wear their seat belt and that they have intentions to wear their seat belt all of the time over the next six months. Exposure to the *"Click It or Ticket"* media messages continued to increase during the campaign, and a majority of respondents said strict enforcement of seat belt laws would improve overall seat belt use in Ohio. Consistent with our other research findings, survey respondents believe the passage of a primary seat belt law in Ohio could have a significant positive impact on overall seat belt use and subsequent highway safety.

Results from 2015 concerning alcohol-impaired driving were generally similar to the 2014 findings in terms of respondents' drinking and driving behavior. Therefore, this important highway safety concern warrants continued attention from media campaigns, law enforcement, and other related initiatives.

Few respondents acknowledged needing to make changes to their own driving behaviors, and as expected, most respondents found the actions and behaviors of other drivers to be the cause of most problems on the road.

RECOMMENDATIONS

Consistent with the results of previous evaluations, the following recommendations are suggested as possible ways to further enhance the media and enforcement campaign initiatives throughout Ohio:

- ▶ **RECOMMENDATION 1 - NHTSA AND ODPS SHOULD FOCUS THEIR INTERVENTIONS ON THE PROBLEMS OF DISTRACTED AND INATTENTIVE DRIVING BEHAVIOR AND SPEED:** As expected, drivers compare themselves favorably but inaccurately to other drivers on the road in terms of distractedness and speed. Therefore, NHTSA and ODPS should focus their interests and interventions on the problems of distracted and inattentive driving behavior and speed in 2015 and beyond.
- ▶ **RECOMMENDATION 2 – DISSEMINATE CONCISE MEDIA MESSAGES TO EDUCATE OHIO ADULT AND TEEN DRIVERS ABOUT THE BAN AGAINST THE USE OF ELECTRONIC COMMUNICATION DEVICES;, WHICH MAKES: 1) IT A SECONDARY OFFENSE FOR ADULT DRIVERS USING A HANDHELD ELECTRIC COMMUNICATION DEVICE AND 2) PROHIBITS DRIVERS UNDER 18 YEARS OF AGE FROM USING AN ELECTRONIC WIRELESS COMMUNICATION DEVICE:** There are still relatively few adults and teens knowledgeable about Ohio's ban on cell phone use while driving.
- ▶ **RECOMMENDATION 3 - ENHANCE THE VISIBILITY OF LAW ENFORCEMENT AND THE IMPACT OF SOBRIETY CHECKPOINTS:** Enhanced law enforcement visibility and sobriety checkpoints, along with effective informational and educational campaigns, remain vital in reducing the number of alcohol-impaired drivers and subsequent crashes on Ohio's roadways.
- ▶ **RECOMMENDATION 4 - CONTINUE TO PURSUE THE PASSAGE OF A PRIMARY SEAT BELT LAW:** Survey results again suggest that the majority of Ohio drivers support, would vote for, and obey a primary seat belt law for Ohio. Furthermore, respondents believe that enacting and enforcing a primary law would offer greater protection to drivers and passengers and thereby help reduce fatalities and serious injuries.

METHODOLOGY

RESEARCH DESIGN

A coordinated formative and summative research design was used in conducting the 2015 Statewide Survey of Seat Belt Use, Alcohol-Impaired Driving, Speeding, and Overall Traffic Safety. The purpose of the evaluation was to determine the effectiveness of Ohio Traffic Safety Office Paid Media, Earned Media, and Enforcement initiatives, and to help assure that valid conclusions and policy recommendations result from the project. Also, qualitative and quantitative information was obtained from key stakeholders or informants at various stages in the research. For instance, NHTSA, OCJS, and ODPS personnel, law enforcement, and other stakeholders or informants were consulted to obtain pertinent background information for the research design. Overall, the survey was completed with 4,142 individuals across the eight Highway Patrol Districts of Ohio.

SURVEY

Telephone surveys of 4,142 individuals were conducted to evaluate the 2015 Paid Media, Earned Media, and Enforcement initiatives that were used to promote greater seat belt use and reduce alcohol-impaired driving throughout Ohio. Overall, four surveys were conducted in order to more clearly determine how the statewide interventions impacted the attitudes, beliefs, and behavior of Ohio drivers regarding seat belt use, alcohol-impaired driving, distracted driving, speeding, motorcycle safety, and overall driving safety. The surveys were completed between April and September, 2015.

SAMPLE

The four main factors influencing sample size requirements are the size of the population from which the sample is to be drawn, the confidence coefficient, the confidence interval, and the degree of variance or difference existing in the population regarding the issues being measured. The overall confidence coefficient selected for the Ohio statewide survey is 95%, while the designated minimum confidence interval for the total sample is plus or minus 2% and the minimum confidence interval for each separate sample is plus or minus 3%. This means that if repeated samples of drivers were drawn, 95% of the time the sample confidence interval would include the population parameter. For example, if 60% of the drivers profess a specific position regarding a key highway safety issue, we can be 95% confident that between 57% and 63% of all drivers would profess the same position.

It is often impossible for the researcher to be certain about the degree of variance among a population on the issues being studied. When this condition exists, it is necessary to assume maximum variance within the target population, i.e., a 50% to 50% split on the highway safety issue. For example, 50% of the respondents agree with the issue and 50% disagree. This assumption requires the researcher to select the maximum sample size.

QUESTIONNAIRE DEVELOPMENT

As previously noted, the topics covered in the survey were derived from: the goals and objectives of the Paid Media, Earned Media and Enforcement initiatives; key indicator and pilot questions identified by NHTSA; discussions with OCJS and ODPS personnel, key stakeholders and informants (i.e., law enforcement and other knowledgeable experts); and a comprehensive computer search and review of related research. The primary concern was to collect valid information for evaluating the OCJS seat belt use and alcohol-impaired driving initiatives. The survey questionnaires included a common core of questions which provided the opportunity to compare and contrast the perceptions of survey participants regarding salient seat belt usage and alcohol-impaired driving issues.

During the research review process, questions, scales, and indices were selected that have known and acceptable levels of validity and reliability for inclusion in the questionnaire. Since single survey questions usually fail to fully capture nuances of complex issues, multiple indicators such as scales and indices were selected to measure attitudes, behavior, and subjective norms pertaining to seat belt use and attitudes and behaviors related to drinking and driving. Multiple indicators are necessary whenever theoretical concepts exist, but single, unambiguous operational indicators are absent.

Questionnaire wording and the response categories were structured so that the language was appropriate to the target population and accurately differentiate among opinions about the issues. The final questionnaire was approved by Ohio Department of Public Safety personnel prior to carrying out the research and was pre-tested before the formal data collection.

INTERVIEWER SELECTION AND TRAINING

Interviewers were specially trained for the project at the Applied Research Center. Interviewing was structured so that interviewers received prompt feedback regarding consistency, completeness of entries and other quality indicators. All telephone interviews were completed from the Applied Research Center between 9:00 a.m. and 9:00 p.m. during the week and 10:00 a.m. and 4:00 p.m. on Saturday.

DATA ANALYSIS

Survey data were analyzed by integrating both qualitative and quantitative methods (Blalock, 1979; Felding and Lee, 1991; Miles and Huberman, 1984). Data were first analyzed through descriptive statistics and measures of association which indicate how strongly two variables are related to each other. When appropriate, interpretations based on the descriptive statistics were extended through the use of other suitable multivariate statistical procedures such as factor analysis and regression (Blalock, 1979; Cohen and Cohen, 1983; Tabachnick and Fidell, 1996; Mertler and Vannatta, 2010).

RESULTS - PART I: DEMOGRAPHICS AND GENERAL DRIVING HABITS

This section of the report contains the overall results of the *Statewide Telephone Survey of Seat Belt Use, Alcohol-Impaired, and Distracted Driving for 2015*. Results are presented not only by survey year, but by the nine Ohio State Patrol (OSP) Districts¹ during 2015. Counties included in each district are as follows:

District 1 - Allen, Defiance, Fulton, Hancock, Hardin, Henry, Lucas, Paulding, Putnam, Van Wert, Williams, and Wood;

District 2 - Crawford, Erie, Huron, Marion, Ottawa, Richland, Sandusky, Seneca, and Wyandot;

District 3 - Ashland, Cuyahoga, Holmes, Lorain, Medina, Stark, Summit, and Wayne;

District 4 - Ashtabula, Columbiana, Geauga, Lake, Mahoning, Portage, and Trumbull;

District 5 - Auglaize, Champaign, Clark, Darke, Greene, Logan, Mercer, Miami, Montgomery, Preble, Shelby, and Union;

District 6 - Delaware, Fairfield, Franklin, Knox, Licking, Madison, Morrow, Perry, and Pickaway;

District 7 - Belmont, Carroll, Coshocton, Guernsey, Harrison, Jefferson, Monroe, Morgan, Muskingum, Noble, Tuscarawas, and Washington;

District 8 - Adams, Brown, Butler, Clermont, Clinton, Fayette, Hamilton, Highland, and Warren;

District 9 - Athens, Gallia, Hocking, Jackson, Lawrence, Meigs, Pike, Ross, Scioto, and Vinton.

Results also include responses cross-tabulated by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

Demographic statistics for the 2015 sample are as follows:

- ▶ Highest Level of Education – 3.7% have less than a high school diploma, 29.4% are high school graduates (GED); 2.5% attended business or vocational school; 16.2% have had some college (no degree); 13.3% have their Associate's Degree; 19.5% have a Bachelor's Degree; 12.7% have a Master's Degree; and 2.7% a Ph.D.
- ▶ Work or Employment Status – 41.4% are employed full-time; 32.3% are retired; 11.3% hold part-time jobs; 6.0% are homemaker's; 4.8% maintain they are disabled; 2.5% are unemployed; 1.1% are full- or part-time students, and less than one-percent said their employment status fell into some "other" category.
- ▶ Occupation type – 45.5% are professionals; 9.0% are laborer's; 6.1% work in the service field; 7.2% are in the managerial field; 7.6% hold clerical positions; 5.9% are in sales; 6.0% have jobs in the technical field; 4.5% work in transportation; 2.9% are craftsman, and 5.1% claim to work in "other" fields.
- ▶ Age – 2.5% of participants are 25 or younger; 4.4% are 26-35 years old; 10.4% are 36-45 years of age; 26.4% are 46-55; 36.0% are 56-65 years old; and 20.4% are 66 years of age and older.
- ▶ Marital Status – 12.0% of those surveyed are single, never married; 71.2% are married; and 16.9% are separated, divorced, or widowed.
- ▶ Race – 91.3% consider themselves to be Caucasian; 6.0% are African American; and 2.7% are from "other" races.
- ▶ Hispanic/Latino – 1.3% of those surveyed said they are Hispanic or Latino.
- ▶ Living Community – 12.0% live in an urban setting; 42.2% live in a suburban area; and 45.8% live in a rural area.
- ▶ Sex – 61.6% of respondents are female; and 38.4% are male.

¹ OSP Districts were changed from eight to nine districts during the 2015 survey. The realignment of districts makes the sample smaller in some districts.

Most respondents (50.7%) said they drive an “automobile” most often, while 24.8% said they drive a SUV, 10.6% drive a minivan; 12.8% said they drive a pickup truck most often; and 1.1% drive some “other” type of vehicle most often. Additionally, 35.1% of those employed maintain they use their vehicle as part of their job. In response to other questions about personal driving habits, 74.4% of those surveyed said they drive five or more days a week. Nearly sixty-two percent, (61.8%) said they drive 100 miles or less while 38.2% stated that they drive 101 miles or more during an average week. Additionally, 37.1% stated that they drive in a rural setting most of the time, 33.5% say they mainly drive in suburban settings, and 29.5% primarily drive in urban areas. Less than half (36.4%) of those surveyed claimed to drive for both “work” and “pleasure”. The majority of survey respondents said that there are two or more people in their household who are 18 years of age or older and have a valid Ohio’s driver’s license or temporary permit. Tables 1.1 through 1.6 provide these general driving habits by survey, OSP district, age, sex, race, marital status, residential location, and driving area.

TABLE 1.1: VEHICLE DRIVEN MOST FREQUENTLY BY RESPONDENT -2015

		AUTOMOBILE	VAN/ MINI VAN	PICKUP TRUCK	SUV	OTHER	TOTAL
ALL RESPONDENTS		50.7%	10.6%	12.8%	24.8%	1.1%	4,141
SURVEY	SURVEY 1	52.0%	11.1%	12.1%	23.9%	0.9%	958
	SURVEY 2	50.1%	10.3%	13.9%	24.9%	0.8%	1,063
	SURVEY 3	50.1%	10.2%	13.0%	25.0%	1.7%	1,073
	SURVEY 4	50.7%	11.1%	12.1%	25.1%	1.0%	1,047
OSP DISTRICT	DISTRICT 1	50.5%	13.3%	11.8%	23.0%	1.3%	457
	DISTRICT 2	49.5%	11.2%	13.5%	25.4%	0.3%	303
	DISTRICT 3	56.2%	10.2%	8.9%	24.1%	0.6%	527
	DISTRICT 4	50.2%	7.8%	11.2%	29.2%	1.7%	295
	DISTRICT 5	50.8%	12.8%	10.6%	24.4%	1.3%	537
	DISTRICT 6	53.7%	9.3%	10.6%	25.3%	1.1%	451
	DISTRICT 7	47.8%	8.0%	17.9%	25.4%	0.9%	552
	DISTRICT 8	50.9%	12.6%	11.0%	25.0%	0.4%	507
	DISTRICT 9	46.5%	9.6%	18.8%	23.0%	2.1%	512
AGE	25 AND YOUNGER	66.7%	4.9%	8.8%	18.6%	1.0%	102
	26 - 35 YEARS OLD	48.3%	15.0%	12.2%	24.4%	0.0%	180
	36 - 45 YEARS OLD	38.1%	14.4%	14.0%	31.9%	1.6%	430
	46 - 55 YEARS OLD	48.3%	11.9%	13.8%	24.9%	1.2%	1,088
	56 - 65 YEARS OLD	48.4%	8.4%	14.4%	27.5%	1.3%	1,489
	66 AND OLDER	63.4%	10.7%	8.9%	16.5%	0.5%	842
SEX	MALE	45.2%	7.6%	26.7%	18.1%	2.4%	1,590
	FEMALE	54.1%	12.5%	4.2%	28.9%	0.3%	2,551
RACE	CAUCASIAN	49.5%	10.9%	13.3%	25.4%	1.0%	3,762
	AFRICAN AMERICAN	64.0%	6.9%	6.9%	21.5%	0.8%	247
	OTHER	60.2%	11.5%	13.3%	11.5%	3.5%	113
MARITAL STATUS	SINGLE	58.4%	6.7%	14.1%	19.4%	1.4%	495
	MARRIED	46.6%	11.8%	13.8%	26.6%	1.2%	2,940
	OTHER	62.3%	8.3%	7.9%	21.1%	0.4%	697
RESIDENTIAL LOCATION	URBAN	55.2%	10.6%	12.4%	20.5%	1.2%	498
	SUBURBAN	53.9%	10.6%	8.6%	26.0%	0.8%	1,747
	RURAL	46.6%	10.6%	16.8%	24.7%	1.3%	1,894
DRIVING AREA	URBAN	57.5%	9.3%	11.0%	21.0%	1.2%	1,216
	SUBURBAN	51.8%	11.4%	8.0%	28.1%	0.7%	1,382
	RURAL	44.3%	11.0%	18.6%	24.7%	1.3%	1,532

TABLE 1.2: NUMBER OF DAYS DRIVEN DURING AN AVERAGE WEEK -2015

		1 DAY	2 DAYS	3 DAYS	4 DAYS	5 DAYS	6 DAYS	7 DAYS	TOTAL	AVERAGE
ALL RESPONDENTS		2.4%	5.5%	8.9%	8.8%	15.4%	12.9%	46.1%	4,133	5.524
SURVEY	SURVEY 1	2.8%	4.9%	10.1%	7.1%	14.2%	13.3%	47.5%	956	5.548
	SURVEY 2	2.4%	5.5%	7.7%	8.6%	13.8%	12.6%	49.5%	1,061	5.617
	SURVEY 3	1.9%	6.0%	8.4%	10.6%	15.7%	13.2%	44.4%	1,071	5.491
	SURVEY 4	2.5%	5.7%	9.4%	8.9%	17.7%	12.5%	43.3%	1,045	5.442
OSP DISTRICT	DISTRICT 1	2.9%	4.4%	8.4%	8.1%	12.8%	14.3%	49.1%	454	5.630
	DISTRICT 2	2.6%	7.3%	9.6%	7.9%	15.6%	11.3%	45.7%	302	5.430
	DISTRICT 3	1.9%	4.2%	8.9%	8.6%	14.8%	12.2%	49.4%	526	5.644
	DISTRICT 4	1.0%	6.5%	8.8%	8.5%	16.7%	11.2%	47.3%	294	5.561
	DISTRICT 5	1.5%	3.7%	8.4%	10.1%	15.3%	11.9%	49.2%	537	5.663
	DISTRICT 6	2.4%	5.3%	9.3%	7.1%	14.0%	16.0%	45.9%	451	5.563
	DISTRICT 7	2.5%	6.2%	8.2%	9.5%	17.6%	11.8%	44.2%	550	5.456
	DISTRICT 8	1.6%	5.3%	7.1%	8.7%	14.8%	14.2%	48.3%	507	5.657
	DISTRICT 9	4.5%	8.0%	11.5%	10.2%	16.8%	12.5%	36.5%	512	5.104
AGE	25 AND YOUNGER	2.0%	2.0%	5.9%	5.9%	11.9%	20.8%	51.5%	101	5.921
	26 - 35 YEARS OLD	1.1%	2.8%	2.8%	6.7%	16.8%	11.2%	58.7%	179	6.034
	36 - 45 YEARS OLD	0.5%	1.9%	4.2%	7.2%	15.8%	19.1%	51.4%	430	5.988
	46 - 55 YEARS OLD	1.7%	4.1%	7.6%	6.7%	15.6%	14.5%	49.8%	1,086	5.734
	56 - 65 YEARS OLD	2.4%	5.6%	9.0%	9.0%	16.4%	12.9%	44.7%	1,489	5.490
	66 AND OLDER	4.7%	10.3%	14.2%	13.0%	13.2%	6.8%	37.8%	838	4.916
SEX	MALE	1.8%	4.3%	6.7%	8.4%	16.9%	14.0%	48.1%	1,589	5.685
	FEMALE	2.8%	6.3%	10.3%	9.1%	14.4%	12.2%	44.9%	2,544	5.424
RACE	CAUCASIAN	2.4%	5.6%	8.7%	8.7%	15.6%	13.4%	45.7%	3,758	5.522
	AFRICAN AMERICAN	1.6%	4.5%	10.3%	11.5%	11.5%	6.6%	53.9%	243	5.621
	OTHER	4.4%	5.3%	11.5%	7.1%	15.9%	13.3%	42.5%	113	5.345
MARITAL STATUS	SINGLE	3.0%	3.0%	8.3%	7.3%	14.2%	15.2%	48.8%	492	5.675
	MARRIED	1.9%	5.2%	8.1%	8.4%	15.9%	13.7%	46.7%	2,939	5.590
	OTHER	3.8%	8.8%	12.3%	11.7%	14.0%	8.1%	41.4%	693	5.133
RESIDENTIAL LOCATION	URBAN	2.6%	4.5%	11.5%	5.3%	12.6%	14.2%	49.4%	494	5.607
	SUBURBAN	1.9%	4.4%	7.3%	8.6%	15.0%	12.3%	50.5%	1,745	5.693
	RURAL	2.7%	6.9%	9.7%	9.9%	16.4%	13.1%	41.2%	1,892	5.347
DRIVING AREA	URBAN	2.1%	4.8%	8.0%	7.6%	15.4%	12.6%	49.5%	1,212	5.654
	SUBURBAN	2.0%	4.6%	8.3%	8.5%	13.9%	12.6%	50.1%	1,379	5.658
	RURAL	2.9%	7.0%	10.1%	10.1%	16.8%	13.3%	39.8%	1,532	5.299
VEHICLE TYPE	AUTOMOBILE	2.7%	6.7%	9.6%	8.4%	14.3%	12.5%	45.8%	2,095	5.457
	VAN/MINIVAN	3.2%	5.7%	9.5%	9.5%	16.1%	10.0%	45.9%	440	5.434
	PICKUP TRUCK	2.3%	4.3%	8.9%	9.0%	17.3%	14.3%	43.9%	531	5.533
	SUV	1.6%	3.7%	7.4%	9.4%	15.0%	13.7%	49.2%	1,022	5.705
	OTHER	-	4.5%	2.3%	9.1%	43.2%	22.7%	18.2%	44	5.318

TABLE 1.3: MILES DRIVEN DURING AN AVERAGE WEEK -2015

		100 OR LESS	101 TO 500	501 TO 1000	MORE THAN 1000	TOTAL
ALL RESPONDENTS		61.8%	34.3%	2.6%	1.3%	4,142
SURVEY	SURVEY 1	60.1%	37.0%	1.9%	1.0%	958
	SURVEY 2	62.4%	33.3%	3.2%	1.1%	1,064
	SURVEY 3	62.6%	33.4%	2.7%	1.3%	1,073
	SURVEY 4	62.0%	34.0%	2.5%	1.5%	1,047
OSP DISTRICT	DISTRICT 1	65.6%	30.9%	3.1%	0.4%	457
	DISTRICT 2	66.3%	30.4%	2.0%	1.3%	303
	DISTRICT 3	60.5%	35.5%	3.0%	0.9%	527
	DISTRICT 4	61.5%	33.1%	3.4%	2.0%	296
	DISTRICT 5	68.7%	28.5%	1.7%	1.1%	537
	DISTRICT 6	57.0%	39.7%	2.0%	1.3%	451
	DISTRICT 7	57.8%	36.8%	3.4%	2.0%	552
	DISTRICT 8	60.4%	37.3%	1.6%	0.8%	507
	DISTRICT 9	60.2%	35.2%	3.1%	1.6%	512
AGE	25 AND YOUNGER	57.8%	40.2%	2.0%	0.0%	102
	26 - 35 YEARS OLD	51.7%	39.4%	5.0%	3.9%	180
	36 - 45 YEARS OLD	45.6%	48.6%	3.3%	2.6%	430
	46 - 55 YEARS OLD	56.3%	39.0%	3.2%	1.5%	1,089
	56 - 65 YEARS OLD	63.7%	32.7%	2.5%	1.1%	1,489
	66 AND OLDER	76.4%	22.3%	1.2%	0.1%	842
SEX	MALE	49.0%	44.1%	4.3%	2.7%	1,591
	FEMALE	69.9%	28.3%	1.5%	0.4%	2,551
RACE	CAUCASIAN	60.7%	35.5%	2.5%	1.3%	3,763
	AFRICAN AMERICAN	78.1%	19.4%	2.0%	0.4%	247
	OTHER	61.1%	30.1%	6.2%	2.7%	113
MARITAL STATUS	SINGLE	65.3%	30.1%	2.6%	2.0%	495
	MARRIED	58.4%	37.4%	2.9%	1.3%	2,941
	OTHER	73.6%	24.5%	1.1%	0.7%	697
RESIDENTIAL LOCATION	URBAN	72.1%	25.1%	1.8%	1.0%	498
	SUBURBAN	62.5%	34.3%	2.2%	0.9%	1,747
	RURAL	58.5%	36.7%	3.1%	1.6%	1,895
DRIVING AREA	URBAN	63.4%	32.5%	2.3%	1.7%	1,217
	SUBURBAN	64.4%	33.1%	1.6%	0.9%	1,382
	RURAL	58.2%	36.9%	3.7%	1.2%	1,532
VEHICLE TYPE	AUTOMOBILE	63.7%	32.8%	2.9%	0.7%	2,100
	VAN/MINI VAN	65.5%	33.0%	1.1%	0.5%	440
	PICKUP TRUCK	51.6%	42.4%	3.6%	2.4%	531
	SUV	63.4%	34.4%	1.7%	0.5%	1,025
	OTHER	24.4%	22.2%	13.3%	40.0%	45

TABLE 1.4: DRIVING AREA -2015

		URBAN	SUBURBAN	RURAL	TOTAL
ALL RESPONDENTS		29.5%	33.5%	37.1%	4,131
SURVEY	SURVEY 1	28.2%	33.4%	38.4%	953
	SURVEY 2	30.6%	35.2%	34.2%	1,061
	SURVEY 3	28.6%	33.7%	37.7%	1,070
	SURVEY 4	30.3%	31.5%	38.2%	1,047
OSP DISTRICT	DISTRICT 1	33.5%	30.2%	36.4%	451
	DISTRICT 2	26.4%	28.1%	45.5%	303
	DISTRICT 3	32.7%	45.1%	22.2%	526
	DISTRICT 4	25.7%	36.1%	38.2%	296
	DISTRICT 5	34.1%	35.1%	30.8%	536
	DISTRICT 6	39.2%	39.6%	21.2%	449
	DISTRICT 7	23.0%	22.5%	54.5%	552
	DISTRICT 8	35.3%	47.5%	17.2%	507
	DISTRICT 9	14.3%	16.8%	68.9%	511
AGE	25 AND YOUNGER	27.7%	34.7%	37.6%	101
	26 - 35 YEARS OLD	25.7%	36.3%	38.0%	179
	36 - 45 YEARS OLD	25.8%	37.7%	36.5%	427
	46 - 55 YEARS OLD	28.0%	29.4%	42.6%	1,089
	56 - 65 YEARS OLD	29.8%	33.4%	36.8%	1,486
	66 AND OLDER	33.7%	35.9%	30.4%	839
SEX	MALE	32.5%	30.5%	37.0%	1,584
	FEMALE	27.6%	35.3%	37.1%	2,547
RACE	CAUCASIAN	27.4%	33.5%	39.0%	3,753
	AFRICAN AMERICAN	54.1%	33.7%	12.2%	246
	OTHER	44.2%	28.3%	27.4%	113
MARITAL STATUS	SINGLE	36.7%	32.5%	30.8%	493
	MARRIED	27.9%	33.3%	38.8%	2,933
	OTHER	30.7%	34.8%	34.5%	696
RESIDENTIAL LOCATION	URBAN	70.0%	16.9%	13.1%	497
	SUBURBAN	31.8%	56.5%	11.6%	1,744
	RURAL	16.6%	16.5%	66.9%	1,889
VEHICLE TYPE	AUTOMOBILE	33.4%	34.2%	32.4%	2,094
	VAN/MINI VAN	25.7%	35.9%	38.4%	440
	PICKUP TRUCK	25.3%	20.8%	53.9%	529
	SUV	24.9%	38.0%	37.0%	1,023
	OTHER	34.1%	20.5%	45.5%	44

TABLE 1.5: DRIVE FOR WORK, PLEASURE OR BOTH -2015

		BOTH WORK AND PLEASURE	WORK	PLEASURE	TOTAL
ALL RESPONDENTS		36.4%	27.5%	36.1%	4,136
SURVEY	SURVEY 1	36.0%	27.0%	37.0%	955
	SURVEY 2	36.6%	29.8%	33.6%	1,062
	SURVEY 3	38.7%	25.9%	35.4%	1,072
	SURVEY 4	34.0%	27.3%	38.7%	1,047
OSP DISTRICT	DISTRICT 1	40.8%	22.8%	36.4%	456
	DISTRICT 2	33.3%	29.4%	37.3%	303
	DISTRICT 3	40.0%	26.2%	33.8%	527
	DISTRICT 4	32.8%	24.3%	42.9%	296
	DISTRICT 5	39.3%	26.4%	34.4%	535
	DISTRICT 6	34.7%	29.2%	36.1%	449
	DISTRICT 7	33.3%	32.8%	33.9%	552
	DISTRICT 8	39.3%	25.2%	35.5%	507
	DISTRICT 9	31.3%	30.1%	38.6%	511
AGE	25 AND YOUNGER	53.5%	33.7%	12.9%	101
	26 - 35 YEARS OLD	45.6%	39.4%	15.0%	180
	36 - 45 YEARS OLD	44.1%	39.9%	16.1%	429
	46 - 55 YEARS OLD	42.9%	36.5%	20.6%	1,088
	56 - 65 YEARS OLD	36.8%	26.7%	36.5%	1,488
	66 AND OLDER	19.3%	7.5%	73.2%	840
SEX	MALE	35.3%	33.1%	31.6%	1,588
	FEMALE	37.0%	24.0%	38.9%	2,548
RACE	CAUCASIAN	36.1%	27.7%	36.2%	3,758
	AFRICAN AMERICAN	42.3%	22.4%	35.4%	246
	OTHER	28.3%	31.9%	39.8%	113
MARITAL STATUS	SINGLE	42.6%	29.4%	28.0%	493
	MARRIED	37.4%	29.4%	33.3%	2,938
	OTHER	27.4%	18.2%	54.3%	696
RESIDENTIAL LOCATION	URBAN	40.0%	24.7%	35.2%	497
	SUBURBAN	36.9%	25.1%	37.9%	1,746
	RURAL	34.8%	30.5%	34.7%	1,891
DRIVING AREA	URBAN	38.7%	28.5%	32.8%	1,215
	SUBURBAN	36.0%	23.3%	40.7%	1,382
	RURAL	34.9%	30.6%	34.5%	1,530
VEHICLE TYPE	AUTOMOBILE	34.1%	28.1%	37.8%	2,098
	VAN/MINI VAN	36.4%	18.6%	45.0%	440
	PICKUP TRUCK	38.8%	33.5%	27.8%	529
	SUV	40.5%	25.5%	34.0%	1,024
	OTHER	20.5%	63.6%	15.9%	44

TABLE 1.6: PEOPLE 18 OR OLDER IN HOUSEHOLD WITH VALID OH DRIVER'S LICENSE OR TEMPORARY PERMIT -2015

		1 PERSON	2 PEOPLE	3 PEOPLE	4 PEOPLE	5 OR MORE PEOPLE	TOTAL	AVERAGE
ALL RESPONDENTS		18.8%	53.3%	18.9%	6.4%	2.7%	4,136	2.207
SURVEY	SURVEY 1	19.9%	54.2%	17.6%	5.3%	2.9%	955	2.172
	SURVEY 2	19.0%	53.5%	18.9%	6.6%	2.0%	1,062	2.190
	SURVEY 3	18.6%	50.3%	20.3%	7.6%	3.3%	1,072	2.267
	SURVEY 4	18.0%	55.3%	18.4%	5.8%	2.5%	1,047	2.196
OSP DISTRICT	DISTRICT 1	19.8%	52.4%	18.7%	4.8%	4.2%	454	2.211
	DISTRICT 2	20.5%	50.8%	17.8%	9.6%	1.3%	303	2.205
	DISTRICT 3	19.2%	51.5%	18.8%	8.6%	1.9%	526	2.224
	DISTRICT 4	17.3%	52.2%	19.7%	6.8%	4.1%	295	2.281
	DISTRICT 5	18.2%	55.3%	18.2%	5.4%	2.8%	537	2.192
	DISTRICT 6	18.4%	52.9%	19.6%	5.6%	3.6%	450	2.229
	DISTRICT 7	19.7%	55.1%	16.8%	6.0%	2.4%	552	2.161
	DISTRICT 8	18.1%	52.3%	20.9%	6.1%	2.6%	507	2.227
	DISTRICT 9	18.2%	55.3%	19.3%	5.7%	1.6%	512	2.172
AGE	25 AND YOUNGER	5.9%	20.6%	47.1%	18.6%	7.8%	102	3.020
	26 - 35 YEARS OLD	13.3%	65.6%	13.9%	5.6%	1.7%	180	2.167
	36 - 45 YEARS OLD	10.3%	63.4%	20.0%	4.4%	1.9%	429	2.242
	46 - 55 YEARS OLD	14.7%	44.7%	24.9%	11.7%	4.0%	1,088	2.457
	56 - 65 YEARS OLD	18.4%	58.9%	16.5%	4.0%	2.2%	1,488	2.128
	66 AND OLDER	32.2%	50.7%	12.3%	3.3%	1.5%	839	1.914
SEX	MALE	18.2%	54.9%	18.4%	6.0%	2.4%	1,590	2.194
	FEMALE	19.2%	52.3%	19.1%	6.6%	2.8%	2,546	2.215
RACE	CAUCASIAN	17.6%	54.4%	19.1%	6.3%	2.7%	3,758	2.221
	AFRICAN AMERICAN	39.3%	41.3%	14.2%	4.0%	1.2%	247	1.866
	OTHER	17.9%	41.1%	21.4%	13.4%	6.2%	112	2.491
MARITAL STATUS	SINGLE	41.9%	30.4%	18.0%	7.9%	1.8%	494	1.974
	MARRIED	5.1%	63.4%	21.4%	7.0%	3.1%	2,940	2.396
	OTHER	60.6%	26.7%	8.8%	2.5%	1.4%	693	1.574
RESIDENTIAL LOCATION	URBAN	24.0%	53.4%	15.7%	5.2%	1.6%	496	2.071
	SUBURBAN	19.5%	53.5%	17.9%	6.9%	2.3%	1,747	2.192
	RURAL	16.9%	53.1%	20.6%	6.2%	3.2%	1,891	2.258
DRIVING AREA	URBAN	22.0%	51.1%	18.9%	6.3%	1.7%	1,214	2.147
	SUBURBAN	18.9%	53.8%	18.6%	6.2%	2.5%	1,381	2.196
	RURAL	16.3%	54.6%	19.1%	6.5%	3.5%	1,531	2.265
VEHICLE TYPE	AUTOMOBILE	22.5%	50.8%	17.7%	6.7%	2.3%	2,097	2.155
	VAN/MINIVAN	15.5%	53.0%	21.6%	5.5%	4.5%	440	2.307
	PICKUP TRUCK	16.2%	56.3%	19.0%	6.6%	1.9%	531	2.217
	SUV	14.5%	56.5%	19.8%	6.2%	3.1%	1,022	2.270
	OTHER	8.9%	66.7%	24.4%	0.0%	0.0%	45	2.156

RESULTS - PART II: SEAT BELT USE

PERCEIVED SEAT BELT USE BY OTHER DRIVERS

During 2015, 42.0% of respondents said the average driver “always” wears a seat belt, while 45.3% said they think other drivers wear their seat belt “most of the time.” Results were more positive than previous survey years (Figure 1). Respondents feel that drivers 26 to 35 years of age, males, those who are single, and pickup truck drivers were less likely to “always” wear their seat belt (Table 2.2). Additionally, respondents in OSP District 3 were more likely to say other drivers “always” wear their seat belts (Figure 1A).

FIGURE 1: PERCEIVED SEAT BELT USE BY OTHER DRIVERS 2003- 2015

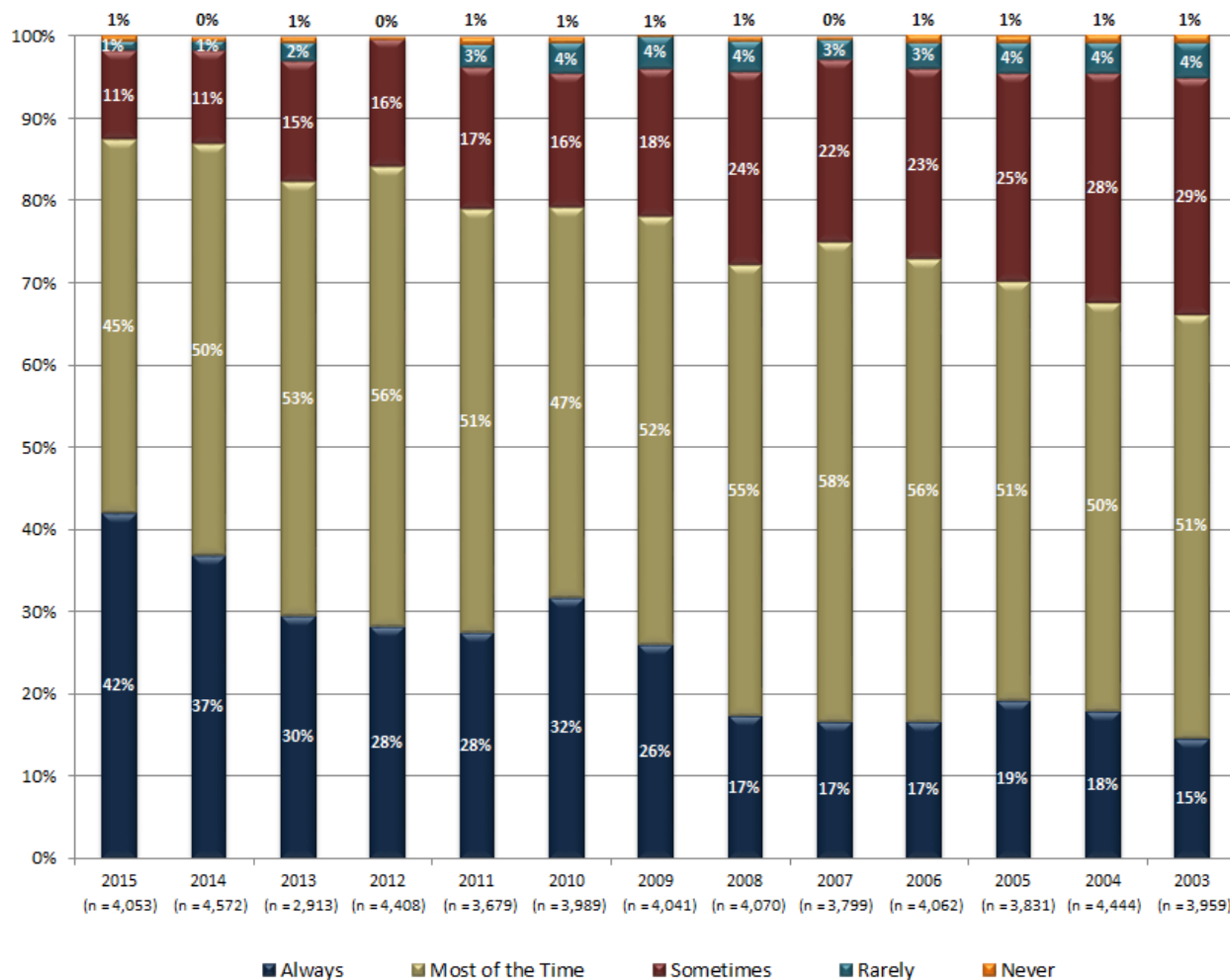


FIGURE 1A: PERCEIVED SEAT BELT USE BY OTHER DRIVERS 2003- 2015 [MEAN SCORE]

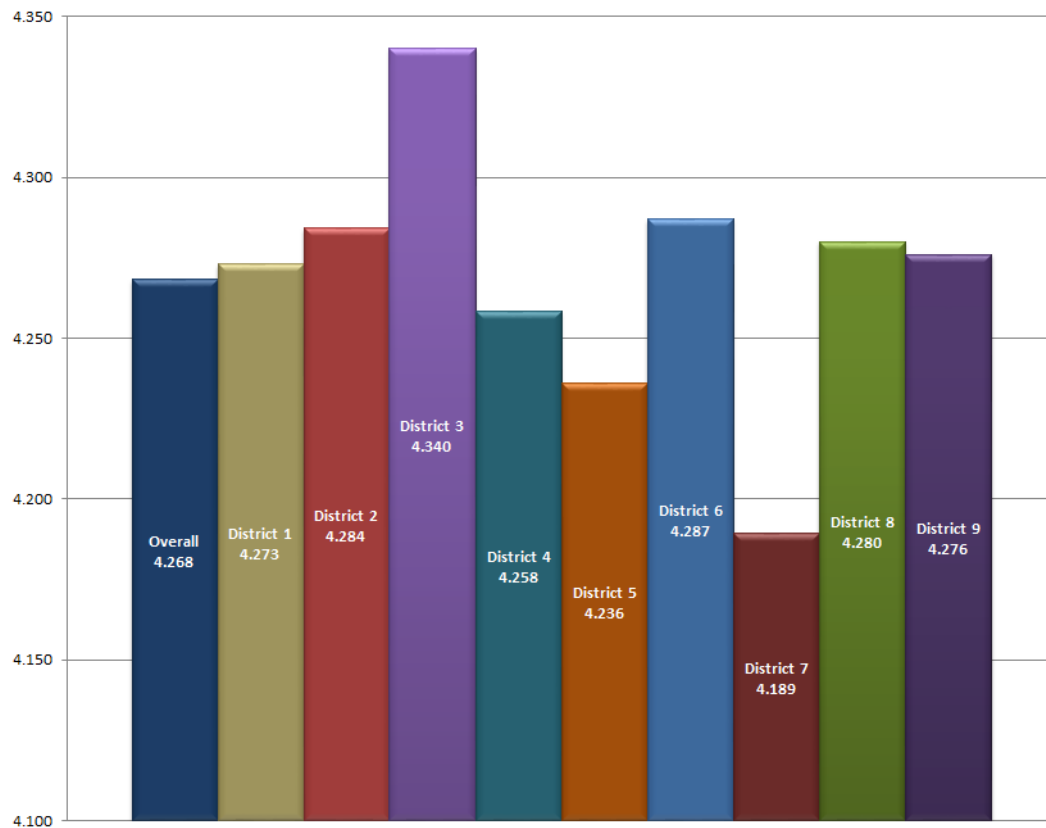


TABLE 2.1: PERCEIVED SEAT BELT USE BY OTHER DRIVERS – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		4.288	4.274	4.282	4.229	4,053
OSP DISTRICT	DISTRICT 1	4.364	4.319	4.267	4.121	444
	DISTRICT 2	4.322	4.274	4.333	4.243	292
	DISTRICT 3	4.305	4.443	4.314	4.261	518
	DISTRICT 4	4.310	4.183	4.213	4.295	291
	DISTRICT 5	4.158	4.315	4.285	4.163	525
	DISTRICT 6	4.351	4.269	4.244	4.287	443
	DISTRICT 7	4.278	4.084	4.193	4.219	540
	DISTRICT 8	4.333	4.353	4.284	4.149	496
	DISTRICT 9	4.186	4.1714	4.363	4.321	504

The mean score calculation is based on "Always" = 5 to "Never" = 1; therefore, the greater the mean score, the greater the perceived seat belt use by others.

TABLE 2.2: PERCEIVED SEAT BELT USE BY OTHER DRIVERS -2015

		NEVER	RARELY	SOMETIMES	MOST OF THE TIME	ALWAYS	TOTAL	AVERAGE
ALL RESPONDENTS		0.7%	1.2%	10.9%	45.3%	42.0%	4,053	4.268
SURVEY	SURVEY 1	0.0%	1.4%	10.9%	45.2%	42.5%	932	4.288
	SURVEY 2	0.9%	1.1%	11.1%	43.7%	43.3%	1,042	4.274
	SURVEY 3	1.2%	1.0%	9.7%	44.4%	43.7%	1,055	4.282
	SURVEY 4	0.5%	1.2%	11.7%	48.2%	38.4%	1,024	4.229
OSP DISTRICT	DISTRICT 1	0.5%	2.0%	9.5%	45.9%	42.1%	444	4.273
	DISTRICT 2	0.0%	1.7%	8.2%	50.0%	40.1%	292	4.284
	DISTRICT 3	1.2%	0.2%	10.0%	40.7%	47.9%	518	4.340
	DISTRICT 4	1.7%	1.4%	7.6%	48.1%	41.2%	291	4.258
	DISTRICT 5	0.6%	1.3%	12.0%	46.1%	40.0%	525	4.236
	DISTRICT 6	0.9%	0.5%	11.3%	43.8%	43.6%	443	4.287
	DISTRICT 7	0.7%	1.7%	14.4%	44.3%	38.9%	540	4.189
	DISTRICT 8	0.2%	1.4%	8.5%	50.0%	39.9%	496	4.280
	DISTRICT 9	0.4%	0.6%	13.3%	42.5%	43.3%	504	4.276
AGE	25 AND YOUNGER	0.0%	2.0%	20.6%	47.1%	30.4%	102	4.059
	26 - 35 YEARS OLD	1.1%	4.0%	19.8%	40.7%	34.5%	177	4.034
	36 - 45 YEARS OLD	0.5%	1.7%	10.7%	46.3%	40.9%	421	4.254
	46 - 55 YEARS OLD	0.7%	1.1%	8.9%	46.0%	43.3%	1,068	4.299
	56 - 65 YEARS OLD	0.9%	0.9%	11.2%	45.8%	41.2%	1,457	4.255
	66 AND OLDER	0.2%	0.7%	9.9%	43.6%	45.5%	818	4.334
SEX	MALE	1.3%	1.2%	13.2%	44.4%	39.8%	1,557	4.202
	FEMALE	0.2%	1.1%	9.4%	45.9%	43.3%	2,496	4.309
RACE	CAUCASIAN	0.7%	1.1%	10.8%	46.2%	41.2%	3,684	4.261
	AFRICAN AMERICAN	0.8%	1.2%	10.8%	40.2%	46.9%	241	4.311
	OTHER	0.0%	2.7%	11.8%	30.9%	54.5%	110	4.373
MARITAL STATUS	SINGLE	1.0%	2.5%	15.1%	39.8%	41.5%	482	4.183
	MARRIED	0.6%	0.8%	10.0%	46.5%	42.1%	2,883	4.287
	OTHER	0.7%	1.5%	11.3%	44.6%	41.8%	679	4.253
RESIDENTIAL LOCATION	URBAN	1.0%	1.2%	12.3%	39.8%	45.7%	488	4.279
	SUBURBAN	0.5%	1.3%	10.0%	46.2%	42.0%	1,713	4.279
	RURAL	0.7%	1.0%	11.3%	46.0%	41.0%	1,851	4.255
DRIVING AREA	URBAN	0.6%	0.8%	11.3%	42.9%	44.5%	1,187	4.299
	SUBURBAN	0.7%	0.8%	10.8%	46.1%	41.5%	1,358	4.269
	RURAL	0.7%	1.8%	10.4%	46.7%	40.5%	1,500	4.245
VEHICLE TYPE	AUTOMOBILE	0.4%	1.0%	10.6%	44.7%	43.2%	2,050	4.293
	VAN/MINIVAN	0.7%	0.7%	6.9%	46.1%	45.6%	432	4.352
	PICKUP TRUCK	1.7%	2.9%	18.2%	43.8%	33.3%	516	4.041
	SUV	0.2%	0.8%	9.1%	48.2%	41.7%	1,012	4.304
	OTHER	9.5%	2.4%	14.3%	16.7%	57.1%	42	4.095

LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

As with previous survey years, respondents were divided over whether those who do not wear their seat belt would receive a ticket (Figure 2). While respondents' perceptions that the average driver would be likely to receive a ticket for not wearing a seat belt fluctuated throughout the survey period, drivers during the 4th survey were more likely to believe drivers would receive a ticket for not wearing their seat belt (Table 2.4). Additionally, respondents who were more apt to say it was "very likely" that a driver would receive a ticket for not wearing a seat belt included those who are 45 years of age and older, females, and those who live in and drive in rural areas. Respondents who reside in OSP Districts 2, 7, and 9 are also more likely to feel a driver would receive a ticket for not wearing a seat belt (Figure 2A).

FIGURE 2: LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT 2003 - 2015

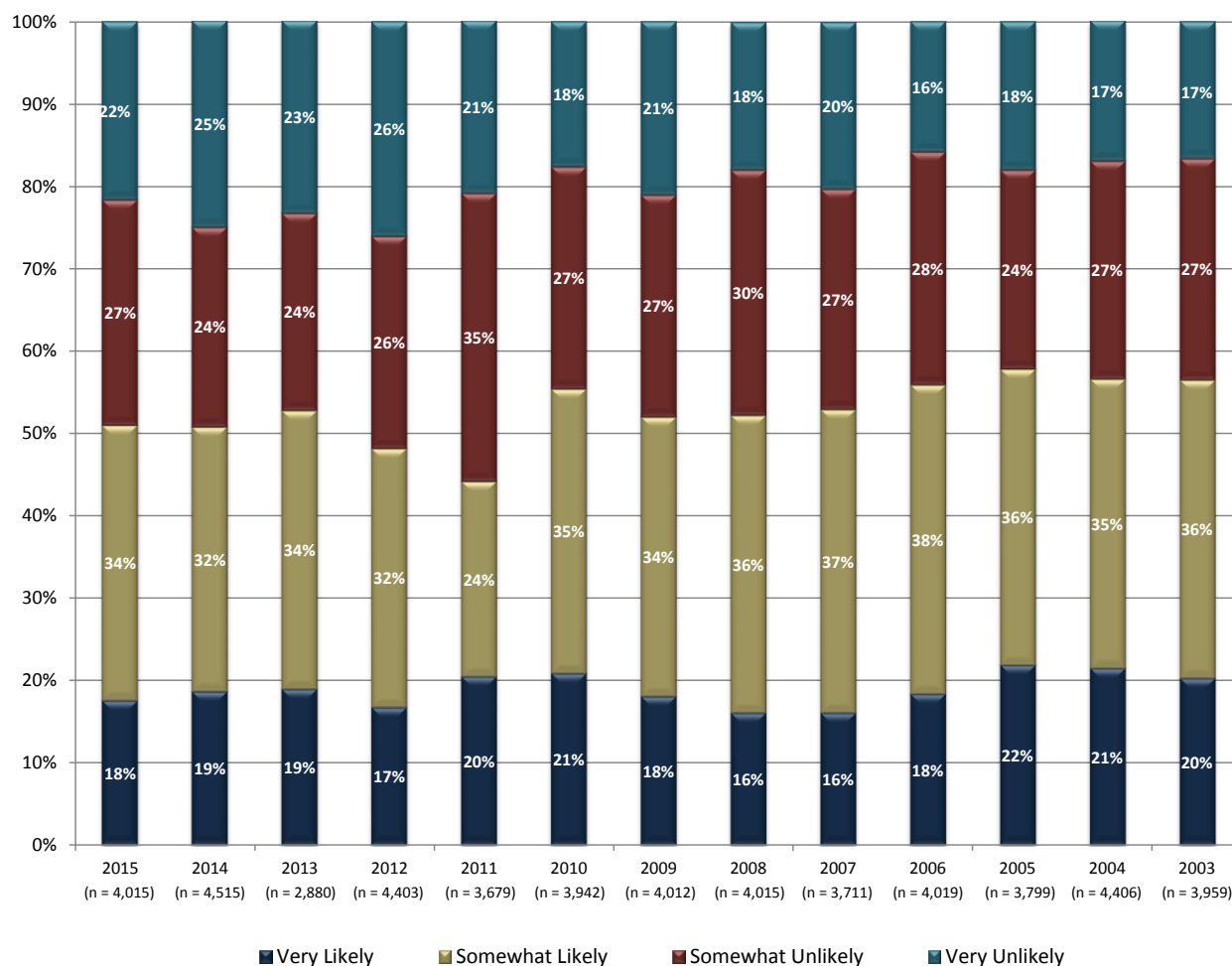


FIGURE 2A: LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT 2003 – 2015 [MEAN SCORE]

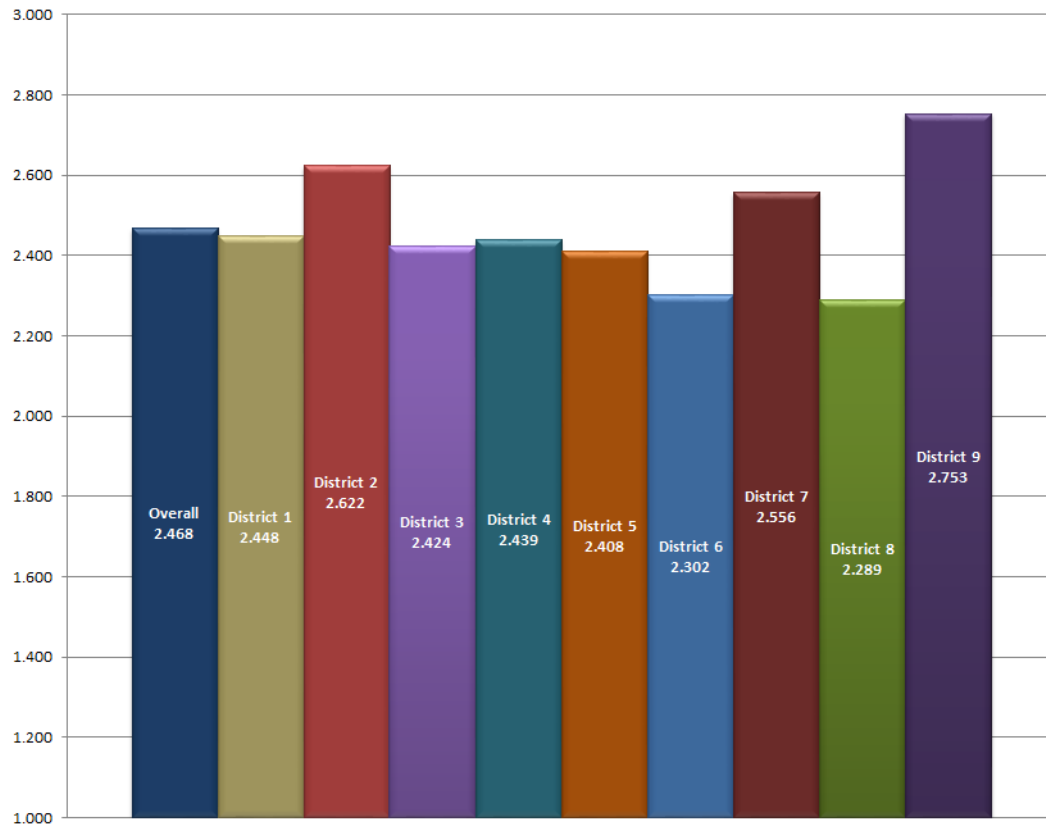


TABLE 2.3: LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.427	2.443	2.493	2.506	4,015
OSP DISTRICT	DISTRICT 1	2.396	2.380	2.583	2.431	444
	DISTRICT 2	2.607	2.639	2.475	2.705	294
	DISTRICT 3	2.504	2.387	2.419	2.369	509
	DISTRICT 4	2.214	2.448	2.492	2.518	285
	DISTRICT 5	2.174	2.476	2.361	2.618	522
	DISTRICT 6	2.378	2.294	2.322	2.186	437
	DISTRICT 7	2.532	2.588	2.629	2.493	532
	DISTRICT 8	2.318	2.302	2.286	2.252	495
	DISTRICT 9	2.707	2.547	2.857	2.826	497

The mean score calculation is based on "Very Likely" = 4 to "Very Unlikely" = 1; therefore, the greater the mean score, the greater the perceived likelihood of a driver receiving a ticket.

TABLE 2.4: LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT -2015

		VERY UNLIKELY	SOMEWHAT UNLIKELY	SOMEWHAT LIKELY	VERY LIKELY	TOTAL	AVERAGE
ALL RESPONDENTS		21.6%	27.4%	33.5%	17.5%	4,015	2.468
SURVEY	SURVEY 1	23.0%	28.6%	31.0%	17.3%	918	2.427
	SURVEY 2	22.1%	27.9%	33.8%	16.2%	1,034	2.443
	SURVEY 3	20.6%	27.0%	34.8%	17.6%	1,042	2.493
	SURVEY 4	21.0%	26.2%	34.0%	18.8%	1,021	2.506
OSP DISTRICT	DISTRICT 1	20.3%	29.5%	35.4%	14.9%	444	2.448
	DISTRICT 2	16.3%	25.9%	37.1%	20.7%	294	2.622
	DISTRICT 3	21.6%	28.3%	36.1%	13.9%	509	2.424
	DISTRICT 4	21.4%	30.5%	30.9%	17.2%	285	2.439
	DISTRICT 5	23.6%	27.8%	33.0%	15.7%	522	2.408
	DISTRICT 6	27.9%	30.2%	25.6%	16.2%	437	2.302
	DISTRICT 7	19.5%	27.1%	31.6%	21.8%	532	2.556
	DISTRICT 8	25.7%	31.3%	31.5%	11.5%	495	2.289
	DISTRICT 9	16.7%	17.3%	40.0%	26.0%	497	2.753
AGE	25 AND YOUNGER	19.0%	30.0%	31.0%	20.0%	100	2.520
	26 - 35 YEARS OLD	16.9%	24.3%	39.0%	19.8%	177	2.616
	36 - 45 YEARS OLD	16.0%	32.1%	31.0%	21.0%	420	2.569
	46 - 55 YEARS OLD	20.3%	28.8%	35.1%	15.9%	1,071	2.466
	56 - 65 YEARS OLD	23.3%	25.9%	33.8%	16.9%	1,439	2.443
	66 AND OLDER	24.4%	26.2%	31.4%	18.0%	799	2.431
SEX	MALE	24.6%	27.9%	31.9%	15.6%	1,536	2.384
	FEMALE	19.8%	27.1%	34.5%	18.7%	2,479	2.521
RACE	CAUCASIAN	21.8%	27.7%	33.9%	16.7%	3,649	2.455
	AFRICAN AMERICAN	18.3%	24.2%	32.5%	25.0%	240	2.642
	OTHER	22.4%	25.2%	22.4%	29.9%	107	2.598
MARITAL STATUS	SINGLE	21.9%	25.3%	32.6%	20.2%	475	2.512
	MARRIED	22.3%	28.5%	33.0%	16.2%	2,863	2.431
	OTHER	18.2%	24.5%	36.5%	20.8%	669	2.598
RESIDENTIAL LOCATION	URBAN	22.2%	27.3%	32.1%	18.4%	483	2.468
	SUBURBAN	24.8%	30.1%	30.6%	14.5%	1,699	2.347
	RURAL	18.5%	24.9%	36.5%	20.0%	1,832	2.581
DRIVING AREA	URBAN	21.6%	27.4%	32.6%	18.4%	1,180	2.478
	SUBURBAN	24.0%	30.3%	31.2%	14.5%	1,345	2.361
	RURAL	19.5%	24.6%	36.4%	19.4%	1,481	2.558
VEHICLE TYPE	AUTOMOBILE	21.9%	27.4%	32.8%	17.9%	2,032	2.466
	VAN/MINI VAN	20.8%	27.4%	32.9%	18.9%	419	2.499
	PICKUP TRUCK	22.2%	22.5%	38.6%	16.7%	510	2.498
	SUV	21.4%	30.5%	31.9%	16.2%	1,011	2.430
	OTHER	11.9%	11.9%	50.0%	26.2%	42	2.905

RESPONDENTS' REPORTED SEAT BELT USE

In 2015, reported seat belt use for those who claim to wear a seat belt all of the time was 89.0% (Figure 3). This rate remained consistent throughout the survey period. While most respondents indicated they always wear their seat belt when driving, very few respondents said they “rarely” or “never” wear their seat belt. As expected, reported seat belt use is generally lower among respondents who are: age 26-35, male, single, and pickup drivers (Table 2.6). Additionally, 89.5% of those surveyed claimed they always wear their seat belt when riding as a front seat passenger in a vehicle (Table 2.7) and most respondents (97.9%) said their seat belt use had “stayed the same” over the 30 days prior to the survey (Table 2.8). See Tables 2.6, 2.7, and 2.8 for results cross-tabulated by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban, or rural); and vehicle type. OSP Districts 2, 4, and 8 had the highest self-reported seat belt use of all OSP Districts (Figure 3A).

FIGURE 3: RESPONDENTS' REPORTED SEAT BELT USE 2003 - 2015

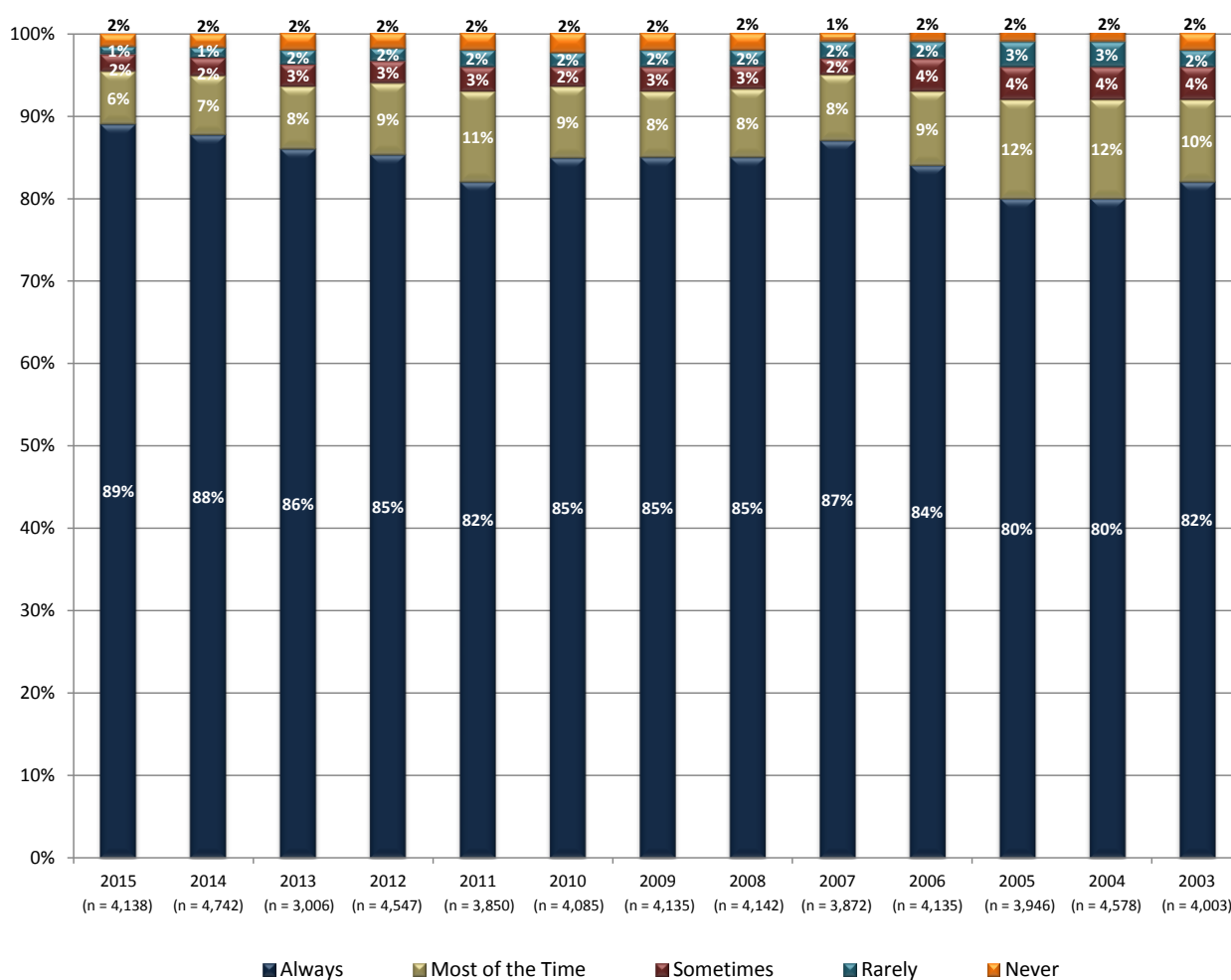


FIGURE 3A: RESPONDENTS' REPORTED SEAT BELT USE – 2015 [MEAN SCORE]

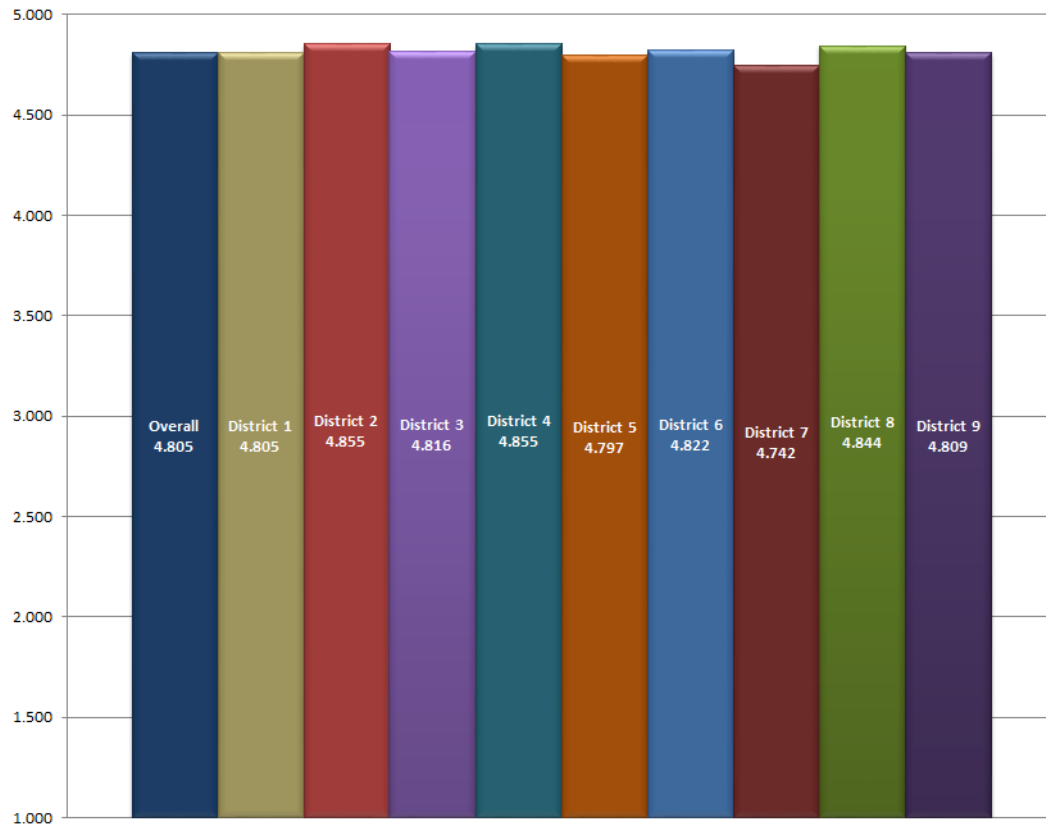


TABLE 2.5: RESPONDENTS' REPORTED SEAT BELT USE – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		4.801	4.833	4.785	4.802	4,138
OSP DISTRICT	DISTRICT 1	4.842	4.860	4.748	4.728	457
	DISTRICT 2	4.787	4.840	4.689	4.868	303
	DISTRICT 3	4.860	4.849	4.832	4.798	527
	DISTRICT 4	4.862	4.933	4.726	4.776	296
	DISTRICT 5	4.658	4.892	4.770	4.825	537
	DISTRICT 6	4.817	4.829	4.782	4.898	450
	DISTRICT 7	4.698	4.811	4.761	4.730	549
	DISTRICT 8	4.839	4.772	4.852	4.831	507
	DISTRICT 9	4.877	4.766	4.804	4.801	512

The mean score calculation is based on "Always" = 5 to "Never" = 1; therefore, the greater the mean score, the more likely respondent is to wear a seat belt.

TABLE 2.6: RESPONDENTS' REPORTED SEAT BELT USE -2015

		NEVER	RARELY	SOME OF THE TIME	MOST OF THE TIME	ALL OF THE TIME	TOTAL	AVERAGE
ALL RESPONDENTS		1.5%	0.9%	2.1%	6.4%	89.0%	4,138	4.805
SURVEY	SURVEY 1	1.3%	1.4%	2.5%	5.8%	89.0%	958	4.801
	SURVEY 2	0.9%	1.0%	1.6%	6.6%	89.8%	1,063	4.833
	SURVEY 3	2.2%	0.5%	2.3%	6.5%	88.4%	1,072	4.785
	SURVEY 4	1.7%	0.7%	2.1%	6.7%	88.8%	1,045	4.802
OSP DISTRICT	DISTRICT 1	0.9%	0.9%	3.5%	7.2%	87.5%	457	4.796
	DISTRICT 2	1.0%	1.0%	2.0%	8.3%	87.8%	303	4.809
	DISTRICT 3	1.5%	0.4%	1.9%	5.1%	91.1%	527	4.839
	DISTRICT 4	1.7%	0.7%	2.7%	4.4%	90.5%	296	4.814
	DISTRICT 5	1.9%	1.1%	2.4%	5.6%	89.0%	537	4.788
	DISTRICT 6	1.8%	0.9%	1.6%	4.4%	91.3%	450	4.827
	DISTRICT 7	2.0%	1.5%	2.4%	7.7%	86.5%	549	4.752
	DISTRICT 8	1.2%	0.4%	1.6%	8.7%	88.2%	507	4.822
	DISTRICT 9	1.8%	1.0%	1.4%	6.2%	89.6%	512	4.811
AGE	25 AND YOUNGER	0.0%	0.0%	4.9%	9.8%	85.3%	102	4.804
	26 - 35 YEARS OLD	1.7%	1.1%	3.9%	4.4%	88.9%	180	4.778
	36 - 45 YEARS OLD	2.1%	0.0%	2.1%	6.5%	89.3%	429	4.809
	46 - 55 YEARS OLD	1.0%	1.3%	1.7%	6.4%	89.6%	1,088	4.824
	56 - 65 YEARS OLD	1.7%	0.8%	2.1%	6.3%	89.1%	1,487	4.802
	66 AND OLDER	1.8%	1.0%	2.1%	6.7%	88.5%	842	4.791
SEX	MALE	3.0%	1.3%	3.1%	8.7%	84.0%	1,590	4.694
	FEMALE	0.7%	0.6%	1.5%	5.0%	92.2%	2,548	4.874
RACE	CAUCASIAN	1.6%	0.8%	2.2%	6.3%	89.1%	3,759	4.803
	AFRICAN AMERICAN	0.8%	0.0%	2.0%	8.9%	88.3%	247	4.838
	OTHER	0.9%	4.4%	0.0%	4.4%	90.3%	113	4.788
MARITAL STATUS	SINGLE	1.8%	1.6%	4.1%	8.7%	83.8%	493	4.710
	MARRIED	1.3%	0.6%	1.7%	6.0%	90.3%	2,939	4.834
	OTHER	2.3%	1.1%	2.4%	6.7%	87.4%	697	4.758
RESIDENTIAL LOCATION	URBAN	1.2%	1.0%	2.0%	7.0%	88.8%	498	4.811
	SUBURBAN	1.4%	0.7%	1.9%	6.2%	89.7%	1,746	4.821
	RURAL	1.8%	1.0%	2.3%	6.4%	88.5%	1,892	4.789
DRIVING AREA	URBAN	1.2%	0.7%	2.1%	6.3%	89.6%	1,217	4.826
	SUBURBAN	1.5%	0.7%	1.7%	5.5%	90.5%	1,381	4.828
	RURAL	1.9%	1.1%	2.5%	7.3%	87.2%	1,530	4.768
VEHICLE TYPE	AUTOMOBILE	1.1%	0.6%	1.8%	6.5%	90.0%	2,100	4.837
	VAN/MINIVAN	1.1%	1.1%	1.8%	3.9%	92.0%	440	4.845
	PICKUP TRUCK	4.9%	2.1%	4.5%	10.2%	78.3%	530	4.549
	SUV	0.5%	0.7%	1.9%	5.6%	91.4%	1,024	4.867
	OTHER	9.3%	2.3%	0.0%	2.3%	86.0%	43	4.535

TABLE 2.7: FREQUENCY OF WEARING A SEAT BELT AS A FRONT SEAT PASSENGER -2015

		NEVER	RARELY	SOMETIMES	MOST OF THE TIME	ALWAYS	TOTAL	AVERAGE
ALL RESPONDENTS		1.6%	0.8%	1.9%	6.2%	89.5%	4,138	4.811
SURVEY	SURVEY 1	1.6%	0.9%	1.7%	6.8%	89.0%	958	4.808
	SURVEY 2	1.3%	0.5%	1.6%	7.0%	89.7%	1,063	4.832
	SURVEY 3	2.0%	1.2%	2.5%	5.6%	88.7%	1,072	4.779
	SURVEY 4	1.5%	0.7%	1.8%	5.6%	90.4%	1,045	4.827
OSP DISTRICT	DISTRICT 1	1.8%	0.7%	2.2%	6.1%	89.3%	457	4.805
	DISTRICT 2	0.3%	1.3%	1.3%	6.6%	90.4%	303	4.855
	DISTRICT 3	1.5%	0.8%	2.7%	4.7%	90.3%	527	4.816
	DISTRICT 4	1.7%	0.3%	1.4%	4.1%	92.6%	296	4.855
	DISTRICT 5	1.7%	1.3%	1.9%	6.0%	89.2%	536	4.797
	DISTRICT 6	1.6%	0.4%	2.0%	6.2%	89.8%	450	4.822
	DISTRICT 7	2.4%	1.8%	1.5%	8.0%	86.4%	550	4.742
	DISTRICT 8	1.0%	0.2%	1.8%	7.5%	89.5%	507	4.844
	DISTRICT 9	2.0%	0.4%	2.1%	5.9%	89.6%	512	4.809
AGE	25 AND YOUNGER	1.0%	1.0%	4.9%	11.8%	81.4%	102	4.716
	26 - 35 YEARS OLD	1.7%	2.8%	2.8%	6.1%	86.7%	180	4.733
	36 - 45 YEARS OLD	1.6%	0.7%	1.9%	6.7%	89.1%	430	4.809
	46 - 55 YEARS OLD	1.5%	1.1%	1.4%	5.7%	90.3%	1,087	4.823
	56 - 65 YEARS OLD	1.6%	0.7%	2.2%	6.0%	89.4%	1,488	4.810
	66 AND OLDER	1.8%	0.4%	1.4%	6.3%	90.1%	841	4.826
SEX	MALE	3.2%	1.1%	2.6%	8.5%	84.6%	1,589	4.701
	FEMALE	0.6%	0.6%	1.5%	4.8%	92.5%	2,549	4.880
RACE	CAUCASIAN	1.6%	0.8%	1.8%	6.1%	89.7%	3,760	4.814
	AFRICAN AMERICAN	1.2%	0.8%	3.7%	6.9%	87.4%	246	4.785
	OTHER	1.8%	2.7%	1.8%	6.2%	87.6%	113	4.752
MARITAL STATUS	SINGLE	3.0%	1.2%	3.3%	8.3%	84.1%	492	4.693
	MARRIED	1.4%	0.7%	1.6%	5.6%	90.7%	2,941	4.836
	OTHER	1.4%	0.9%	2.2%	7.5%	88.1%	696	4.799
RESIDENTIAL LOCATION	URBAN	1.4%	0.4%	2.4%	6.4%	89.4%	498	4.819
	SUBURBAN	1.2%	1.1%	1.7%	6.0%	90.0%	1,746	4.826
	RURAL	2.0%	0.7%	2.0%	6.3%	89.0%	1,892	4.795
DRIVING AREA	URBAN	1.5%	0.5%	2.0%	5.8%	90.2%	1,217	4.828
	SUBURBAN	1.2%	0.9%	1.6%	5.6%	90.7%	1,381	4.837
	RURAL	2.1%	1.0%	2.2%	7.1%	87.7%	1,530	4.773
VEHICLE TYPE	AUTOMOBILE	1.0%	0.5%	1.6%	6.1%	90.7%	2,099	4.848
	VAN/MINIVAN	1.1%	1.1%	1.4%	5.5%	90.9%	440	4.839
	PICKUP TRUCK	4.5%	1.7%	3.2%	10.8%	79.8%	530	4.596
	SUV	1.2%	0.7%	2.1%	4.6%	91.5%	1,024	4.846
	OTHER	6.8%	4.5%	2.3%	0.0%	86.4%	44	4.545

TABLE 2.8: RESPONDENTS' SEAT BELT USE IN THE LAST 30 DAYS -2015

		DECREASED	STAYED THE SAME	INCREASED	TOTAL	AVERAGE
ALL RESPONDENTS		0.2%	97.9%	2.0%	4,139	2.018
SURVEY	SURVEY 1	0.2%	98.0%	1.8%	958	2.016
	SURVEY 2	0.2%	98.4%	1.4%	1,063	2.012
	SURVEY 3	0.3%	97.5%	2.2%	1,073	2.020
	SURVEY 4	0.0%	97.6%	2.4%	1,045	2.024
OSP DISTRICT	DISTRICT 1	0.2%	97.2%	2.6%	457	2.024
	DISTRICT 2	0.0%	97.4%	2.6%	303	2.026
	DISTRICT 3	0.0%	98.3%	1.7%	527	2.017
	DISTRICT 4	0.0%	98.6%	1.4%	295	2.014
	DISTRICT 5	0.2%	98.1%	1.7%	537	2.015
	DISTRICT 6	0.0%	99.1%	0.9%	450	2.009
	DISTRICT 7	0.5%	96.9%	2.5%	551	2.020
	DISTRICT 8	0.0%	97.6%	2.4%	507	2.024
	DISTRICT 9	0.4%	97.9%	1.8%	512	2.014
AGE	25 AND YOUNGER	0.0%	92.2%	7.8%	102	2.078
	26 - 35 YEARS OLD	0.0%	95.0%	5.0%	180	2.050
	36 - 45 YEARS OLD	0.9%	97.4%	1.6%	430	2.007
	46 - 55 YEARS OLD	0.1%	98.3%	1.7%	1,088	2.016
	56 - 65 YEARS OLD	0.1%	98.2%	1.7%	1,487	2.017
	66 AND OLDER	0.1%	98.5%	1.4%	842	2.013
SEX	MALE	0.1%	97.4%	2.5%	1,589	2.023
	FEMALE	0.2%	98.2%	1.6%	2,550	2.015
RACE	CAUCASIAN	0.2%	98.1%	1.7%	3,760	2.015
	AFRICAN AMERICAN	0.0%	95.5%	4.5%	247	2.045
	OTHER	0.0%	97.3%	2.7%	113	2.027
MARITAL STATUS	SINGLE	0.2%	95.7%	4.1%	493	2.039
	MARRIED	0.2%	98.2%	1.7%	2,940	2.015
	OTHER	0.1%	98.3%	1.6%	697	2.014
RESIDENTIAL LOCATION	URBAN	0.0%	97.2%	2.8%	498	2.028
	SUBURBAN	0.2%	98.2%	1.6%	1,747	2.014
	RURAL	0.2%	97.8%	2.1%	1,892	2.019
DRIVING AREA	URBAN	0.2%	97.5%	2.3%	1,216	2.021
	SUBURBAN	0.1%	98.3%	1.5%	1,382	2.014
	RURAL	0.2%	97.8%	2.0%	1,531	2.018
VEHICLE TYPE	AUTOMOBILE	0.1%	97.9%	2.0%	2,100	2.019
	VAN/MINI VAN	0.0%	99.1%	0.9%	440	2.009
	PICKUP TRUCK	0.2%	96.4%	3.4%	531	2.032
	SUV	0.2%	98.2%	1.6%	1,024	2.014
	OTHER	2.3%	95.3%	2.3%	43	2.000

KNOWLEDGE OF SEAT BELT LAWS IN OHIO

The vast majority (99.2%) of respondents are aware that Ohio does have a law requiring seat belt use by adults (Table 2.9), however; more than half (55.1%) of those surveyed in 2015 incorrectly believe that law enforcement in Ohio can stop a vehicle for a seat belt violation without observing another offense first (Table 2.10). Additionally, 57.8% know that adults required to wear a seat belt include the driver and front seat passenger (Table 2.11).

TABLE 2.9: OHIO CURRENTLY HAS A LAW REQUIRING SEAT BELT USE BY ADULTS -2015

		No	YES	TOTAL
ALL RESPONDENTS		0.8%	99.2%	4,067
SURVEY	SURVEY 1	0.6%	99.4%	945
	SURVEY 2	0.9%	99.1%	1,039
	SURVEY 3	0.8%	99.2%	1,052
	SURVEY 4	1.0%	99.0%	1,031
OSP DISTRICT	DISTRICT 1	1.3%	98.7%	450
	DISTRICT 2	1.0%	99.0%	296
	DISTRICT 3	0.6%	99.4%	517
	DISTRICT 4	0.7%	99.3%	289
	DISTRICT 5	0.9%	99.1%	533
	DISTRICT 6	0.5%	99.5%	437
	DISTRICT 7	0.6%	99.4%	544
	DISTRICT 8	1.4%	98.6%	495
	DISTRICT 9	0.4%	99.6%	506
AGE	25 AND YOUNGER	2.0%	98.0%	100
	26 - 35 YEARS OLD	0.6%	99.4%	177
	36 - 45 YEARS OLD	1.4%	98.6%	422
	46 - 55 YEARS OLD	0.4%	99.6%	1,082
	56 - 65 YEARS OLD	0.7%	99.3%	1,469
	66 AND OLDER	1.2%	98.8%	807
SEX	MALE	0.7%	99.3%	1,564
	FEMALE	0.9%	99.1%	2,503
RACE	CAUCASIAN	0.9%	99.1%	3,694
	AFRICAN AMERICAN	0.4%	99.6%	242
	OTHER	0.0%	100.0%	112
MARITAL STATUS	SINGLE	0.6%	99.4%	484
	MARRIED	0.8%	99.2%	2,897
	OTHER	0.9%	99.1%	677
RESIDENTIAL LOCATION	URBAN	0.8%	99.2%	487
	SUBURBAN	1.0%	99.0%	1,713
	RURAL	0.6%	99.4%	1,865
DRIVING AREA	URBAN	1.0%	99.0%	1,197
	SUBURBAN	0.8%	99.2%	1,351
	RURAL	0.7%	99.3%	1,509
VEHICLE TYPE	AUTOMOBILE	0.8%	99.2%	2,066
	VAN/MINIVAN	1.4%	98.6%	428
	PICKUP TRUCK	1.0%	99.0%	525
	SUV	0.5%	99.5%	1,003
	OTHER	2.3%	97.7%	44

TABLE 2.10: WHEN OHIO LAW ENFORCEMENT CAN STOP A VEHICLE FOR SEAT A BELT VIOLATION -2015

		CAN STOP FOR SEAT BELT VIOLATION ONLY	MUST OBSERVE ANOTHER OFFENSE FIRST	TOTAL
ALL RESPONDENTS		55.1%	44.9%	3,964
SURVEY	SURVEY 1	56.5%	43.5%	908
	SURVEY 2	54.3%	45.7%	1,023
	SURVEY 3	57.4%	42.6%	1,020
	SURVEY 4	52.4%	47.6%	1,013
OSP DISTRICT	DISTRICT 1	58.3%	41.7%	436
	DISTRICT 2	53.8%	46.2%	290
	DISTRICT 3	53.0%	47.0%	502
	DISTRICT 4	50.3%	49.7%	288
	DISTRICT 5	52.7%	47.3%	512
	DISTRICT 6	50.1%	49.9%	431
	DISTRICT 7	58.6%	41.4%	524
	DISTRICT 8	54.8%	45.2%	487
	DISTRICT 9	61.3%	38.7%	494
AGE	25 AND YOUNGER	69.5%	30.5%	95
	26 - 35 YEARS OLD	62.3%	37.7%	175
	36 - 45 YEARS OLD	58.8%	41.2%	410
	46 - 55 YEARS OLD	51.2%	48.8%	1,058
	56 - 65 YEARS OLD	54.0%	46.0%	1,440
	66 AND OLDER	57.2%	42.8%	778
SEX	MALE	55.7%	44.3%	1,533
	FEMALE	54.7%	45.3%	2,431
RACE	CAUCASIAN	54.8%	45.2%	3,600
	AFRICAN AMERICAN	54.0%	46.0%	239
	OTHER	67.6%	32.4%	108
MARITAL STATUS	SINGLE	56.0%	44.0%	466
	MARRIED	53.8%	46.2%	2,847
	OTHER	60.3%	39.7%	642
RESIDENTIAL LOCATION	URBAN	55.0%	45.0%	480
	SUBURBAN	53.8%	46.2%	1,674
	RURAL	56.4%	43.6%	1,809
DRIVING AREA	URBAN	55.0%	45.0%	1,166
	SUBURBAN	53.8%	46.2%	1,334
	RURAL	56.2%	43.8%	1,456
VEHICLE TYPE	AUTOMOBILE	55.9%	44.1%	2,002
	VAN/MINI VAN	50.8%	49.2%	419
	PICKUP TRUCK	57.8%	42.2%	510
	SUV	53.6%	46.4%	988
	OTHER	56.8%	43.2%	44

TABLE 2.11: ADULTS REQUIRED TO WEAR A SEAT BELT ACCORDING TO OHIO LAW -2015

		DRIVER ONLY	DRIVER AND ALL PASSENGERS	DRIVER AND FRONT SEAT PASSENGER	TOTAL
ALL RESPONDENTS		2.4%	39.8%	57.8%	3,965
SURVEY	SURVEY 1	2.0%	38.1%	60.0%	922
	SURVEY 2	2.5%	38.8%	58.7%	1,015
	SURVEY 3	2.4%	40.7%	56.9%	1,023
	SURVEY 4	2.7%	41.5%	55.8%	1,005
OSP DISTRICT	DISTRICT 1	2.1%	40.3%	57.6%	439
	DISTRICT 2	2.4%	33.7%	63.9%	288
	DISTRICT 3	2.2%	42.1%	55.7%	503
	DISTRICT 4	1.1%	44.7%	54.2%	284
	DISTRICT 5	2.5%	41.2%	56.3%	520
	DISTRICT 6	3.5%	39.6%	56.9%	427
	DISTRICT 7	1.9%	36.8%	61.3%	532
	DISTRICT 8	2.9%	45.5%	51.6%	477
	DISTRICT 9	2.6%	34.1%	63.2%	495
AGE	25 AND YOUNGER	4.1%	40.2%	55.7%	97
	26 - 35 YEARS OLD	4.0%	35.8%	60.1%	173
	36 - 45 YEARS OLD	2.4%	31.6%	66.0%	412
	46 - 55 YEARS OLD	2.3%	37.8%	59.9%	1,063
	56 - 65 YEARS OLD	2.3%	39.8%	57.9%	1,435
	66 AND OLDER	2.2%	47.9%	49.9%	775
SEX	MALE	2.2%	39.3%	58.5%	1,519
	FEMALE	2.5%	40.1%	57.4%	2,446
RACE	CAUCASIAN	2.4%	38.6%	59.0%	3,599
	AFRICAN AMERICAN	1.3%	54.2%	44.5%	238
	OTHER	4.5%	46.4%	49.1%	110
MARITAL STATUS	SINGLE	3.4%	44.4%	52.2%	473
	MARRIED	2.3%	37.9%	59.8%	2,821
	OTHER	2.1%	45.0%	52.9%	662
RESIDENTIAL LOCATION	URBAN	2.1%	41.7%	56.2%	475
	SUBURBAN	2.9%	41.8%	55.3%	1,653
	RURAL	2.0%	37.4%	60.5%	1,835
DRIVING AREA	URBAN	2.3%	42.6%	55.1%	1,166
	SUBURBAN	2.8%	41.4%	55.8%	1,311
	RURAL	2.1%	36.2%	61.7%	1,479
VEHICLE TYPE	AUTOMOBILE	2.9%	40.3%	56.9%	2,007
	VAN/MINIVAN	1.7%	40.1%	58.2%	421
	PICKUP TRUCK	1.2%	38.9%	60.0%	512
	SUV	2.3%	39.0%	58.7%	982
	OTHER	2.4%	42.9%	54.8%	42

KNOWLEDGE OF BOOSTER SEAT LAWS

The majority of all respondents know that Ohio does have a law requiring restraint use by children/minors between the the ages of 4 and 15, as well as a law requiring child safety seat use by children who are younger than 4 years of age and/or weigh less than 40 pounds, and that there is a law in Ohio requiring booster seat use. Tables 2.12 through 2.14 contain results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

TABLE 2.12: OHIO HAS A LAW REQUIRING A RESTRAINING DEVICE BY MINORS BETWEEN 4 & 15 YEARS OF AGE -2015

		NO	YES	TOTAL
ALL RESPONDENTS		3.9%	96.1%	3,952
SURVEY	SURVEY 1	4.8%	95.2%	905
	SURVEY 2	3.6%	96.4%	1,022
	SURVEY 3	3.1%	96.9%	1,023
	SURVEY 4	4.1%	95.9%	1,002
OSP DISTRICT	DISTRICT 1	4.7%	95.3%	430
	DISTRICT 2	4.1%	95.9%	292
	DISTRICT 3	4.8%	95.2%	500
	DISTRICT 4	3.3%	96.7%	276
	DISTRICT 5	4.0%	96.0%	520
	DISTRICT 6	3.7%	96.3%	427
	DISTRICT 7	3.0%	97.0%	529
	DISTRICT 8	3.1%	96.9%	487
	DISTRICT 9	4.1%	95.9%	491
AGE	25 AND YOUNGER	5.9%	94.1%	101
	26 - 35 YEARS OLD	1.7%	98.3%	173
	36 - 45 YEARS OLD	4.3%	95.7%	419
	46 - 55 YEARS OLD	4.0%	96.0%	1,041
	56 - 65 YEARS OLD	4.1%	95.9%	1,422
	66 AND OLDER	3.3%	96.7%	786
SEX	MALE	4.2%	95.8%	1,506
	FEMALE	3.6%	96.4%	2,446
RACE	CAUCASIAN	3.8%	96.2%	3,587
	AFRICAN AMERICAN	3.0%	97.0%	237
	OTHER	9.0%	91.0%	111
MARITAL STATUS	SINGLE	5.3%	94.7%	474
	MARRIED	3.7%	96.3%	2,818
	OTHER	3.4%	96.6%	651
RESIDENTIAL LOCATION	URBAN	3.4%	96.6%	476
	SUBURBAN	3.8%	96.2%	1,665
	RURAL	4.0%	96.0%	1,810
DRIVING AREA	URBAN	3.5%	96.5%	1,159
	SUBURBAN	3.4%	96.6%	1,319
	RURAL	4.6%	95.4%	1,466
VEHICLE TYPE	AUTOMOBILE	4.0%	96.0%	1,991
	VAN/MINI VAN	3.1%	96.9%	423
	PICKUP TRUCK	4.2%	95.8%	500
	SUV	3.6%	96.4%	995
	OTHER	7.0%	93.0%	43

TABLE 2.13: OHIO HAS A LAW REQUIRING CHILD SAFETY SEAT USE FOR THOSE UNDER 4 YEARS OLD AND/OR WEIGH LESS THAN 40LBS -2015

		No	YES	TOTAL
ALL RESPONDENTS		0.2%	99.8%	4,103
SURVEY	SURVEY 1	0.3%	99.7%	947
	SURVEY 2	0.2%	99.8%	1,055
	SURVEY 3	0.2%	99.8%	1,061
	SURVEY 4	0.2%	99.8%	1,040
OSP DISTRICT	DISTRICT 1	0.2%	99.8%	453
	DISTRICT 2	0.0%	100.0%	300
	DISTRICT 3	0.4%	99.6%	521
	DISTRICT 4	0.7%	99.3%	286
	DISTRICT 5	0.4%	99.6%	536
	DISTRICT 6	0.0%	100.0%	444
	DISTRICT 7	0.2%	99.8%	549
	DISTRICT 8	0.2%	99.8%	505
	DISTRICT 9	0.0%	100.0%	509
AGE	25 AND YOUNGER	1.0%	99.0%	102
	26 - 35 YEARS OLD	0.0%	100.0%	179
	36 - 45 YEARS OLD	0.0%	100.0%	427
	46 - 55 YEARS OLD	0.4%	99.6%	1,081
	56 - 65 YEARS OLD	0.1%	99.9%	1,476
	66 AND OLDER	0.2%	99.8%	828
SEX	MALE	0.4%	99.6%	1,569
	FEMALE	0.1%	99.9%	2,534
RACE	CAUCASIAN	0.2%	99.8%	3,730
	AFRICAN AMERICAN	0.0%	100.0%	244
	OTHER	0.0%	100.0%	111
HISPANIC/ LATINO	NO	0.2%	99.8%	4,037
	YES	1.9%	98.1%	54
MARITAL STATUS	SINGLE	0.2%	99.8%	488
	MARRIED	0.2%	99.8%	2,918
	OTHER	0.3%	99.7%	689
RESIDENTIAL LOCATION	URBAN	0.2%	99.8%	490
	SUBURBAN	0.2%	99.8%	1,727
	RURAL	0.2%	99.8%	1,884
DRIVING AREA	URBAN	0.3%	99.7%	1,201
	SUBURBAN	0.0%	100.0%	1,366
	RURAL	0.3%	99.7%	1,526
VEHICLE TYPE	AUTOMOBILE	0.1%	99.9%	2,077
	VAN/MINI VAN	0.2%	99.8%	436
	PICKUP TRUCK	0.6%	99.4%	525
	SUV	0.2%	99.8%	1,020
	OTHER	2.2%	97.8%	45

TABLE 2.14: OHIO CURRENTLY HAS A BOOSTER SEAT LAW FOR CHILDREN YOUNGER THAN AGE 8 AND/OR LESS THAN 4 FEET 9 INCHES IN HEIGHT - 2015

		No	Yes	TOTAL
ALL RESPONDENTS		2.1%	97.9%	3,892
SURVEY	SURVEY 1	1.9%	98.1%	891
	SURVEY 2	2.2%	97.8%	1,001
	SURVEY 3	2.4%	97.6%	1,015
	SURVEY 4	1.9%	98.1%	985
OSP DISTRICT	DISTRICT 1	2.5%	97.5%	437
	DISTRICT 2	1.4%	98.6%	277
	DISTRICT 3	2.6%	97.4%	495
	DISTRICT 4	1.9%	98.1%	270
	DISTRICT 5	2.1%	97.9%	514
	DISTRICT 6	3.4%	96.6%	416
	DISTRICT 7	1.3%	98.7%	523
	DISTRICT 8	1.3%	98.7%	477
	DISTRICT 9	2.3%	97.7%	483
AGE	25 AND YOUNGER	1.0%	99.0%	98
	26 - 35 YEARS OLD	2.3%	97.7%	172
	36 - 45 YEARS OLD	0.7%	99.3%	416
	46 - 55 YEARS OLD	1.6%	98.4%	1,036
	56 - 65 YEARS OLD	3.0%	97.0%	1,402
	66 AND OLDER	1.7%	98.3%	758
SEX	MALE	2.9%	97.1%	1,466
	FEMALE	1.6%	98.4%	2,426
RACE	CAUCASIAN	2.1%	97.9%	3,543
	AFRICAN AMERICAN	1.7%	98.3%	229
	OTHER	4.9%	95.1%	102
MARITAL STATUS	SINGLE	2.0%	98.0%	450
	MARRIED	2.2%	97.8%	2,787
	OTHER	1.7%	98.3%	647
RESIDENTIAL LOCATION	URBAN	1.7%	98.3%	458
	SUBURBAN	2.1%	97.9%	1,643
	RURAL	2.2%	97.8%	1,789
DRIVING AREA	URBAN	1.6%	98.4%	1,128
	SUBURBAN	2.2%	97.8%	1,302
	RURAL	2.4%	97.6%	1,453
VEHICLE TYPE	AUTOMOBILE	2.4%	97.6%	1,953
	VAN/MINIVAN	1.0%	99.0%	415
	PICKUP TRUCK	2.0%	98.0%	498
	SUV	2.0%	98.0%	983
	OTHER	4.7%	95.3%	43

FAVOR LAWS REQUIRING SEAT BELT USE

The overall percentage of respondents who greatly favored laws that require seat belt use was higher in 2015 than in any other survey year (Figure 4). As expected, respondents' approval of laws that require drivers and all passengers to wear properly adjusted seat belts was lowest during the 1st survey which was prior to the "*Click It Or Ticket*" media campaign (Table 2.16). Respondents 26-35 years of age, males, single respondents, those who live and reside in rural areas, and pickup truck drivers were less likely to favor these laws "a great deal" (Table 2.16). Residents in OSP Districts 3 and 5 were more likely to favor laws that require seat belt use (Figure 4A). Additionally, 68.4% of all respondents said "yes" when asked if they think law enforcement officers *should* be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are broken (Table 2.17).

FIGURE 4: FAVOR LAWS REQUIRING SEAT BELT USE 2003 - 2015

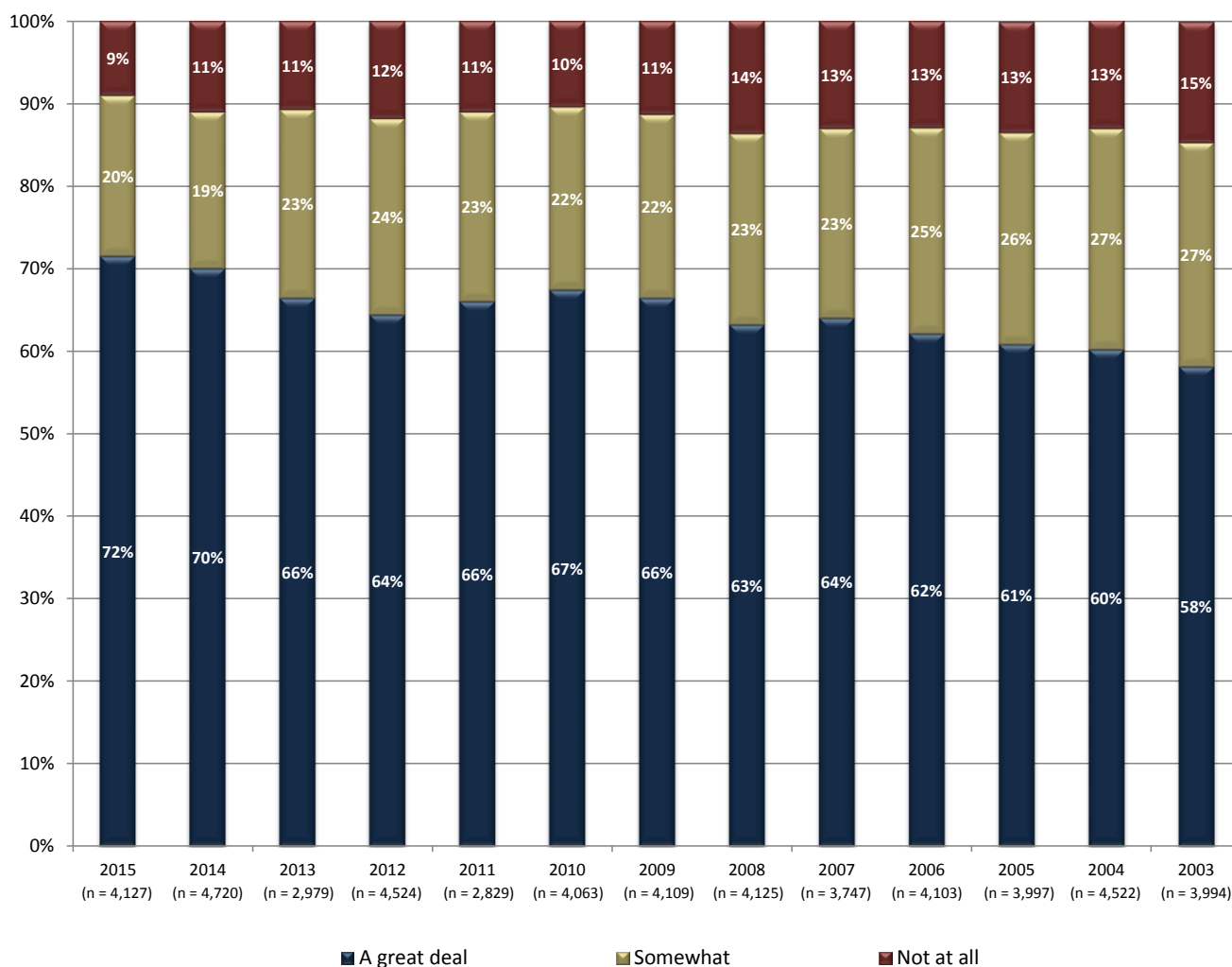


FIGURE 4A: FAVOR LAWS REQUIRING SEAT BELT USE 2003 – 2015 [MEAN SCORE]

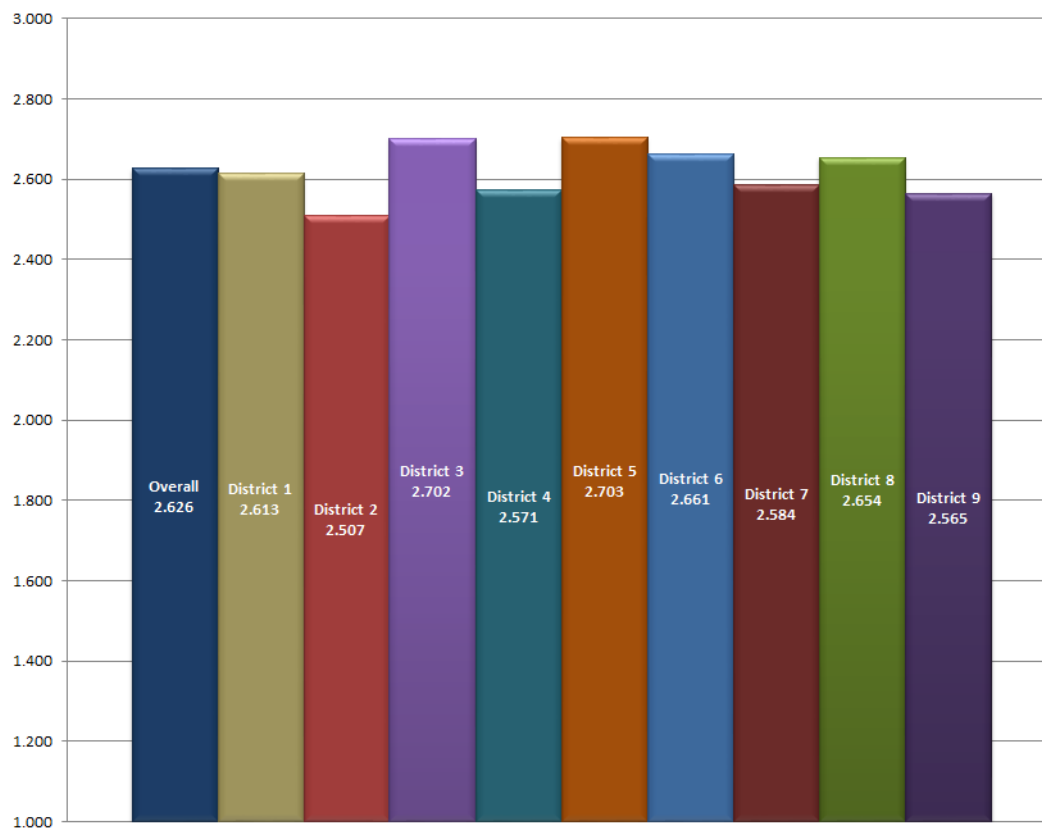


TABLE 2.15: FAVOR LAWS REQUIRING SEAT BELT USE – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.618	2.620	2.635	2.630	4,127
OSP DISTRICT	DISTRICT 1	2.690	2.636	2.568	2.553	455
	DISTRICT 2	2.617	2.520	2.295	2.557	302
	DISTRICT 3	2.685	2.750	2.664	2.708	527
	DISTRICT 4	2.517	2.550	2.597	2.595	296
	DISTRICT 5	2.575	2.738	2.702	2.790	535
	DISTRICT 6	2.640	2.667	2.637	2.716	449
	DISTRICT 7	2.555	2.528	2.670	2.604	550
	DISTRICT 8	2.631	2.588	2.754	2.639	503
	DISTRICT 9	2.590	2.505	2.608	2.543	510

The mean score calculation is based on "A Great Deal" = 3 to "Not At All" = 1; therefore, the greater the mean score, the more likely respondent is to favor laws requiring seat belt use.

TABLE 2.16: FAVOR LAWS REQUIRING SEAT BELT USE -2015

		NOT AT ALL	SOMEWHAT	A GREAT DEAL	TOTAL	AVERAGE
ALL RESPONDENTS		9.0%	19.5%	71.5%	4,127	2.626
SURVEY	SURVEY 1	8.2%	21.8%	70.0%	952	2.618
	SURVEY 2	8.7%	20.7%	70.6%	1,063	2.620
	SURVEY 3	9.3%	18.0%	72.7%	1,070	2.635
	SURVEY 4	9.7%	17.7%	72.6%	1,042	2.630
OSP DISTRICT	DISTRICT 1	9.5%	19.8%	70.8%	455	2.613
	DISTRICT 2	12.3%	24.8%	62.9%	302	2.507
	DISTRICT 3	6.3%	17.3%	76.5%	527	2.702
	DISTRICT 4	10.8%	21.3%	67.9%	296	2.571
	DISTRICT 5	7.1%	15.5%	77.4%	535	2.703
	DISTRICT 6	7.8%	18.3%	73.9%	449	2.661
	DISTRICT 7	10.0%	21.6%	68.4%	550	2.584
	DISTRICT 8	8.3%	17.9%	73.8%	503	2.654
	DISTRICT 9	10.8%	22.0%	67.3%	510	2.565
AGE	25 AND YOUNGER	2.9%	25.5%	71.6%	102	2.686
	26 - 35 YEARS OLD	11.7%	21.2%	67.0%	179	2.553
	36 - 45 YEARS OLD	8.9%	21.7%	69.5%	429	2.606
	46 - 55 YEARS OLD	8.8%	21.1%	70.1%	1,086	2.612
	56 - 65 YEARS OLD	10.1%	18.8%	71.1%	1,482	2.611
	66 AND OLDER	7.3%	16.3%	76.4%	839	2.691
SEX	MALE	15.1%	22.5%	62.4%	1,587	2.474
	FEMALE	5.2%	17.6%	77.2%	2,540	2.720
RACE	CAUCASIAN	9.3%	19.9%	70.8%	3,751	2.615
	AFRICAN AMERICAN	5.3%	11.8%	82.9%	246	2.776
	OTHER	6.3%	21.6%	72.1%	111	2.658
MARITAL STATUS	SINGLE	11.0%	19.6%	69.5%	491	2.585
	MARRIED	8.6%	19.9%	71.5%	2,932	2.629
	OTHER	8.9%	17.8%	73.2%	695	2.643
RESIDENTIAL LOCATION	URBAN	7.9%	15.3%	76.8%	496	2.690
	SUBURBAN	8.4%	17.5%	74.1%	1,741	2.657
	RURAL	9.8%	22.5%	67.7%	1,888	2.579
DRIVING AREA	URBAN	8.5%	16.9%	74.6%	1,211	2.661
	SUBURBAN	8.4%	17.7%	73.9%	1,381	2.655
	RURAL	9.8%	23.1%	67.1%	1,526	2.573
VEHICLE TYPE	AUTOMOBILE	7.1%	18.5%	74.4%	2,092	2.673
	VAN/MINIVAN	8.4%	18.9%	72.6%	438	2.642
	PICKUP TRUCK	19.1%	25.5%	55.5%	530	2.364
	SUV	7.7%	18.5%	73.8%	1,021	2.660
	OTHER	11.1%	22.2%	66.7%	45	2.556

TABLE 2.17: LAW ENFORCEMENT SHOULD BE ABLE TO STOP A VEHICLE FOR SEAT BELT VIOLATIONS -2015

		No	YES	TOTAL
ALL RESPONDENTS		31.6%	68.4%	4,024
SURVEY	SURVEY 1	29.1%	70.9%	928
	SURVEY 2	32.0%	68.0%	1,043
	SURVEY 3	30.7%	69.3%	1,043
	SURVEY 4	34.5%	65.5%	1,010
OSP DISTRICT	DISTRICT 1	32.3%	67.7%	446
	DISTRICT 2	35.7%	64.3%	291
	DISTRICT 3	27.0%	73.0%	500
	DISTRICT 4	32.9%	67.1%	286
	DISTRICT 5	31.0%	69.0%	529
	DISTRICT 6	28.9%	71.1%	440
	DISTRICT 7	31.0%	69.0%	539
	DISTRICT 8	37.3%	62.7%	491
	DISTRICT 9	30.7%	69.3%	502
AGE	25 AND YOUNGER	30.7%	69.3%	101
	26 - 35 YEARS OLD	37.3%	62.7%	177
	36 - 45 YEARS OLD	30.5%	69.5%	423
	46 - 55 YEARS OLD	34.4%	65.6%	1,051
	56 - 65 YEARS OLD	31.7%	68.3%	1,450
	66 AND OLDER	26.8%	73.2%	813
SEX	MALE	37.1%	62.9%	1,557
	FEMALE	28.2%	71.8%	2,467
RACE	CAUCASIAN	31.1%	68.9%	3,652
	AFRICAN AMERICAN	39.1%	60.9%	243
	OTHER	31.8%	68.2%	110
MARITAL STATUS	SINGLE	34.4%	65.6%	483
	MARRIED	31.4%	68.6%	2,856
	OTHER	30.5%	69.5%	676
RESIDENTIAL LOCATION	URBAN	31.2%	68.8%	480
	SUBURBAN	31.0%	69.0%	1,703
	RURAL	32.2%	67.8%	1,840
DRIVING AREA	URBAN	31.6%	68.4%	1,181
	SUBURBAN	28.6%	71.4%	1,345
	RURAL	34.3%	65.7%	1,489
VEHICLE TYPE	AUTOMOBILE	30.4%	69.6%	2,039
	VAN/MINI VAN	32.9%	67.1%	423
	PICKUP TRUCK	41.2%	58.8%	520
	SUV	28.0%	72.0%	996
	OTHER	46.7%	53.3%	45

SUPPORT FOR A PRIMARY SEAT BELT LAW

While passage of a primary seat belt law is the quickest and most certain way for Ohio to achieve NHTSA's goal of an 85% seat belt usage rate, support for a primary seat belt law fluctuated throughout the 2015 campaign. More than half (53.1%) of respondents said they would "definitely support" the passage of a primary seat belt law (Figure 5). Those who "definitely support" a primary seat belt law was higher than in 2014, and the percentage of respondents who "definitely oppose" a primary seat belt law for Ohio decreased slightly during 2015. Respondents more likely support a primary seat belt law included those 66 years of age and older, females, and married respondents (Table 2.19). As seen in Figure 5A, respondents in OSP Districts 3, 5, 7, and 9 were more likely to support a primary seat belt law.

FIGURE 5: SUPPORT FOR A PRIMARY SEAT BELT LAW 2003 – 2015

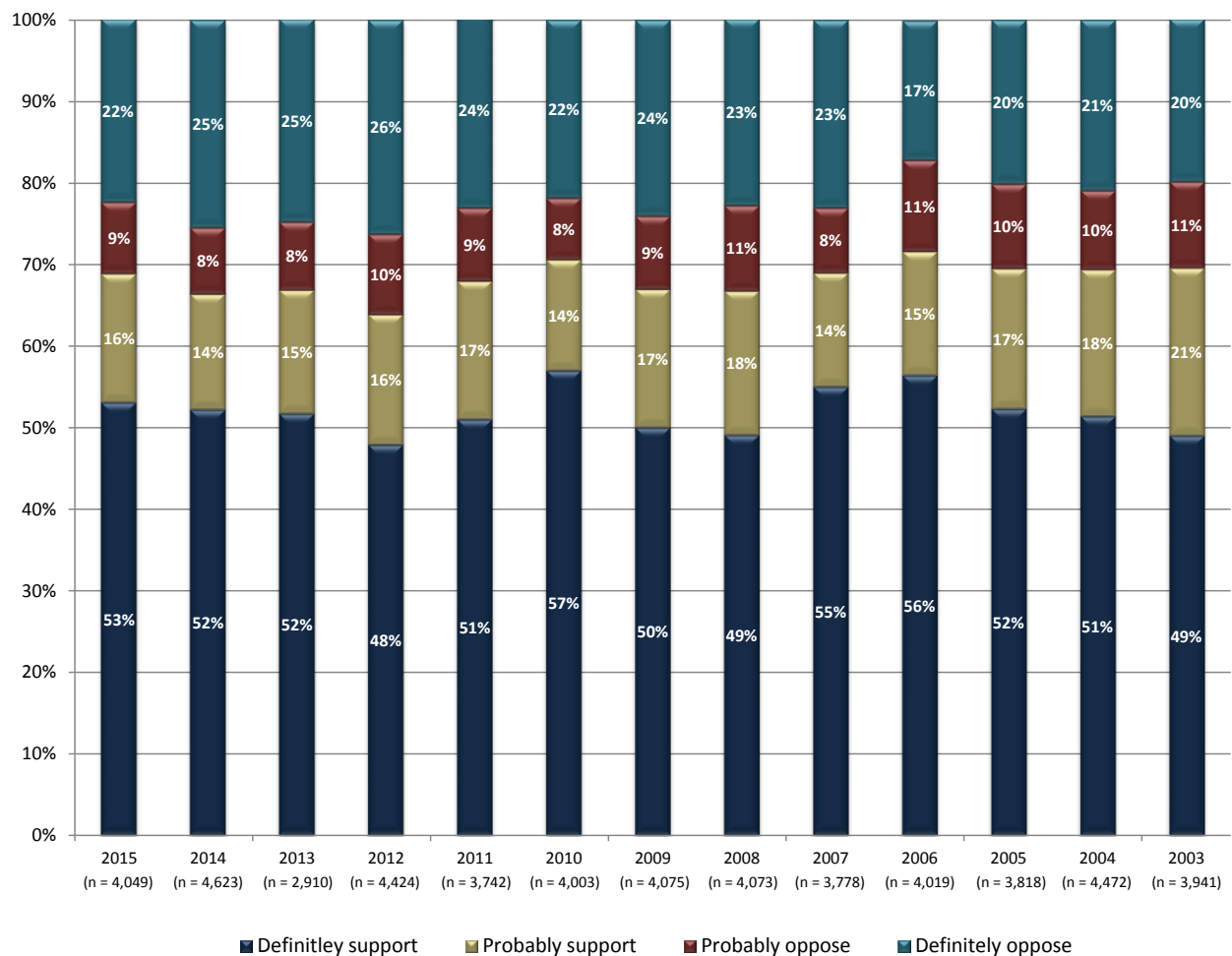


FIGURE 5A: SUPPORT FOR A PRIMARY SEAT BELT LAW 2003 – 2015 [MEAN SCORE]

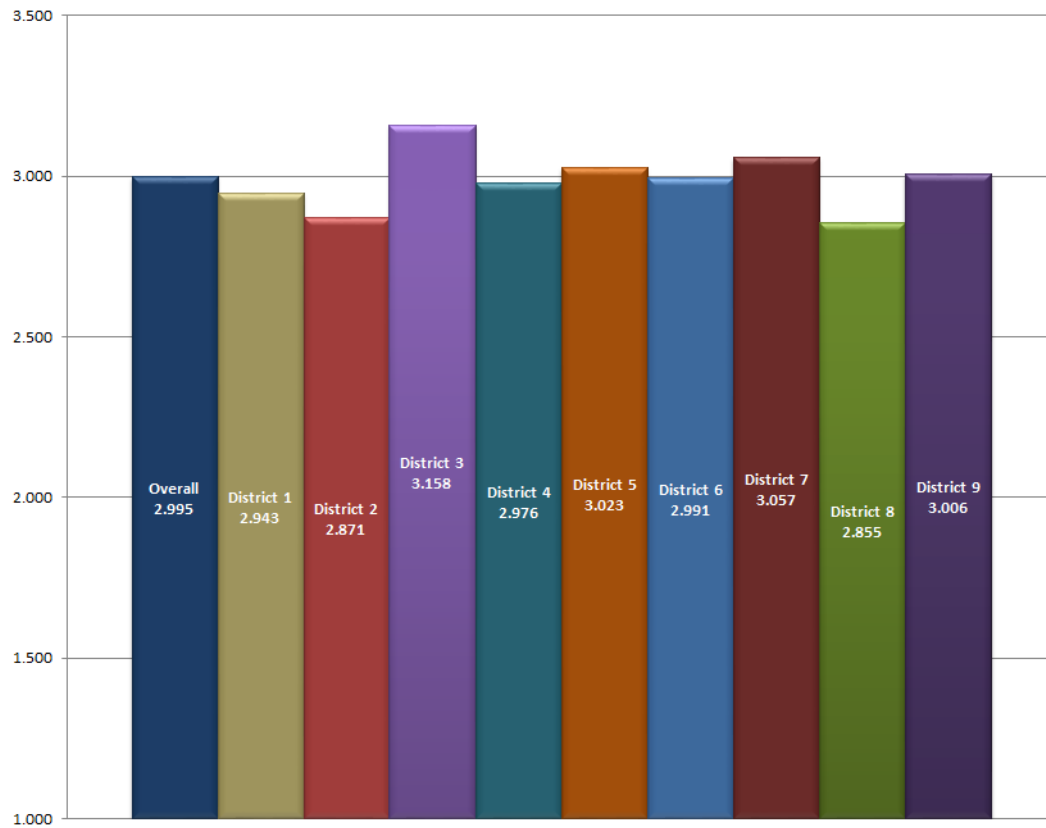


TABLE 2.18: SUPPORT FOR A PRIMARY SEAT BELT LAW – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		3.029	3.000	3.014	2.939	4,049
OSP DISTRICT	DISTRICT 1	2.964	3.042	2.903	2.847	439
	DISTRICT 2	3.033	2.880	2.705	2.867	302
	DISTRICT 3	3.138	2.270	3.079	3.119	514
	DISTRICT 4	3.074	3.051	3.180	2.783	289
	DISTRICT 5	2.891	3.093	3.089	2.992	526
	DISTRICT 6	3.009	3.033	2.894	3.047	440
	DISTRICT 7	3.032	3.013	3.275	2.967	544
	DISTRICT 8	2.991	2.662	2.992	2.803	496
	DISTRICT 9	3.147	2.888	2.947	3.058	499

The mean score calculation is based on "Definitely Support" = 4 to "Definitely Oppose" = 1; therefore, the greater the mean score, the more likely respondent is to support laws requiring seat belt use.

TABLE 2.19: SUPPORT OR OPPOSE A PRIMARY SEAT BELT LAW -2015

		DEFINITELY OPPOSE	PROBABLY OPPOSE	PROBABLY SUPPORT	DEFINITELY SUPPORT	TOTAL	AVERAGE
ALL RESPONDENTS		22.4%	8.8%	15.8%	53.1%	4,049	2.995
SURVEY	SURVEY 1	22.1%	7.2%	16.4%	54.3%	928	3.029
	SURVEY 2	21.9%	9.9%	14.4%	53.8%	1,053	3.000
	SURVEY 3	21.9%	8.2%	16.4%	53.4%	1,046	3.014
	SURVEY 4	23.7%	9.6%	15.9%	50.9%	1,022	2.939
OSP DISTRICT	DISTRICT 1	24.4%	8.2%	16.2%	51.3%	439	2.943
	DISTRICT 2	23.8%	11.9%	17.5%	46.7%	302	2.871
	DISTRICT 3	18.3%	6.2%	16.9%	58.6%	514	3.158
	DISTRICT 4	21.8%	11.4%	14.2%	52.6%	289	2.976
	DISTRICT 5	21.3%	9.5%	14.8%	54.4%	526	3.023
	DISTRICT 6	22.3%	8.9%	16.4%	52.5%	440	2.991
	DISTRICT 7	24.1%	5.1%	11.8%	59.0%	544	3.057
	DISTRICT 8	24.6%	11.1%	18.5%	45.8%	496	2.855
	DISTRICT 9	21.6%	9.2%	16.0%	53.1%	499	3.006
AGE	25 AND YOUNGER	15.7%	10.8%	20.6%	52.9%	102	3.108
	26 - 35 YEARS OLD	18.2%	10.2%	18.8%	52.8%	176	3.063
	36 - 45 YEARS OLD	22.6%	9.0%	16.9%	51.5%	421	2.974
	46 - 55 YEARS OLD	26.4%	9.1%	14.0%	50.5%	1,069	2.887
	56 - 65 YEARS OLD	22.8%	9.3%	14.8%	53.0%	1,450	2.981
	66 AND OLDER	17.9%	6.7%	17.4%	58.0%	821	3.155
SEX	MALE	31.5%	8.6%	14.4%	45.6%	1,567	2.741
	FEMALE	16.7%	8.9%	16.6%	57.8%	2,482	3.156
RACE	CAUCASIAN	22.0%	8.8%	16.0%	53.3%	3,680	3.005
	AFRICAN AMERICAN	28.2%	9.1%	13.3%	49.4%	241	2.838
	OTHER	22.9%	5.5%	15.6%	56.0%	109	3.046
MARITAL STATUS	SINGLE	27.2%	8.3%	14.6%	49.9%	481	2.871
	MARRIED	22.1%	8.8%	15.6%	53.5%	2,883	3.004
	OTHER	20.1%	9.0%	16.9%	54.0%	676	3.047
RESIDENTIAL LOCATION	URBAN	22.2%	6.6%	19.5%	51.6%	486	3.006
	SUBURBAN	21.3%	9.6%	16.3%	52.8%	1,706	3.005
	RURAL	23.5%	8.5%	14.2%	53.8%	1,855	2.984
DRIVING AREA	URBAN	22.7%	8.3%	14.9%	54.0%	1,192	3.003
	SUBURBAN	19.4%	9.2%	17.9%	53.4%	1,344	3.054
	RURAL	24.8%	8.7%	14.4%	52.1%	1,504	2.938
VEHICLE TYPE	AUTOMOBILE	20.9%	9.2%	16.7%	53.2%	2,049	3.022
	VAN/MINIVAN	19.7%	6.6%	18.7%	55.0%	422	3.090
	PICKUP TRUCK	33.7%	9.5%	10.7%	46.1%	525	2.691
	SUV	20.3%	8.3%	15.3%	56.1%	1,007	3.072
	OTHER	33.3%	8.9%	15.6%	42.2%	45	2.667

VOTING ON A PRIMARY SEAT BELT LAW

During 2015, 69.3% of respondents said they would “definitely” or “probably” vote for a law in which law enforcement officers could stop drivers for a seat belt violation when no other law was broken (Figure 6). The number of respondents who said they would vote for a primary seat belt law was highest during the 1st survey of the 2015 campaign (Table 2.21). Additionally, results show that 91.8% of respondents said they would “always” wear their seat belt, while an additional 4.2% said “most of the time,” in response to the passage of a primary seat belt law. Tables 2.21 and 2.22 contain responses cross-tabulated by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type. Respondents in OSP Districts 3, 5, 6, and 7 were more likely to say they would vote for a primary seat belt law (Figure 6A).

FIGURE 6: VOTE FOR A PRIMARY SEAT BELT LAW 2003 – 2015

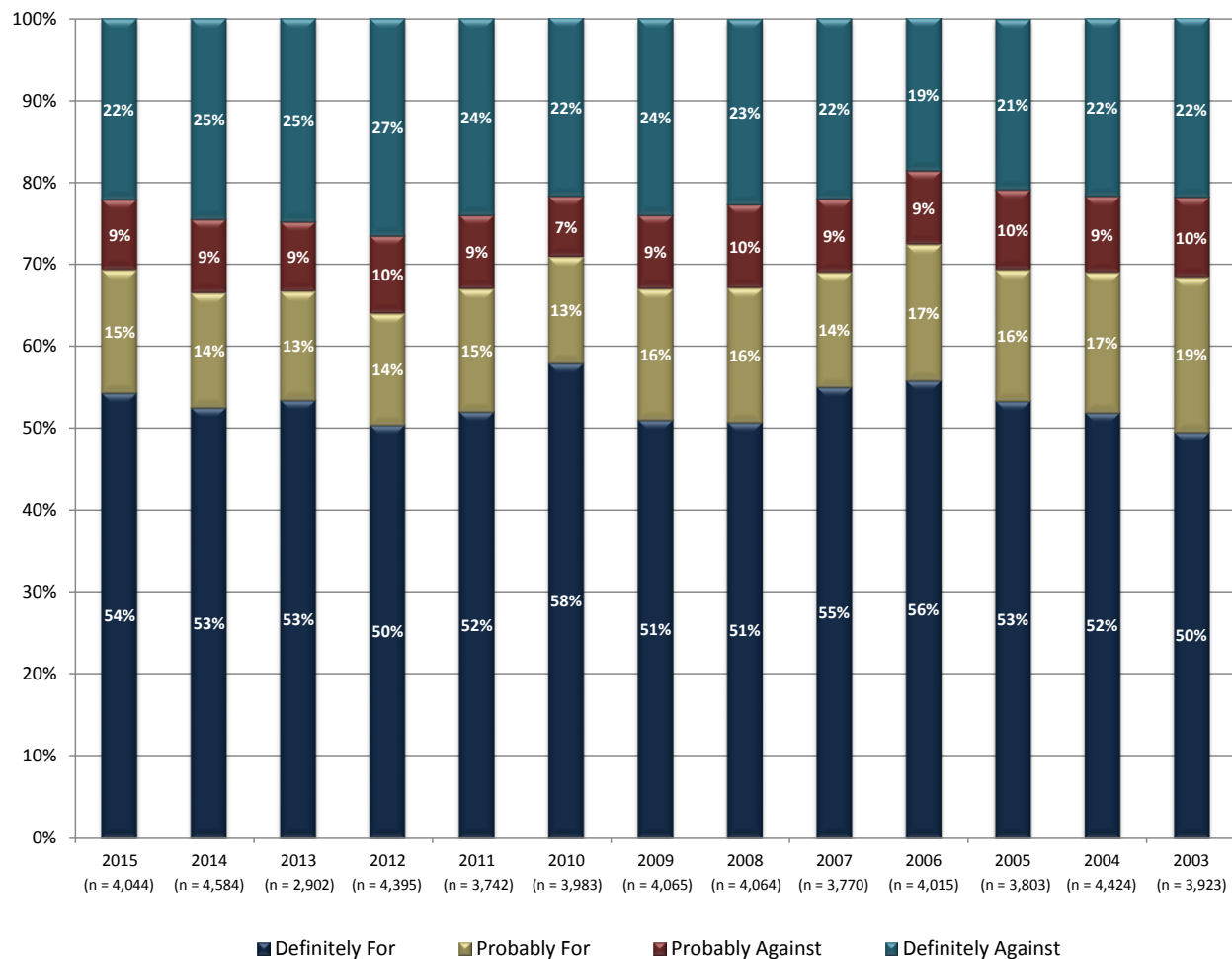


FIGURE 6A: VOTE FOR A PRIMARY SEAT BELT LAW – 2015 [MEAN SCORE]

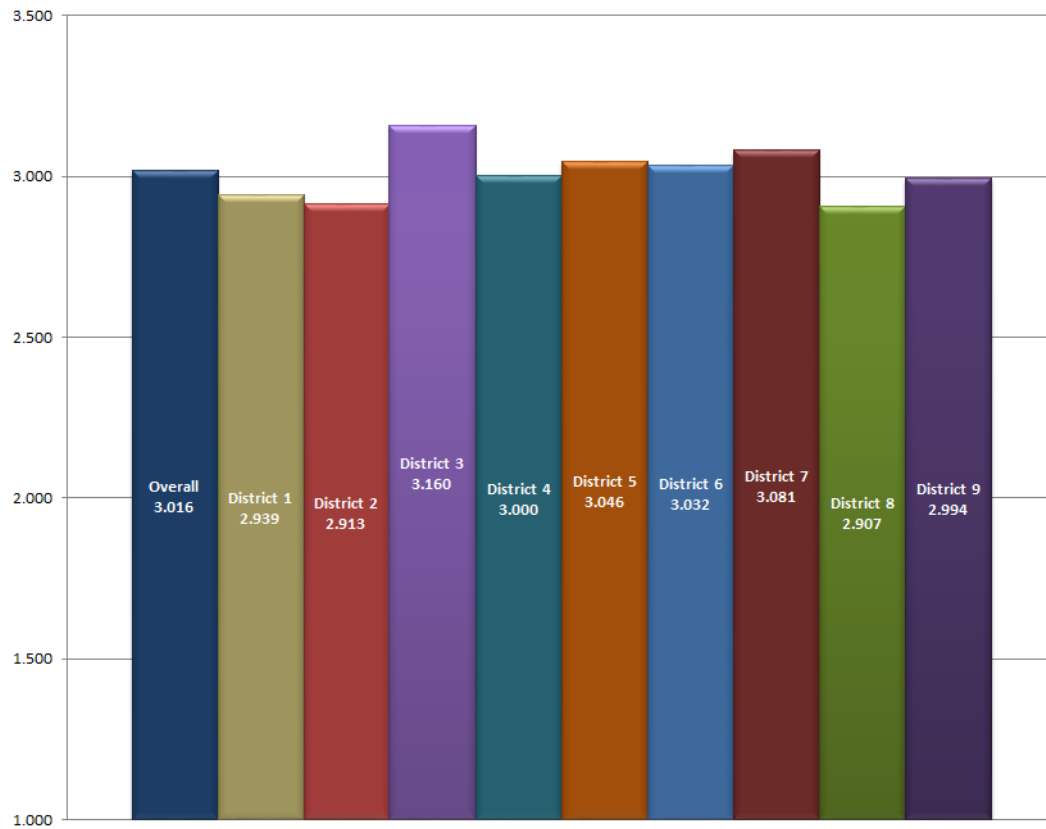


TABLE 2.20: VOTE FOR A PRIMARY SEAT BELT LAW – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		3.057	3.029	3.024	2.955	4,044
OSP DISTRICT	DISTRICT 1	3.028	3.093	2.825	2.790	441
	DISTRICT 2	3.083	2.867	2.754	2.942	300
	DISTRICT 3	3.163	3.283	3.064	3.093	519
	DISTRICT 4	3.057	3.102	3.183	2.825	286
	DISTRICT 5	2.897	3.046	3.158	3.042	524
	DISTRICT 6	3.080	3.083	2.900	3.080	440
	DISTRICT 7	3.040	3.051	3.303	2.987	541
	DISTRICT 8	3.038	2.774	3.008	2.828	492
	DISTRICT 9	3.125	2.877	2.954	3.029	501

The mean score calculation is based on "Definitely For" = 4 to "Definitely Against" = 1; therefore, the greater the mean score, the more likely respondent is to vote for laws requiring seat belt use.

TABLE 2.21: VOTING ON A PRIMARY SEAT BELT LAW -2015

		DEFINITELY AGAINST	PROBABLY AGAINST	PROBABLY FOR	DEFINITELY FOR	TOTAL	AVERAGE
ALL RESPONDENTS		22.1%	8.6%	15.0%	54.3%	4,044	3.016
SURVEY	SURVEY 1	21.4%	7.8%	14.6%	56.3%	926	3.057
	SURVEY 2	21.8%	9.3%	13.0%	55.9%	1,051	3.029
	SURVEY 3	21.6%	8.3%	16.2%	53.9%	1,046	3.024
	SURVEY 4	23.6%	8.7%	16.3%	51.4%	1,021	2.955
OSP DISTRICT	DISTRICT 1	25.2%	6.6%	17.5%	50.8%	441	2.939
	DISTRICT 2	24.7%	8.7%	17.3%	49.3%	300	2.913
	DISTRICT 3	18.5%	6.2%	16.2%	59.2%	519	3.160
	DISTRICT 4	21.0%	11.9%	13.3%	53.8%	286	3.000
	DISTRICT 5	21.0%	8.2%	16.0%	54.8%	524	3.046
	DISTRICT 6	21.1%	9.1%	15.2%	54.5%	440	3.032
	DISTRICT 7	22.4%	7.0%	10.7%	59.9%	541	3.081
	DISTRICT 8	24.0%	10.6%	16.3%	49.2%	492	2.907
	DISTRICT 9	22.2%	10.4%	13.4%	54.1%	501	2.994
AGE	25 AND YOUNGER	16.0%	9.0%	19.0%	56.0%	100	3.150
	26 - 35 YEARS OLD	20.0%	10.9%	16.6%	52.6%	175	3.017
	36 - 45 YEARS OLD	22.0%	8.8%	16.0%	53.2%	419	3.005
	46 - 55 YEARS OLD	24.9%	10.5%	13.4%	51.3%	1,070	2.911
	56 - 65 YEARS OLD	22.7%	8.7%	14.4%	54.2%	1,448	3.002
	66 AND OLDER	18.6%	5.2%	16.5%	59.7%	823	3.173
SEX	MALE	31.9%	7.5%	13.6%	46.9%	1,554	2.755
	FEMALE	16.0%	9.2%	15.9%	59.0%	2,490	3.178
RACE	CAUCASIAN	21.8%	8.6%	15.2%	54.4%	3,672	3.023
	AFRICAN AMERICAN	27.2%	7.8%	12.3%	52.7%	243	2.905
	OTHER	22.7%	6.4%	12.7%	58.2%	110	3.064
MARITAL STATUS	SINGLE	27.0%	7.9%	14.5%	50.6%	482	2.888
	MARRIED	21.6%	8.8%	14.9%	54.6%	2,878	3.025
	OTHER	20.6%	7.9%	15.4%	56.1%	675	3.071
RESIDENTIAL LOCATION	URBAN	20.1%	7.6%	18.3%	54.0%	487	3.062
	SUBURBAN	21.8%	8.5%	15.7%	54.0%	1,709	3.019
	RURAL	22.9%	8.9%	13.4%	54.8%	1,846	3.001
DRIVING AREA	URBAN	21.5%	8.8%	14.6%	55.1%	1,202	3.033
	SUBURBAN	20.8%	7.7%	16.4%	55.2%	1,343	3.060
	RURAL	23.9%	9.1%	14.0%	53.0%	1,490	2.961
VEHICLE TYPE	AUTOMOBILE	20.6%	8.8%	16.1%	54.4%	2,045	3.044
	VAN/MINI VAN	18.5%	8.9%	15.2%	57.4%	427	3.115
	PICKUP TRUCK	34.5%	8.2%	10.9%	46.4%	522	2.692
	SUV	19.6%	8.2%	14.9%	57.3%	1,004	3.099
	OTHER	35.6%	6.7%	11.1%	46.7%	45	2.689

TABLE 2.22: RESPONDENTS' FREQUENCY OF SEAT BELT USE IF OHIO PASSED A PRIMARY SEAT BELT LAW - 2015

		NEVER	RARELY	SOME OF THE TIME	MOST OF THE TIME	ALWAYS	TOTAL	AVERAGE
ALL RESPONDENTS		1.4%	0.9%	1.6%	4.2%	91.8%	4,138	4.841
SURVEY	SURVEY 1	1.4%	1.4%	1.7%	3.4%	92.2%	958	4.837
	SURVEY 2	0.8%	1.0%	1.3%	3.6%	93.2%	1,063	4.873
	SURVEY 3	2.1%	0.4%	1.8%	4.9%	90.8%	1,071	4.819
	SURVEY 4	1.4%	0.8%	1.8%	4.9%	91.1%	1,046	4.835
OSP DISTRICT	DISTRICT 1	0.9%	0.7%	2.2%	5.3%	91.0%	456	4.849
	DISTRICT 2	0.7%	0.7%	1.7%	4.3%	92.7%	303	4.878
	DISTRICT 3	1.1%	0.6%	0.9%	3.0%	94.3%	527	4.888
	DISTRICT 4	0.3%	0.7%	1.7%	2.7%	94.6%	296	4.905
	DISTRICT 5	1.9%	1.7%	2.2%	3.4%	90.9%	537	4.797
	DISTRICT 6	2.0%	0.7%	0.9%	3.3%	93.1%	449	4.849
	DISTRICT 7	2.9%	1.5%	1.6%	5.4%	88.6%	551	4.753
	DISTRICT 8	1.0%	0.2%	1.6%	4.3%	92.9%	507	4.880
	DISTRICT 9	1.4%	1.0%	2.0%	5.5%	90.2%	512	4.822
AGE	25 AND YOUNGER	0.0%	1.0%	4.9%	6.9%	87.3%	102	4.804
	26 - 35 YEARS OLD	1.7%	1.1%	2.2%	3.3%	91.7%	180	4.822
	36 - 45 YEARS OLD	1.9%	0.2%	1.9%	4.2%	91.9%	430	4.840
	46 - 55 YEARS OLD	1.3%	0.8%	1.6%	4.0%	92.3%	1,089	4.852
	56 - 65 YEARS OLD	1.5%	1.0%	1.7%	3.9%	91.9%	1,486	4.836
	66 AND OLDER	1.5%	1.0%	1.0%	4.8%	91.8%	841	4.843
SEX	MALE	2.6%	1.7%	2.4%	6.3%	86.9%	1,591	4.732
	FEMALE	0.7%	0.4%	1.2%	2.9%	94.9%	2,547	4.909
RACE	CAUCASIAN	1.5%	0.9%	1.7%	4.3%	91.7%	3,759	4.838
	AFRICAN AMERICAN	0.4%	0.0%	2.0%	3.6%	93.9%	247	4.907
	OTHER	3.5%	1.8%	0.0%	2.7%	92.0%	113	4.779
HISPANIC/ LATINO	NO	1.5%	0.9%	1.7%	4.2%	91.8%	4,070	4.839
	YES	0.0%	0.0%	0.0%	3.6%	96.4%	55	4.964
MARITAL STATUS	SINGLE	1.4%	1.8%	3.4%	5.5%	87.9%	494	4.765
	MARRIED	1.3%	0.7%	1.4%	3.9%	92.8%	2,939	4.861
	OTHER	2.0%	1.0%	1.3%	4.6%	91.1%	696	4.818
RESIDENTIAL LOCATION	URBAN	1.4%	1.0%	1.8%	3.4%	92.4%	497	4.843
	SUBURBAN	1.0%	0.9%	1.1%	4.1%	92.8%	1,746	4.869
	RURAL	1.9%	0.8%	2.1%	4.5%	90.8%	1,893	4.814
DRIVING AREA	URBAN	0.9%	0.9%	1.4%	3.7%	93.1%	1,215	4.872
	SUBURBAN	1.4%	0.9%	1.0%	3.7%	93.1%	1,382	4.862
	RURAL	2.0%	0.8%	2.4%	5.1%	89.7%	1,531	4.798
VEHICLE TYPE	AUTOMOBILE	1.0%	0.7%	1.2%	4.2%	92.9%	2,100	4.872
	VAN/MINI VAN	1.1%	0.9%	0.9%	3.4%	93.6%	438	4.874
	PICKUP TRUCK	4.7%	2.3%	4.0%	7.2%	81.9%	530	4.592
	SUV	0.5%	0.6%	1.6%	3.1%	94.2%	1,024	4.900
	OTHER	6.7%	0.0%	4.4%	0.0%	88.9%	45	4.644

POTENTIAL IMPACT OF A PRIMARY SEAT BELT LAW

The 2015 survey results show that 69.2% of respondents believe that the passage of a primary seat belt law in Ohio would “definitely” or “probably” increase seat belt use (Figure 7). Characteristics of those respondents who maintain a primary seat belt law would increase seat belt use include respondents 25 years of age and younger, females, single respondents, those who reside in suburban areas, as well as those who mainly drive in suburban areas (Table 2.24). Drivers in OSP District 3 were more likely to say that the passage of a primary seat belt law would increase seat belt use in Ohio (Figure 7A).

FIGURE 7: PRIMARY SEAT BELT LAW WOULD INCREASE SEAT BELT USE IN OHIO 2003 – 2015

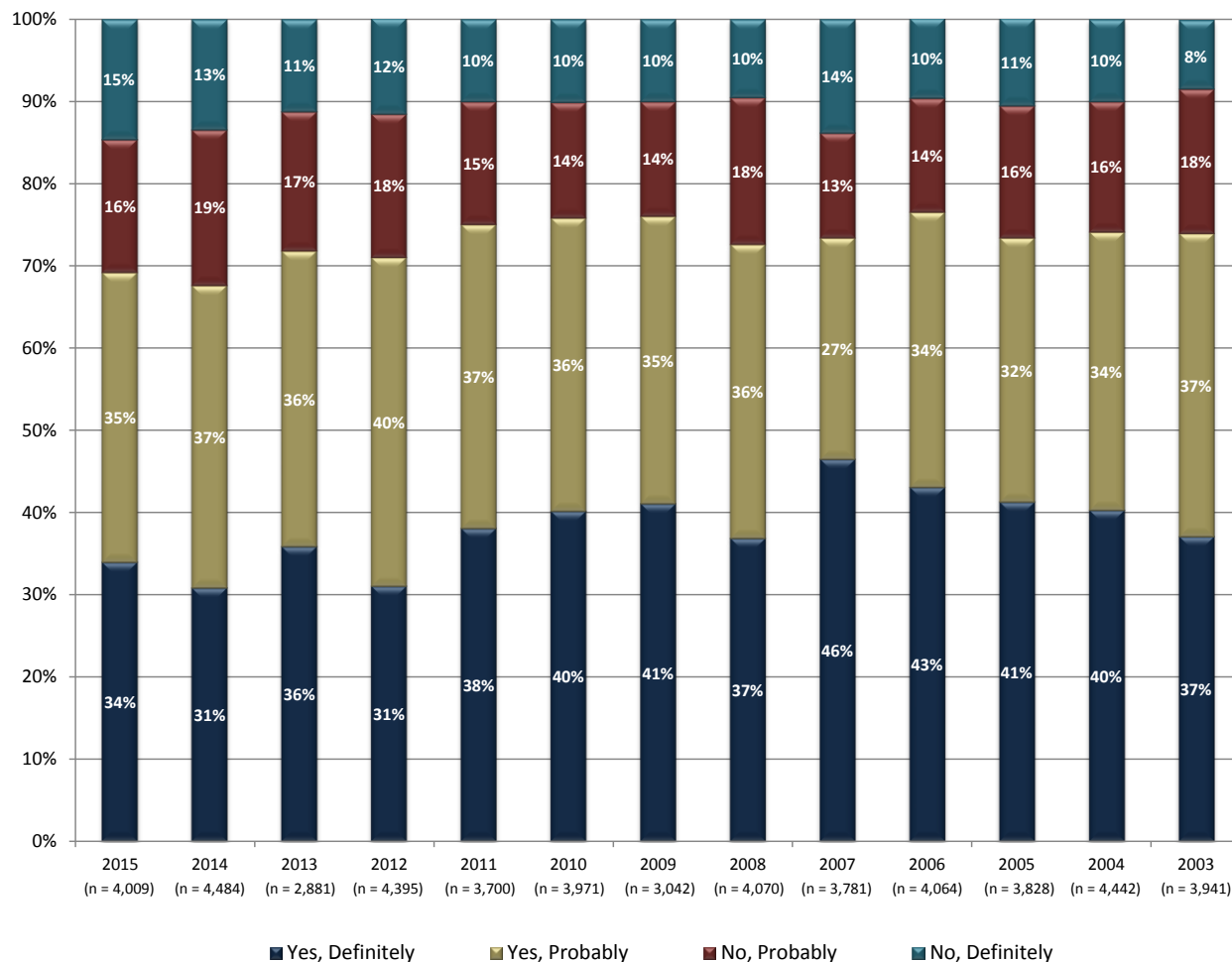


FIGURE 7A: PRIMARY SEAT BELT LAW WOULD INCREASE SEAT BELT USE IN OHIO – 2015 [MEAN SCORE]

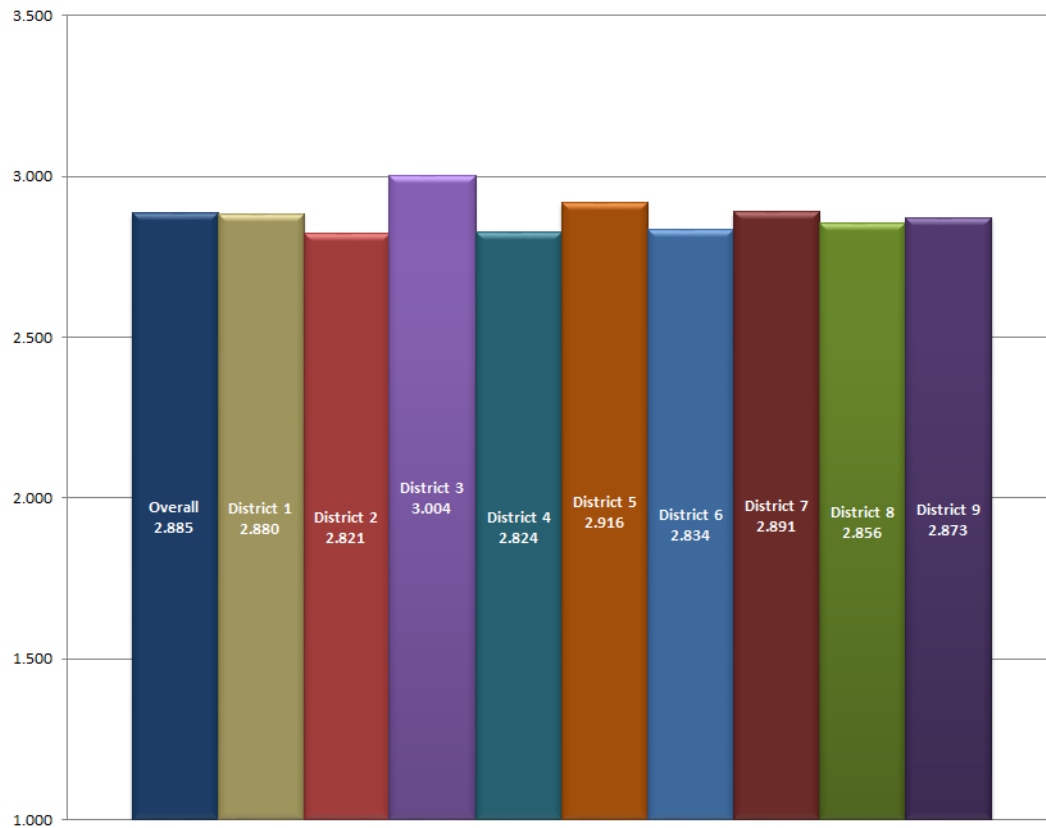


TABLE 2.23: PRIMARY SEAT BELT LAW WOULD INCREASE SEAT BELT USE IN OHIO – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.832	2.928	2.919	2.854	4,009
OSP DISTRICT	DISTRICT 1	2.766	2.932	2.957	2.850	440
	DISTRICT 2	2.825	3.041	2.621	2.775	290
	DISTRICT 3	3.073	3.041	2.915	2.977	511
	DISTRICT 4	2.569	2.746	3.237	2.779	289
	DISTRICT 5	2.897	2.960	2.937	2.863	524
	DISTRICT 6	2.716	2.974	2.851	2.767	433
	DISTRICT 7	2.879	2.876	3.038	2.812	531
	DISTRICT 8	2.757	2.821	2.910	2.925	494
	DISTRICT 9	2.798	2.914	2.845	2.928	497

The mean score calculation is based on "Yes, Definitely" = 4 to "No, Definitely" = 1; therefore, the greater the mean score, the more likely respondents are to feel that a primary seat belt law would increase seat belt use.

TABLE 2.24: PRIMARY SEAT BELT LAW WOULD INCREASE SEAT BELT USE IN OHIO - 2015

		NO, DEFINITELY	NO, PROBABLY	YES, PROBABLY	YES, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		14.6%	16.2%	35.3%	33.9%	4,009	2.885
SURVEY	SURVEY 1	16.6%	16.2%	34.6%	32.6%	914	2.832
	SURVEY 2	12.9%	17.6%	33.3%	36.2%	1,030	2.928
	SURVEY 3	14.5%	15.2%	34.2%	36.1%	1,047	2.919
	SURVEY 4	14.7%	15.7%	39.0%	30.6%	1,018	2.854
OSP DISTRICT	DISTRICT 1	14.5%	16.4%	35.7%	33.4%	440	2.880
	DISTRICT 2	15.5%	16.9%	37.6%	30.0%	290	2.821
	DISTRICT 3	12.3%	13.5%	35.6%	38.6%	511	3.004
	DISTRICT 4	16.6%	15.6%	36.7%	31.1%	289	2.824
	DISTRICT 5	15.1%	16.2%	30.7%	38.0%	524	2.916
	DISTRICT 6	16.2%	14.8%	38.6%	30.5%	433	2.834
	DISTRICT 7	13.9%	17.3%	34.5%	34.3%	531	2.891
	DISTRICT 8	13.8%	18.6%	35.8%	31.8%	494	2.856
	DISTRICT 9	15.3%	16.1%	34.6%	34.0%	497	2.873
AGE	25 AND YOUNGER	9.0%	9.0%	36.0%	46.0%	100	3.190
	26 - 35 YEARS OLD	12.6%	14.9%	36.0%	36.6%	175	2.966
	36 - 45 YEARS OLD	15.1%	18.2%	37.0%	29.7%	424	2.814
	46 - 55 YEARS OLD	17.2%	17.4%	34.0%	31.4%	1,051	2.795
	56 - 65 YEARS OLD	13.1%	16.3%	34.7%	35.9%	1,442	2.933
	66 AND OLDER	14.5%	14.4%	36.8%	34.3%	807	2.910
SEX	MALE	17.1%	16.8%	32.2%	33.9%	1,542	2.829
	FEMALE	13.1%	15.8%	37.2%	33.9%	2,467	2.920
RACE	CAUCASIAN	14.6%	16.2%	36.5%	32.7%	3,648	2.873
	AFRICAN AMERICAN	13.6%	16.5%	20.3%	49.6%	236	3.059
	OTHER	17.6%	12.0%	27.8%	42.6%	108	2.954
MARITAL STATUS	SINGLE	13.6%	14.3%	32.3%	39.8%	477	2.983
	MARRIED	14.5%	16.7%	36.0%	32.8%	2,852	2.871
	OTHER	15.8%	15.2%	34.1%	35.0%	672	2.882
RESIDENTIAL LOCATION	URBAN	17.0%	11.6%	36.8%	34.5%	481	2.888
	SUBURBAN	12.9%	17.2%	35.9%	34.1%	1,696	2.912
	RURAL	15.7%	16.4%	34.3%	33.6%	1,830	2.858
DRIVING AREA	URBAN	15.9%	15.2%	33.4%	35.5%	1,180	2.885
	SUBURBAN	12.3%	16.3%	37.2%	34.1%	1,340	2.931
	RURAL	15.8%	16.6%	35.0%	32.6%	1,479	2.844
VEHICLE TYPE	AUTOMOBILE	13.9%	16.7%	35.2%	34.2%	2,027	2.898
	VAN/MINI VAN	11.3%	13.2%	43.4%	32.1%	424	2.962
	PICKUP TRUCK	20.5%	17.2%	30.8%	31.6%	513	2.735
	SUV	14.4%	15.8%	34.5%	35.2%	999	2.906
	OTHER	20.0%	15.6%	28.9%	35.6%	45	2.800

LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

Less than half (41.6%) of 2015 respondents said it was “very” or “somewhat” likely they would receive a ticket if they did not wear a seat belt at all over the next six months, which is lower than in 2014 (Figure 8). In addition, 86.8% of those surveyed in 2015 “strongly” or “somewhat” agreed that it is important for law enforcement officers to enforce seat belt laws (Table 2.27). Drivers in OSP Districts 2 and 9 were more inclined to think it was likely they would receive a ticket for not wearing their seat belt (Figure 8A).

Few respondents said they have received a ticket (9.4%) or warning (2.4%) in Ohio for not wearing a seat belt, and of those, nearly all had received the ticket or warning more than a year prior to the survey. Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type for these survey questions can be found in Tables 2.28 through 2.30.

FIGURE 8: LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT 2003 – 2015

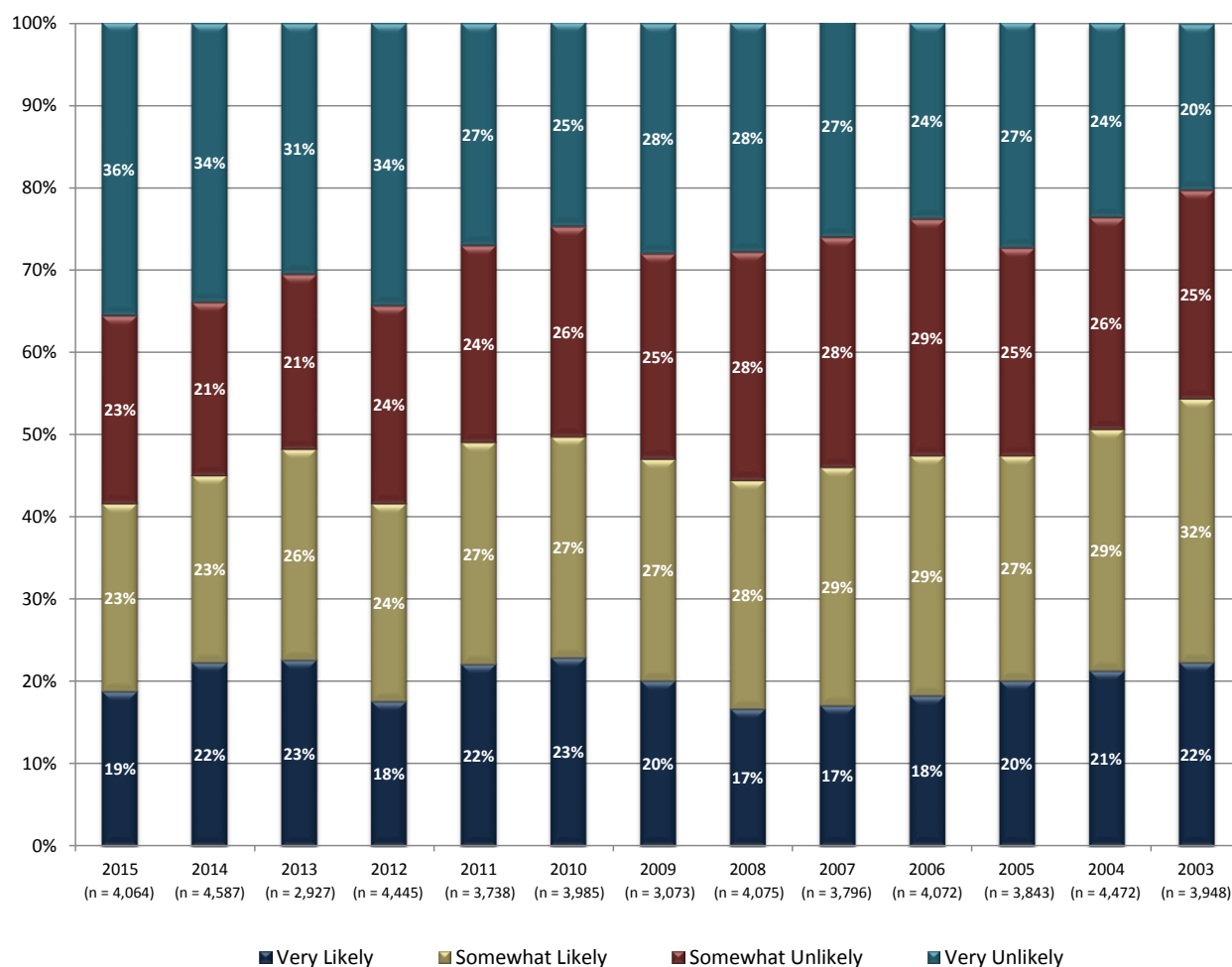


FIGURE 8A: LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT – 2015 [MEAN SCORE]

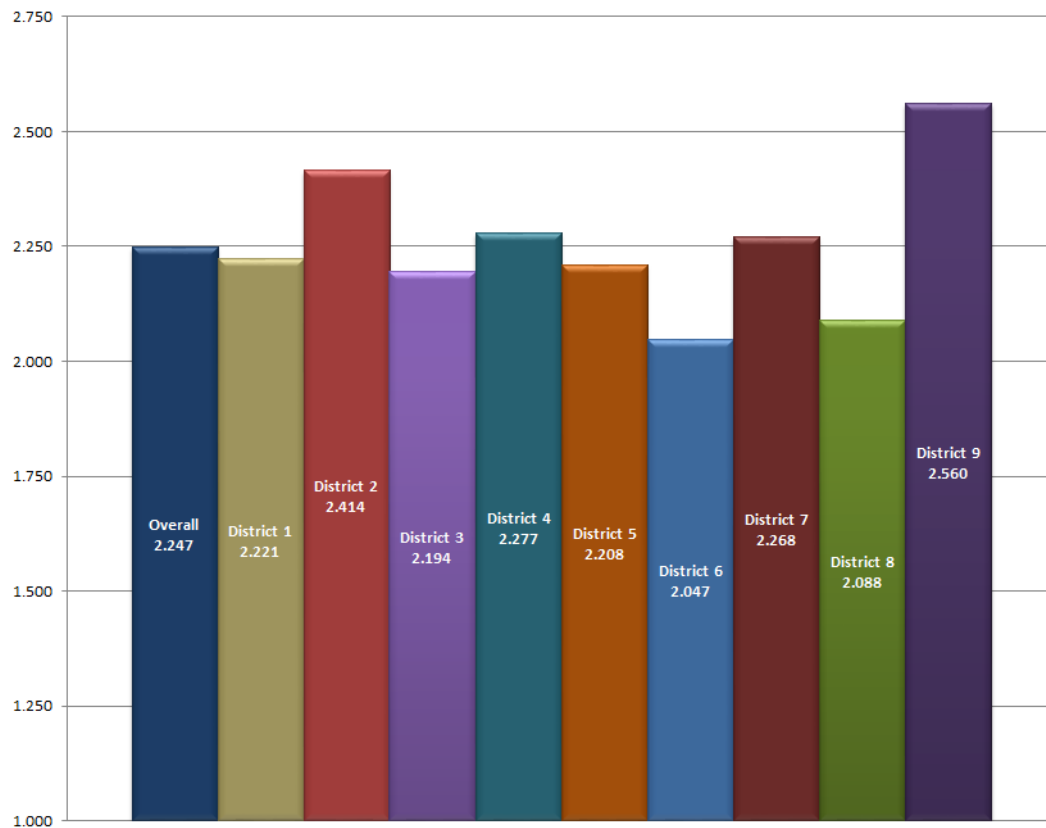


TABLE 2.25: LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2,343	2,193	2,211	2,252	4,064
OSP DISTRICT	DISTRICT 1	2,308	2,233	2,200	2,137	444
	DISTRICT 2	2,768	2,307	2,356	2,333	295
	DISTRICT 3	2,415	2,103	1,972	2,349	515
	DISTRICT 4	2,446	2,267	2,220	2,228	289
	DISTRICT 5	2,110	2,289	2,239	2,177	529
	DISTRICT 6	2,133	2,000	2,107	1,920	445
	DISTRICT 7	2,283	2,223	2,318	2,265	542
	DISTRICT 8	2,193	2,076	2,075	2,024	498
	DISTRICT 9	2,714	2,358	2,474	2,693	507

The mean score calculation is based on "Very Likely" = 4 to "Very Unlikely" = 1; therefore, the greater the mean score, the more likely respondents believes they are likely to receive a ticket for not wearing a seat belt.

TABLE 2.26: LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT IN NEXT 6 MONTHS - 2015

		VERY UNLIKELY	SOMEWHAT UNLIKELY	SOMEWHAT LIKELY	VERY LIKELY	TOTAL	AVERAGE
ALL RESPONDENTS		35.6%	22.9%	22.9%	18.7%	4,064	2.247
SURVEY	SURVEY 1	31.2%	24.5%	23.0%	21.2%	933	2.343
	SURVEY 2	34.5%	28.4%	20.5%	16.6%	1,047	2.193
	SURVEY 3	38.2%	20.9%	22.4%	18.4%	1,052	2.211
	SURVEY 4	37.9%	17.7%	25.7%	18.7%	1,032	2.252
OSP DISTRICT	DISTRICT 1	35.4%	24.3%	23.2%	17.1%	444	2.221
	DISTRICT 2	29.5%	21.7%	26.8%	22.0%	295	2.414
	DISTRICT 3	35.3%	25.8%	22.9%	15.9%	515	2.194
	DISTRICT 4	38.1%	15.9%	26.3%	19.7%	289	2.277
	DISTRICT 5	36.7%	23.6%	21.9%	17.8%	529	2.208
	DISTRICT 6	40.2%	27.0%	20.7%	12.1%	445	2.047
	DISTRICT 7	35.2%	23.2%	21.0%	20.5%	542	2.268
	DISTRICT 8	39.6%	26.3%	19.9%	14.3%	498	2.088
	DISTRICT 9	29.2%	15.0%	26.4%	29.4%	507	2.560
AGE	25 AND YOUNGER	33.7%	23.8%	21.8%	20.8%	101	2.297
	26 - 35 YEARS OLD	29.4%	19.8%	26.0%	24.9%	177	2.463
	36 - 45 YEARS OLD	32.9%	26.3%	23.7%	17.1%	422	2.249
	46 - 55 YEARS OLD	34.1%	24.0%	23.0%	18.9%	1,075	2.266
	56 - 65 YEARS OLD	36.8%	22.1%	23.6%	17.5%	1,462	2.218
	66 AND OLDER	38.3%	21.3%	20.9%	19.6%	818	2.218
SEX	MALE	37.1%	23.5%	22.0%	17.4%	1,558	2.197
	FEMALE	34.6%	22.5%	23.5%	19.5%	2,506	2.278
RACE	CAUCASIAN	35.6%	23.2%	23.1%	18.1%	3,701	2.236
	AFRICAN AMERICAN	31.3%	21.5%	20.6%	26.6%	233	2.425
	OTHER	42.0%	14.3%	21.4%	22.3%	112	2.241
MARITAL STATUS	SINGLE	32.4%	23.3%	19.6%	24.6%	484	2.364
	MARRIED	36.1%	24.1%	23.3%	16.4%	2,889	2.200
	OTHER	35.2%	17.3%	23.6%	23.9%	682	2.362
RESIDENTIAL LOCATION	URBAN	38.3%	22.4%	21.1%	18.2%	478	2.192
	SUBURBAN	39.5%	23.8%	21.3%	15.4%	1,716	2.127
	RURAL	31.2%	22.1%	24.9%	21.8%	1,868	2.373
DRIVING AREA	URBAN	36.3%	23.6%	22.6%	17.5%	1,179	2.213
	SUBURBAN	38.9%	24.2%	21.2%	15.6%	1,362	2.136
	RURAL	32.1%	20.9%	24.6%	22.4%	1,512	2.374
VEHICLE TYPE	AUTOMOBILE	35.1%	22.7%	22.8%	19.3%	2,058	2.264
	VAN/MINIVAN	37.7%	24.9%	19.1%	18.4%	430	2.181
	PICKUP TRUCK	35.8%	19.1%	25.0%	20.1%	517	2.294
	SUV	36.1%	24.5%	23.4%	16.1%	1,014	2.194
	OTHER	22.7%	13.6%	29.5%	34.1%	44	2.750

TABLE 2.27: IT IS IMPORTANT FOR LAW ENFORCEMENT OFFICERS TO ENFORCE THE SEAT BELT LAWS - 2015

		STRONGLY DISAGREE	SOMEWHAT DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE	TOTAL	AVERAGE
ALL RESPONDENTS		7.1%	6.0%	24.1%	62.7%	4,117	3.424
SURVEY	SURVEY 1	7.6%	7.2%	25.3%	59.9%	948	3.376
	SURVEY 2	6.8%	6.5%	25.9%	60.8%	1,061	3.407
	SURVEY 3	7.2%	4.9%	21.1%	66.8%	1,065	3.474
	SURVEY 4	6.9%	5.8%	24.4%	63.0%	1,043	3.434
OSP DISTRICT	DISTRICT 1	8.4%	6.9%	25.5%	59.2%	451	3.355
	DISTRICT 2	6.7%	6.7%	27.3%	59.3%	300	3.393
	DISTRICT 3	5.2%	4.0%	27.3%	63.5%	523	3.491
	DISTRICT 4	6.8%	7.8%	26.4%	59.0%	295	3.376
	DISTRICT 5	7.1%	6.4%	21.7%	64.8%	534	3.442
	DISTRICT 6	5.8%	7.8%	20.9%	65.5%	449	3.461
	DISTRICT 7	8.0%	5.6%	20.3%	66.1%	551	3.445
	DISTRICT 8	7.6%	5.6%	28.4%	58.4%	503	3.378
	DISTRICT 9	8.2%	5.1%	21.7%	65.0%	511	3.434
AGE	25 AND YOUNGER	2.0%	4.9%	23.5%	69.6%	102	3.608
	26 - 35 YEARS OLD	6.8%	5.1%	26.7%	61.4%	176	3.426
	36 - 45 YEARS OLD	7.0%	5.4%	26.1%	61.5%	426	3.420
	46 - 55 YEARS OLD	8.3%	6.8%	25.9%	58.9%	1,084	3.355
	56 - 65 YEARS OLD	7.5%	6.0%	23.5%	63.1%	1,484	3.421
	66 AND OLDER	5.6%	5.7%	21.3%	67.3%	835	3.503
SEX	MALE	11.9%	7.5%	23.3%	57.4%	1,583	3.262
	FEMALE	4.1%	5.2%	24.7%	66.0%	2,534	3.526
RACE	CAUCASIAN	7.3%	6.2%	23.9%	62.6%	3,742	3.419
	AFRICAN AMERICAN	4.9%	3.6%	29.6%	61.9%	247	3.486
	OTHER	7.2%	5.4%	20.7%	66.7%	111	3.468
MARITAL STATUS	SINGLE	11.2%	4.1%	24.3%	60.3%	489	3.337
	MARRIED	6.5%	6.1%	24.5%	62.9%	2,927	3.438
	OTHER	6.8%	7.2%	22.4%	63.6%	692	3.428
RESIDENTIAL LOCATION	URBAN	6.5%	4.6%	21.8%	67.1%	496	3.496
	SUBURBAN	6.6%	5.9%	23.8%	63.6%	1,733	3.444
	RURAL	7.7%	6.5%	25.1%	60.7%	1,887	3.387
DRIVING AREA	URBAN	6.8%	5.9%	24.2%	63.1%	1,212	3.436
	SUBURBAN	6.3%	5.8%	22.6%	65.3%	1,371	3.468
	RURAL	8.1%	6.4%	25.5%	59.9%	1,525	3.372
VEHICLE TYPE	AUTOMOBILE	6.2%	5.6%	24.2%	63.9%	2,084	3.458
	VAN/MINIVAN	4.8%	4.6%	25.7%	64.9%	436	3.507
	PICKUP TRUCK	15.3%	9.4%	22.0%	53.3%	531	3.134
	SUV	5.1%	5.9%	24.6%	64.4%	1,020	3.483
	OTHER	20.0%	4.4%	17.8%	57.8%	45	3.133

TABLE 2.28: RECEIVED A TICKET OR WARNING IN OHIO FOR NOT WEARING A SEAT BELT - 2015

		YES – TICKET	YES - WARNING	NO	TOTAL
ALL RESPONDENTS		9.4%	2.4%	88.2%	4,109
SURVEY	SURVEY 1	9.7%	2.5%	87.8%	956
	SURVEY 2	9.3%	2.1%	88.7%	1,059
	SURVEY 3	9.4%	2.6%	88.0%	1,067
	SURVEY 4	9.4%	2.3%	88.2%	1,027
OSP DISTRICT	DISTRICT 1	8.2%	4.0%	87.8%	452
	DISTRICT 2	12.3%	3.3%	84.3%	300
	DISTRICT 3	7.5%	2.9%	89.7%	522
	DISTRICT 4	10.3%	2.1%	87.6%	290
	DISTRICT 5	7.5%	1.9%	90.6%	531
	DISTRICT 6	7.5%	1.8%	90.7%	451
	DISTRICT 7	9.8%	2.2%	88.0%	549
	DISTRICT 8	6.3%	1.6%	92.1%	505
	DISTRICT 9	16.7%	2.2%	81.1%	509
AGE	25 AND YOUNGER	3.9%	2.0%	94.1%	102
	26 - 35 YEARS OLD	15.1%	3.4%	81.6%	179
	36 - 45 YEARS OLD	12.3%	2.4%	85.3%	422
	46 - 55 YEARS OLD	11.1%	3.3%	85.6%	1,082
	56 - 65 YEARS OLD	8.9%	2.1%	89.0%	1,477
	66 AND OLDER	6.3%	1.6%	92.1%	837
SEX	MALE	14.2%	3.4%	82.5%	1,582
	FEMALE	6.5%	1.8%	91.7%	2,527
RACE	CAUCASIAN	9.5%	2.3%	88.2%	3,734
	AFRICAN AMERICAN	7.7%	3.7%	88.6%	246
	OTHER	10.9%	1.8%	87.3%	110
MARITAL STATUS	SINGLE	12.8%	3.4%	83.8%	493
	MARRIED	8.7%	2.2%	89.1%	2,917
	OTHER	10.0%	2.6%	87.4%	690
RESIDENTIAL LOCATION	URBAN	9.1%	3.9%	87.0%	492
	SUBURBAN	7.6%	1.7%	90.7%	1,735
	RURAL	11.2%	2.7%	86.2%	1,880
DRIVING AREA	URBAN	8.1%	2.7%	89.2%	1,204
	SUBURBAN	7.4%	1.5%	91.1%	1,376
	RURAL	12.3%	3.0%	84.7%	1,519
VEHICLE TYPE	AUTOMOBILE	8.8%	2.3%	88.9%	2,088
	VAN/MINIVAN	6.8%	2.1%	91.1%	438
	PICKUP TRUCK	19.4%	3.8%	76.9%	527
	SUV	6.4%	2.2%	91.4%	1,011
	OTHER	15.9%	0.0%	84.1%	44

TABLE 2.29: LENGTH OF TIME SINCE RECEIVING A TICKET FOR NOT WEARING A SEAT BELT - 2015

		DAYS AGO	WEEKS AGO	MONTHS AGO	YEARS AGO	TOTAL
ALL RESPONDENTS		0.5%	1.0%	5.2%	93.3%	387
SURVEY	SURVEY 1	1.1%	1.1%	3.2%	94.6%	93
	SURVEY 2	0.0%	1.0%	5.1%	93.9%	98
	SURVEY 3	1.0%	1.0%	7.0%	91.0%	100
	SURVEY 4	0.0%	1.0%	5.2%	93.8%	96
OSP DISTRICT	DISTRICT 1	0.0%	0.0%	8.1%	91.9%	37
	DISTRICT 2	0.0%	0.0%	10.8%	89.2%	37
	DISTRICT 3	2.6%	0.0%	2.6%	94.9%	39
	DISTRICT 4	0.0%	0.0%	10.0%	90.0%	30
	DISTRICT 5	0.0%	0.0%	5.0%	95.0%	40
	DISTRICT 6	0.0%	2.9%	0.0%	97.1%	34
	DISTRICT 7	1.9%	3.8%	3.8%	90.6%	53
	DISTRICT 8	0.0%	0.0%	0.0%	100.0%	32
	DISTRICT 9	0.0%	1.2%	5.9%	92.9%	85
AGE	25 AND YOUNGER	0.0%	0.0%		100.0%	4
	26 - 35 YEARS OLD	0.0%	0.0%	3.7%	96.3%	27
	36 - 45 YEARS OLD	0.0%	0.0%	3.8%	96.2%	52
	46 - 55 YEARS OLD	0.8%	3.3%	7.5%	88.3%	120
	56 - 65 YEARS OLD	0.8%	0.0%	3.8%	95.4%	131
	66 AND OLDER	0.0%	0.0%	5.7%	94.3%	53
SEX	MALE	0.9%	0.9%	5.8%	92.4%	224
	FEMALE	0.0%	1.2%	4.3%	94.5%	163
RACE	CAUCASIAN	0.6%	1.1%	5.1%	93.2%	354
	AFRICAN AMERICAN	0.0%	0.0%	10.5%	89.5%	19
	OTHER	0.0%	0.0%	0.0%	100.0%	12
MARITAL STATUS	SINGLE	0.0%	1.6%	6.3%	92.1%	63
	MARRIED	0.8%	0.4%	5.1%	93.7%	254
	OTHER	0.0%	2.9%	4.3%	92.8%	69
RESIDENTIAL LOCATION	URBAN	0.0%	4.4%	0.0%	95.6%	45
	SUBURBAN	0.8%	0.0%	4.5%	94.7%	132
	RURAL	0.5%	1.0%	6.7%	91.9%	209
DRIVING AREA	URBAN	0.0%	2.1%	3.1%	94.8%	97
	SUBURBAN	0.0%	0.0%	2.0%	98.0%	102
	RURAL	0.5%	1.1%	8.1%	90.3%	186
VEHICLE TYPE	AUTOMOBILE	1.1%	1.1%	3.8%	94.0%	184
	VAN/MINIVAN	0.0%	0.0%	10.0%	90.0%	30
	PICKUP TRUCK	0.0%	2.0%	4.0%	94.1%	101
	SUV	0.0%	0.0%	7.7%	92.3%	65
	OTHER	0.0%	0.0%	14.3%	85.7%	7

TABLE 2.30: LENGTH OF TIME SINCE RECEIVING A WARNING FOR NOT WEARING A SEAT BELT - 2015

		DAYS AGO	WEEKS AGO	MONTHS AGO	YEARS AGO	TOTAL
ALL RESPONDENTS		0.0%	1.0%	4.1%	94.9%	98
SURVEY	SURVEY 1	0.0%	4.2%	0.0%	95.8%	24
	SURVEY 2	0.0%	0.0%	0.0%	100.0%	22
	SURVEY 3	0.0%	0.0%	3.6%	96.4%	28
	SURVEY 4	0.0%	0.0%	12.5%	87.5%	24
OSP DISTRICT	DISTRICT 1	0.0%	0.0%	11.1%	88.9%	18
	DISTRICT 2	0.0%	0.0%	0.0%	100.0%	10
	DISTRICT 3	0.0%	0.0%	6.7%	93.3%	15
	DISTRICT 4	0.0%	0.0%	0.0%	100.0%	6
	DISTRICT 5	0.0%	0.0%	0.0%	100.0%	10
	DISTRICT 6	0.0%	0.0%	0.0%	100.0%	8
	DISTRICT 7	0.0%	0.0%	8.3%	91.7%	12
	DISTRICT 8	0.0%	0.0%	0.0%	100.0%	8
	DISTRICT 9	0.0%	9.1%	0.0%	90.9%	11
AGE	25 AND YOUNGER	0.0%	0.0%	0.0%	100.0%	2
	26 - 35 YEARS OLD	0.0%	16.7%	0.0%	83.3%	6
	36 - 45 YEARS OLD	0.0%	0.0%	10.0%	90.0%	10
	46 - 55 YEARS OLD	0.0%	0.0%	0.0%	100.0%	36
	56 - 65 YEARS OLD	0.0%	0.0%	9.7%	90.3%	31
	66 AND OLDER	0.0%	0.0%	0.0%	100.0%	13
SEX	MALE	0.0%	0.0%	3.8%	96.2%	53
	FEMALE	0.0%	2.2%	4.4%	93.3%	45
RACE	CAUCASIAN	0.0%	1.1%	2.3%	96.6%	87
	AFRICAN AMERICAN	0.0%	0.0%	22.2%	77.8%	9
	OTHER	0.0%	0.0%	0.0%	100.0%	2
HISPANIC/ LATINO	NO	0.0%	1.0%	4.1%	94.8%	97
	YES	0.0%	0.0%	0.0%	100.0%	1
MARITAL STATUS	SINGLE	0.0%	5.9%	0.0%	94.1%	17
	MARRIED	0.0%	0.0%	6.3%	93.7%	63
	OTHER	0.0%	0.0%	0.0%	100.0%	18
RESIDENTIAL LOCATION	URBAN	0.0%	0.0%	5.3%	94.7%	19
	SUBURBAN	0.0%	0.0%	6.9%	93.1%	29
	RURAL	0.0%	2.0%	2.0%	96.0%	50
DRIVING AREA	URBAN	0.0%	0.0%	6.1%	93.9%	33
	SUBURBAN	0.0%	0.0%	5.0%	95.0%	20
	RURAL	0.0%	2.2%	2.2%	95.6%	45
VEHICLE TYPE	AUTOMOBILE	0.0%	0.0%	2.1%	97.9%	47
	VAN/MINIVAN	0.0%	11.1%	11.1%	77.8%	9
	PICKUP TRUCK	0.0%	0.0%	0.0%	100.0%	20
	SUV	0.0%	0.0%	9.1%	90.9%	22
	OTHER	0.0%	4.2%	0.0%	95.8%	24

ATTITUDES ABOUT SEAT BELT USE

During 2015, most respondents (96.5%) agreed that if they were to be involved in an accident, they would want to have their seat belt on (Table 2.31). Moreover, 74.2% of those surveyed “strongly agreed” that seat belt use is likely to reduce the severity of injuries to people who are wearing a seat belt when a crash occurs (Table 2.32). In addition, 96.4% of respondents believe that people most important to them think they should wear their seat belt (Table 2.33).

TABLE 2.31: IF I WAS IN AN ACCIDENT, I WOULD WANT TO HAVE MY SEAT BELT ON - 2015

		STRONGLY DISAGREE	SOMEWHAT DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE	TOTAL	AVERAGE
ALL RESPONDENTS		1.7%	1.7%	9.7%	86.8%	4,109	3.817
SURVEY	SURVEY 1	1.1%	1.6%	11.7%	85.6%	945	3.819
	SURVEY 2	1.5%	1.4%	11.6%	85.5%	1,054	3.810
	SURVEY 3	2.6%	1.9%	7.0%	88.5%	1,069	3.814
	SURVEY 4	1.6%	2.0%	8.7%	87.6%	1,041	3.823
OSP DISTRICT	DISTRICT 1	1.3%	2.2%	14.6%	81.9%	452	3.770
	DISTRICT 2	2.6%	1.3%	11.6%	84.4%	302	3.778
	DISTRICT 3	1.9%	1.1%	8.8%	88.2%	525	3.832
	DISTRICT 4	2.4%	1.7%	9.2%	86.7%	293	3.802
	DISTRICT 5	2.1%	2.1%	7.9%	88.0%	534	3.818
	DISTRICT 6	1.6%	0.9%	9.1%	88.4%	450	3.844
	DISTRICT 7	1.5%	2.0%	9.9%	86.6%	544	3.816
	DISTRICT 8	0.8%	0.8%	7.4%	91.1%	503	3.887
	DISTRICT 9	2.0%	3.2%	10.1%	84.8%	506	3.777
AGE	25 AND YOUNGER	0.0%	2.0%	7.8%	90.2%	102	3.882
	26 - 35 YEARS OLD	2.2%	0.6%	12.8%	84.4%	179	3.793
	36 - 45 YEARS OLD	1.6%	2.3%	10.1%	85.9%	427	3.803
	46 - 55 YEARS OLD	1.2%	2.1%	10.8%	85.9%	1,078	3.814
	56 - 65 YEARS OLD	2.4%	1.8%	9.9%	85.9%	1,478	3.793
	66 AND OLDER	1.3%	1.1%	7.2%	90.4%	835	3.867
SEX	MALE	2.7%	2.2%	10.9%	84.2%	1,572	3.765
	FEMALE	1.1%	1.5%	8.9%	88.5%	2,537	3.848
RACE	CAUCASIAN	1.7%	1.8%	9.8%	86.7%	3,736	3.815
	AFRICAN AMERICAN	1.2%	0.4%	9.4%	89.0%	245	3.861
	OTHER	3.7%	2.8%	6.4%	87.2%	109	3.771
HISPANIC/ LATINO	NO	1.8%	1.7%	9.7%	86.8%	4,041	3.816
	YES	0.0%	0.0%	10.9%	89.1%	55	3.891
MARITAL STATUS	SINGLE	2.2%	3.3%	10.4%	84.1%	490	3.763
	MARRIED	1.4%	1.4%	9.7%	87.4%	2,918	3.831
	OTHER	2.6%	1.9%	9.0%	86.6%	692	3.795
RESIDENTIAL LOCATION	URBAN	2.4%	0.8%	8.2%	88.6%	498	3.829
	SUBURBAN	1.1%	1.8%	6.4%	90.7%	1,737	3.867
	RURAL	2.1%	1.9%	13.1%	82.8%	1,872	3.766
DRIVING AREA	URBAN	1.6%	1.6%	9.7%	87.1%	1,206	3.824
	SUBURBAN	1.5%	1.4%	7.6%	89.5%	1,376	3.851
	RURAL	2.0%	2.2%	11.7%	84.0%	1,517	3.778
VEHICLE TYPE	AUTOMOBILE	1.4%	1.5%	8.4%	88.7%	2,084	3.845
	VAN/MINIVAN	1.1%	1.4%	8.7%	88.8%	437	3.851
	PICKUP TRUCK	3.6%	2.9%	14.8%	78.7%	521	3.685
	SUV	1.6%	1.6%	10.2%	86.7%	1,022	3.820
	OTHER	4.5%	6.8%	11.4%	77.3%	44	3.614

TABLE 2.32: SEAT BELTS ARE LIKELY TO REDUCE THE SEVERITY OF INJURIES WHEN A CRASH OCCURS - 2015

		STRONGLY DISAGREE	SOMEWHAT DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE	TOTAL	AVERAGE
ALL RESPONDENTS		2.1%	4.0%	19.6%	74.2%	4,096	3.659
SURVEY	SURVEY 1	1.8%	3.2%	22.9%	72.1%	935	3.652
	SURVEY 2	2.0%	4.4%	21.3%	72.3%	1,055	3.640
	SURVEY 3	2.6%	3.7%	16.2%	77.5%	1,065	3.685
	SURVEY 4	2.1%	4.8%	18.3%	74.7%	1,041	3.657
OSP DISTRICT	DISTRICT 1	1.6%	3.4%	26.6%	68.5%	447	3.620
	DISTRICT 2	2.0%	7.0%	22.4%	68.6%	299	3.575
	DISTRICT 3	1.9%	2.3%	18.5%	77.3%	524	3.712
	DISTRICT 4	1.7%	3.4%	23.1%	71.7%	290	3.648
	DISTRICT 5	2.4%	3.4%	20.3%	73.9%	532	3.656
	DISTRICT 6	2.2%	3.4%	14.6%	79.8%	446	3.720
	DISTRICT 7	2.6%	5.5%	19.7%	72.3%	548	3.617
	DISTRICT 8	1.6%	3.8%	15.7%	79.0%	504	3.720
	DISTRICT 9	3.0%	4.9%	18.4%	73.7%	506	3.628
AGE	25 AND YOUNGER	2.0%	6.9%	14.7%	76.5%	102	3.657
	26 - 35 YEARS OLD	2.8%	4.5%	21.3%	71.3%	178	3.612
	36 - 45 YEARS OLD	2.6%	4.2%	19.6%	73.6%	428	3.643
	46 - 55 YEARS OLD	2.2%	4.4%	20.1%	73.3%	1,078	3.645
	56 - 65 YEARS OLD	2.4%	4.0%	19.6%	74.0%	1,474	3.653
	66 AND OLDER	1.3%	3.0%	18.6%	77.0%	826	3.713
SEX	MALE	2.9%	3.9%	19.1%	74.1%	1,575	3.644
	FEMALE	1.7%	4.1%	19.9%	74.3%	2,521	3.668
RACE	CAUCASIAN	2.2%	3.7%	19.3%	74.8%	3,724	3.667
	AFRICAN AMERICAN	1.6%	6.2%	26.3%	65.8%	243	3.564
	OTHER	1.8%	9.1%	15.5%	73.6%	110	3.609
MARITAL STATUS	SINGLE	2.3%	6.2%	21.4%	70.2%	487	3.595
	MARRIED	2.0%	3.5%	19.1%	75.4%	2,916	3.679
	OTHER	2.9%	4.5%	20.2%	72.4%	684	3.620
RESIDENTIAL LOCATION	URBAN	2.4%	3.8%	16.6%	77.2%	495	3.685
	SUBURBAN	1.8%	3.2%	17.1%	77.9%	1,735	3.712
	RURAL	2.4%	4.9%	22.7%	70.0%	1,864	3.603
DRIVING AREA	URBAN	2.6%	4.2%	18.3%	75.0%	1,199	3.656
	SUBURBAN	1.6%	2.8%	18.0%	77.5%	1,371	3.715
	RURAL	2.3%	5.0%	22.2%	70.5%	1,516	3.609
VEHICLE TYPE	AUTOMOBILE	1.8%	3.7%	19.1%	75.5%	2,075	3.682
	VAN/MINIVAN	2.3%	4.1%	17.5%	76.0%	434	3.673
	PICKUP TRUCK	3.8%	5.7%	25.4%	65.0%	523	3.516
	SUV	1.8%	3.6%	18.7%	75.9%	1,018	3.688
	OTHER	6.7%	8.9%	17.8%	66.7%	45	3.444

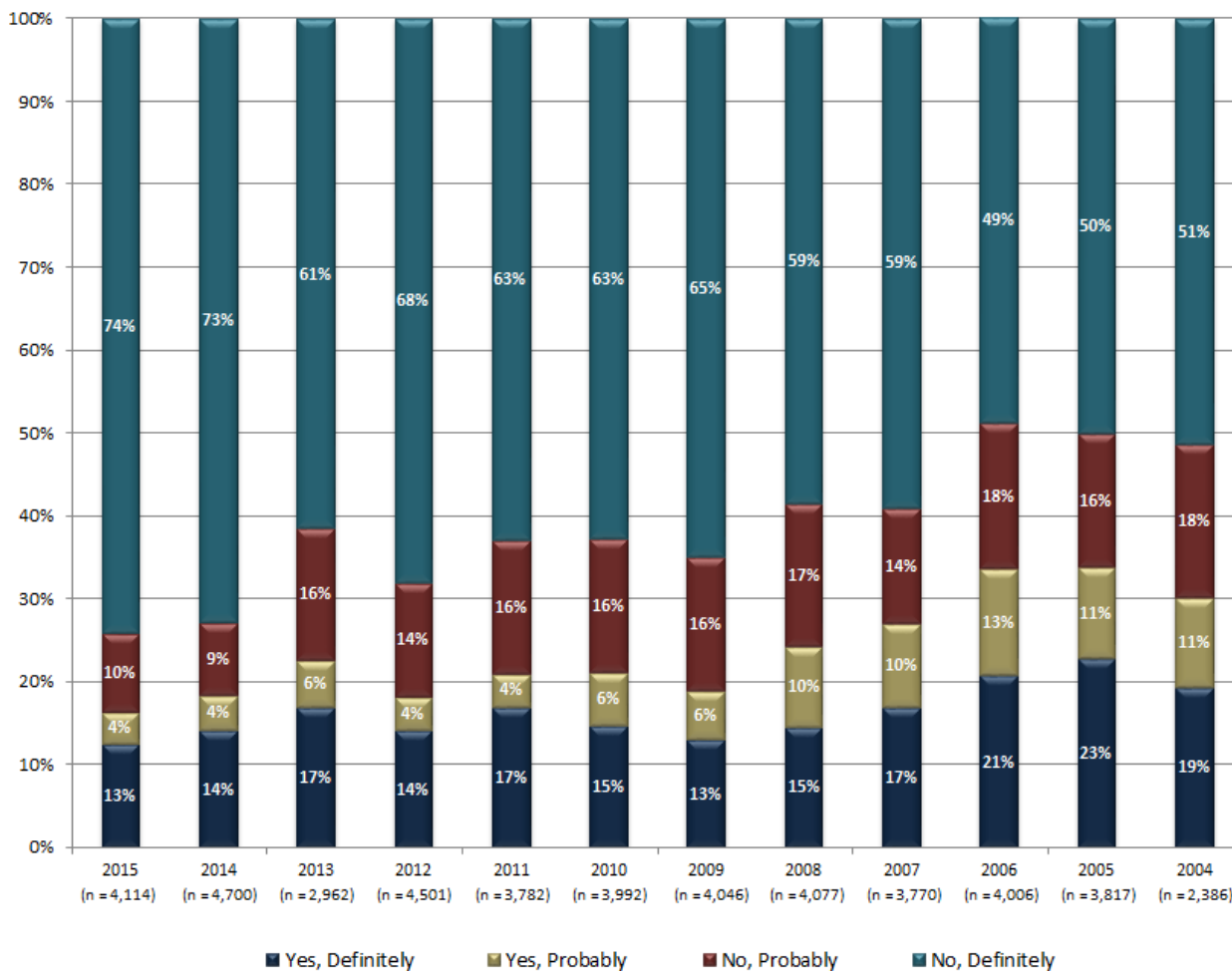
TABLE 2.33: PEOPLE IMPORTANT TO YOU THINK YOU SHOULD WEAR A SEAT BELT - 2015

		STRONGLY DISAGREE	SOMEWHAT DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE	TOTAL	AVERAGE
ALL RESPONDENTS		1.8%	1.8%	9.6%	86.8%	4,113	3.814
SURVEY	SURVEY 1	1.6%	1.3%	11.7%	85.5%	949	3.810
	SURVEY 2	1.7%	1.9%	10.1%	86.3%	1,056	3.810
	SURVEY 3	2.1%	1.9%	7.8%	88.3%	1,065	3.823
	SURVEY 4	1.8%	2.0%	9.0%	87.2%	1,043	3.815
OSP DISTRICT	DISTRICT 1	1.5%	2.0%	11.1%	85.4%	452	3.803
	DISTRICT 2	1.7%	2.0%	12.9%	83.4%	302	3.781
	DISTRICT 3	1.9%	1.7%	7.8%	88.6%	525	3.830
	DISTRICT 4	2.4%	1.4%	11.0%	85.2%	291	3.790
	DISTRICT 5	1.1%	1.3%	9.2%	88.3%	532	3.848
	DISTRICT 6	1.8%	2.0%	6.9%	89.3%	448	3.837
	DISTRICT 7	2.2%	2.2%	11.5%	84.2%	550	3.776
	DISTRICT 8	1.2%	1.6%	7.1%	90.1%	505	3.861
	DISTRICT 9	2.6%	1.8%	10.6%	85.0%	508	3.781
AGE	25 AND YOUNGER	0.0%	2.0%	6.9%	91.2%	102	3.892
	26 - 35 YEARS OLD	1.7%	0.6%	8.9%	88.9%	180	3.850
	36 - 45 YEARS OLD	1.6%	1.2%	9.2%	88.0%	425	3.835
	46 - 55 YEARS OLD	1.9%	2.4%	9.5%	86.1%	1,082	3.799
	56 - 65 YEARS OLD	2.2%	1.7%	11.0%	85.0%	1,476	3.789
	66 AND OLDER	1.2%	1.6%	7.4%	89.9%	838	3.859
SEX	MALE	2.1%	1.9%	11.6%	84.4%	1,575	3.783
	FEMALE	1.6%	1.7%	8.4%	88.3%	2,538	3.834
RACE	CAUCASIAN	1.9%	1.7%	9.7%	86.7%	3,736	3.812
	AFRICAN AMERICAN	1.2%	2.4%	8.5%	87.9%	247	3.830
	OTHER	0.9%	1.8%	6.2%	91.1%	112	3.875
MARITAL STATUS	SINGLE	2.6%	3.1%	12.2%	82.1%	491	3.737
	MARRIED	1.4%	1.2%	9.7%	87.7%	2,921	3.837
	OTHER	2.7%	3.3%	7.1%	86.8%	692	3.780
RESIDENTIAL LOCATION	URBAN	2.2%	2.2%	6.7%	88.9%	495	3.822
	SUBURBAN	1.4%	1.5%	7.5%	89.6%	1,734	3.854
	RURAL	2.1%	1.9%	12.3%	83.7%	1,882	3.776
DRIVING AREA	URBAN	1.9%	1.7%	7.8%	88.6%	1,208	3.830
	SUBURBAN	1.6%	1.5%	8.9%	88.0%	1,375	3.833
	RURAL	1.9%	2.0%	11.8%	84.3%	1,520	3.784
VEHICLE TYPE	AUTOMOBILE	1.6%	1.5%	8.1%	88.8%	2,081	3.840
	VAN/MINIVAN	1.8%	1.6%	10.9%	85.6%	439	3.804
	PICKUP TRUCK	3.6%	2.7%	15.0%	78.7%	526	3.688
	SUV	1.0%	2.1%	9.2%	87.8%	1,021	3.837
	OTHER	6.7%	0.0%	13.3%	80.0%	45	3.667

PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS

While the majority of those surveyed agree that it is important for law enforcement officers to enforce seat belt laws, the percentage of respondents that noticed special efforts by law enforcement officers to ticket drivers for seat belt offenses was relatively small (Figure 9). Respondents most likely to say they witnessed these special efforts include those who are 26 to 35 years of age, males, single respondents, and those who primarily drive pickup trucks (Table 2.35). Survey respondents residing in OSP Districts 3, 5, and 8 were less likely than others to believe special efforts are being made by police to ticket drivers for seat belt violations (Figure 9A).

FIGURE 9: PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS² 2004 – 2015



² This statement was added to the third survey in 2004; therefore data is not available prior to that time.

FIGURE 9A: PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS – 2015 [MEAN SCORE]

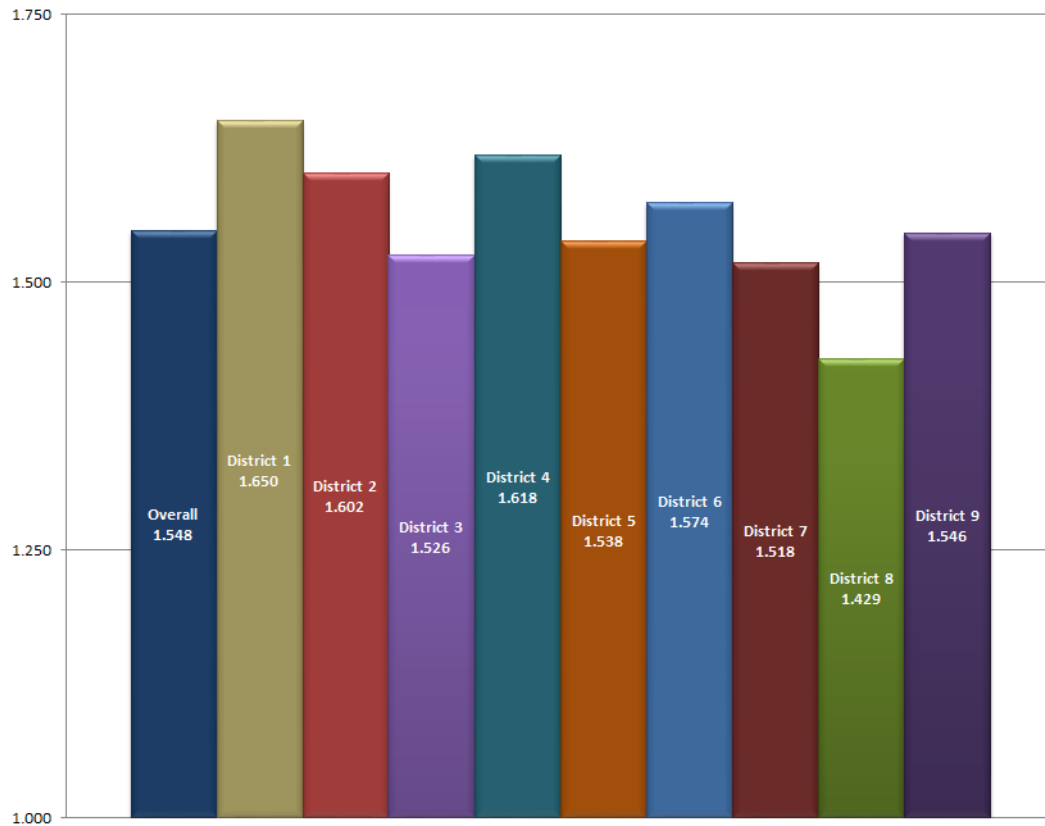


TABLE 2.34: PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		1.385	1.713	1.510	1.568	4,114
OSP DISTRICT	DISTRICT 1	1.381	1.900	1.698	1.602	452
	DISTRICT 2	1.424	1.919	1.344	1.629	299
	DISTRICT 3	1.406	1.722	1.418	1.557	523
	DISTRICT 4	1.491	1.917	1.468	1.605	293
	DISTRICT 5	1.297	1.746	1.481	1.624	533
	DISTRICT 6	1.443	1.742	1.637	1.420	451
	DISTRICT 7	1.417	1.553	1.541	1.549	548
	DISTRICT 8	1.330	1.444	1.452	1.476	506
	DISTRICT 9	1.333	1.738	1.490	1.621	509

The mean score calculation is based on "Yes, Definitely" = 4 to "No Definitely" = 1; therefore, the greater the mean score, the greater the perceived efforts by police to ticket drivers for seat belt violations.

TABLE 2.35: DURING THE LAST 30 DAYS, EFFORTS WERE MADE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS - 2015

		No, DEFINITELY	No, PROBABLY	YES, PROBABLY	YES, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		74.1%	9.5%	3.8%	12.6%	4,114	1.548
SURVEY	SURVEY 1	77.9%	12.3%	3.3%	6.5%	949	1.385
	SURVEY 2	67.7%	10.3%	4.9%	17.1%	1,060	1.713
	SURVEY 3	78.2%	5.3%	3.8%	12.7%	1,065	1.510
	SURVEY 4	73.1%	10.5%	3.0%	13.5%	1,040	1.568
OSP DISTRICT	DISTRICT 1	68.1%	12.8%	4.9%	14.2%	452	1.650
	DISTRICT 2	69.9%	12.7%	4.7%	12.7%	299	1.602
	DISTRICT 3	75.1%	9.0%	4.0%	11.9%	523	1.526
	DISTRICT 4	72.7%	8.2%	3.8%	15.4%	293	1.618
	DISTRICT 5	75.8%	7.7%	3.4%	13.1%	533	1.538
	DISTRICT 6	73.2%	9.8%	3.5%	13.5%	451	1.574
	DISTRICT 7	75.9%	8.8%	2.9%	12.4%	548	1.518
	DISTRICT 8	78.1%	9.9%	3.2%	8.9%	506	1.429
	DISTRICT 9	75.0%	8.1%	4.1%	12.8%	509	1.546
AGE	25 AND YOUNGER	81.4%	5.9%	2.9%	9.8%	102	1.412
	26 - 35 YEARS OLD	62.0%	10.6%	7.3%	20.1%	179	1.855
	36 - 45 YEARS OLD	72.9%	10.7%	4.4%	11.9%	428	1.554
	46 - 55 YEARS OLD	71.8%	9.7%	4.5%	14.0%	1,084	1.608
	56 - 65 YEARS OLD	75.2%	9.8%	3.1%	11.9%	1,479	1.517
	66 AND OLDER	77.8%	8.3%	3.0%	10.9%	832	1.471
SEX	MALE	70.4%	9.1%	5.0%	15.5%	1,579	1.656
	FEMALE	76.4%	9.8%	3.0%	10.8%	2,535	1.481
RACE	CAUCASIAN	74.2%	9.6%	3.9%	12.4%	3,738	1.545
	AFRICAN AMERICAN	71.5%	9.3%	3.7%	15.4%	246	1.630
	OTHER	76.6%	9.0%	0.9%	13.5%	111	1.514
MARITAL STATUS	SINGLE	72.4%	8.5%	4.7%	14.4%	492	1.612
	MARRIED	73.5%	10.2%	3.8%	12.5%	2,923	1.553
	OTHER	78.0%	7.4%	2.9%	11.7%	690	1.484
RESIDENTIAL LOCATION	URBAN	75.9%	8.7%	3.4%	12.0%	493	1.515
	SUBURBAN	76.3%	8.1%	3.2%	12.3%	1,737	1.515
	RURAL	71.6%	11.0%	4.4%	13.0%	1,882	1.588
DRIVING AREA	URBAN	74.4%	9.3%	3.9%	12.4%	1,210	1.543
	SUBURBAN	74.0%	9.2%	3.8%	13.0%	1,374	1.557
	RURAL	73.9%	9.9%	3.7%	12.5%	1,519	1.548
VEHICLE TYPE	AUTOMOBILE	76.4%	9.2%	2.9%	11.6%	2,086	1.497
	VAN/MINIVAN	73.5%	11.4%	5.3%	9.8%	438	1.514
	PICKUP TRUCK	69.5%	7.8%	5.2%	17.6%	524	1.708
	SUV	72.7%	10.0%	4.3%	12.9%	1,020	1.575
	OTHER	62.2%	15.6%	2.2%	20.0%	45	1.800

RESULTS - PART III: MEDIA MESSAGES AND SLOGANS ABOUT SEAT BELT USE

VISIBILITY OF MEDIA MESSAGES AND SLOGANS PERTAINING TO SEAT BELT USE

The reported exposure to seat belt use messages and slogans in 2015 is consistent with 2014 results (Figure 10). However, consistent with the “Click It or Ticket” campaign goals, respondents reported a considerable increase in exposure to campaign messages and slogans between the 1st (54.1%) and 2nd surveys (66.0%). Respondents most likely to have seen or heard a message were 25 years of age and younger, males, married respondents, those who reside in urban areas, those who drive primarily in urban areas, and SUV drivers (Table 3.2). Respondents in OSP Districts 1, 7, and 9 were less likely to say they heard or saw messages 30 days prior to the survey encouraging seat belt use (Figure 10A).

FIGURE 10: SAW/HEARD MESSAGES IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS 2003 – 2015

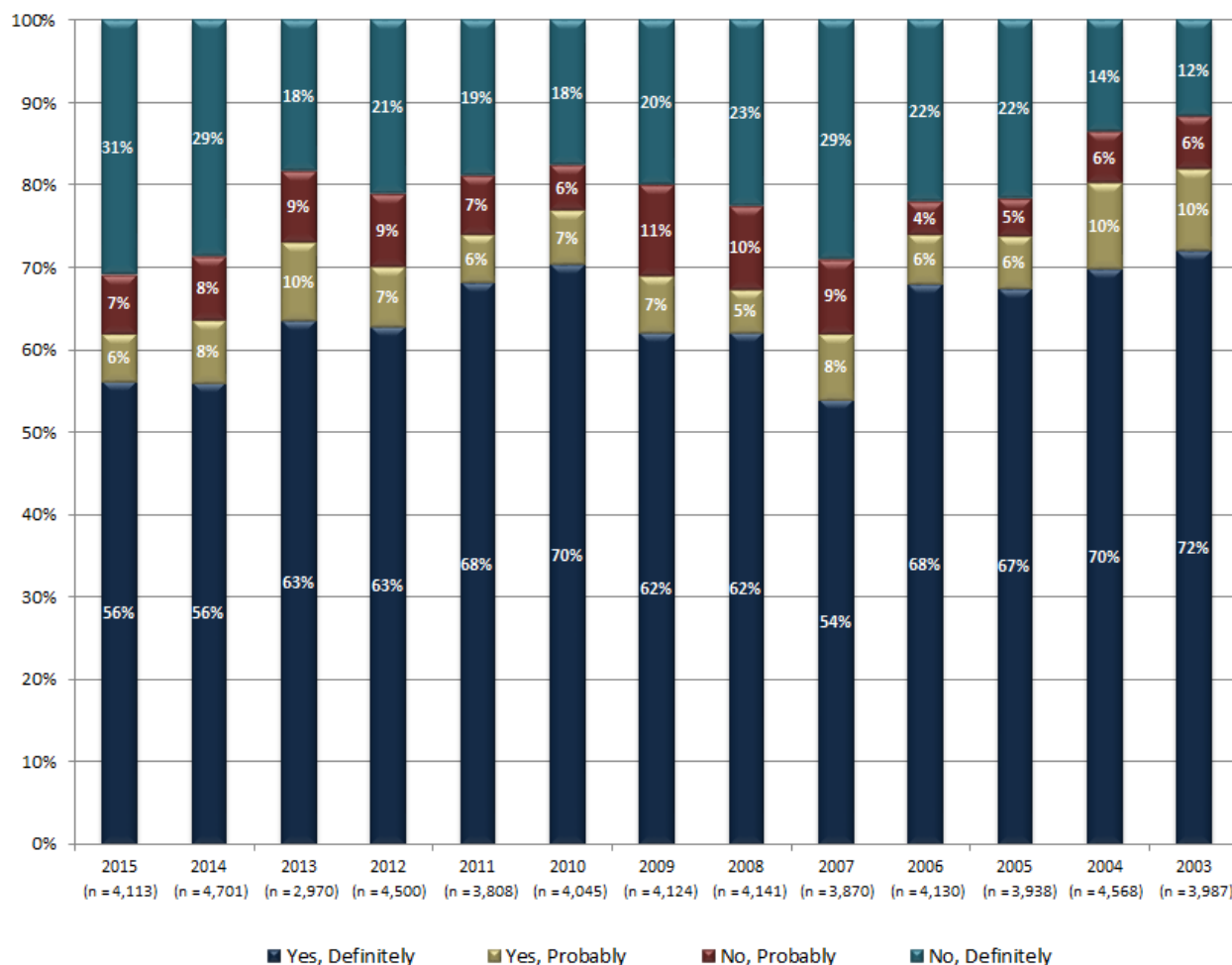


FIGURE 10A: SAW/HEARD MESSAGES IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS – 2015 [MEAN SCORE]

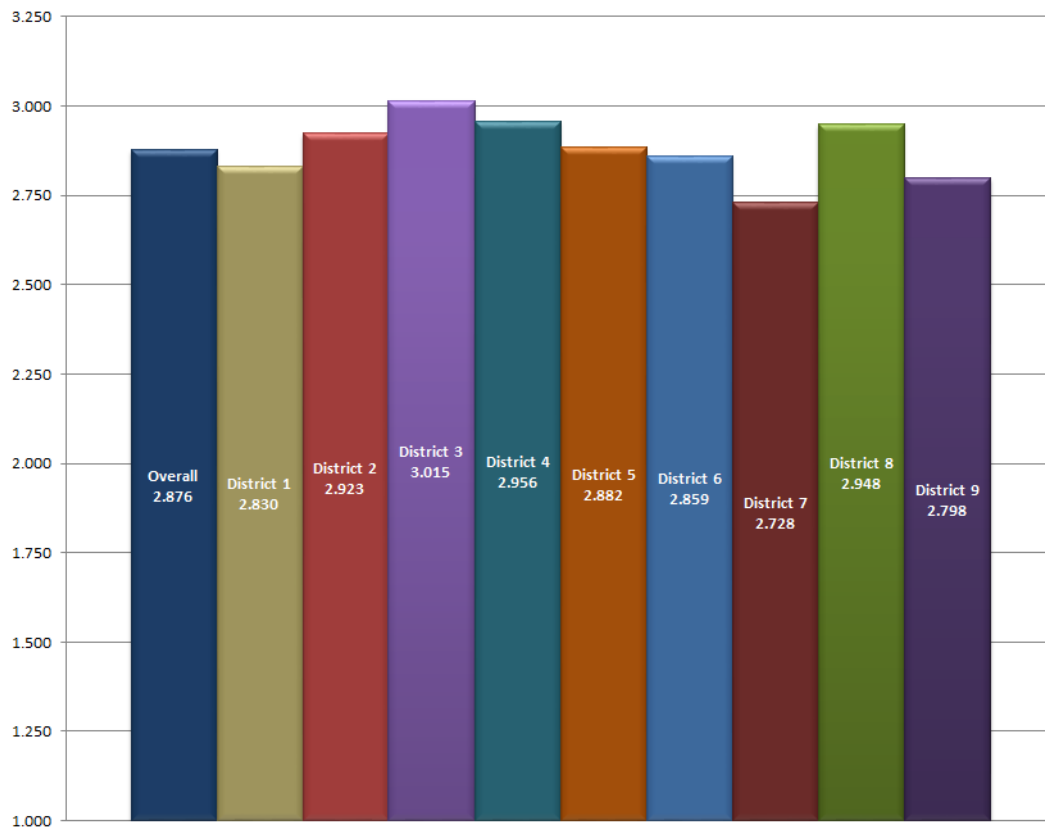


TABLE 3.1: SAW/HEARD MESSAGES IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.648	2.992	2.897	2.943	4,113
OSP DISTRICT	DISTRICT 1	2.544	3.008	2.905	2.854	454
	DISTRICT 2	2.638	3.147	2.867	2.952	298
	DISTRICT 3	2.801	3.171	3.014	3.090	525
	DISTRICT 4	2.879	3.033	2.694	3.096	295
	DISTRICT 5	2.639	2.900	2.944	3.016	534
	DISTRICT 6	2.500	3.033	2.984	2.898	447
	DISTRICT 7	2.643	2.635	2.927	2.752	547
	DISTRICT 8	2.688	3.037	2.866	3.169	503
	DISTRICT 9	2.567	3.121	2.766	2.759	510

The mean score calculation is based on "Yes, Definitely" = 4 to "No Definitely" = 1; therefore, the greater the mean score, the more likely respondent has seen/heard messages encouraging seat belt use.

TABLE 3.2: SAW/HEARD MESSAGE(S) IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS - 2015

		NO, DEFINITELY	NO, PROBABLY	YES, PROBABLY	YES, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		30.7%	7.2%	5.8%	56.2%	4,113	2.876
SURVEY	SURVEY 1	34.4%	11.5%	8.9%	45.2%	941	2.648
	SURVEY 2	27.2%	6.9%	5.6%	60.4%	1,063	2.992
	SURVEY 3	31.7%	5.3%	4.5%	58.4%	1,066	2.897
	SURVEY 4	29.8%	5.8%	4.7%	59.7%	1,043	2.943
OSP DISTRICT	DISTRICT 1	30.4%	9.7%	6.4%	53.5%	454	2.830
	DISTRICT 2	28.2%	8.4%	6.4%	57.0%	298	2.923
	DISTRICT 3	25.3%	8.4%	5.7%	60.6%	525	3.015
	DISTRICT 4	28.8%	6.1%	5.8%	59.3%	295	2.956
	DISTRICT 5	31.8%	5.8%	4.7%	57.7%	534	2.882
	DISTRICT 6	32.2%	6.0%	5.4%	56.4%	447	2.859
	DISTRICT 7	36.2%	6.2%	6.2%	51.4%	547	2.728
	DISTRICT 8	27.2%	7.6%	8.3%	56.9%	503	2.948
	DISTRICT 9	33.9%	7.3%	3.9%	54.9%	510	2.798
AGE	25 AND YOUNGER	24.5%	1.0%	6.9%	67.6%	102	3.176
	26 - 35 YEARS OLD	31.1%	6.1%	4.4%	58.3%	180	2.900
	36 - 45 YEARS OLD	33.3%	6.8%	5.9%	54.1%	427	2.808
	46 - 55 YEARS OLD	30.0%	7.1%	5.8%	57.1%	1,081	2.900
	56 - 65 YEARS OLD	28.7%	7.6%	5.7%	58.0%	1,479	2.931
	66 AND OLDER	34.8%	8.0%	6.1%	51.1%	834	2.735
SEX	MALE	27.8%	6.7%	5.4%	60.1%	1,585	2.979
	FEMALE	32.5%	7.6%	6.1%	53.8%	2,528	2.812
RACE	CAUCASIAN	30.7%	7.4%	5.9%	56.0%	3,736	2.873
	AFRICAN AMERICAN	30.1%	5.3%	7.3%	57.3%	246	2.919
	OTHER	31.9%	7.1%	0.0%	61.1%	113	2.903
MARITAL STATUS	SINGLE	31.0%	6.5%	5.3%	57.2%	493	2.886
	MARRIED	29.8%	7.4%	6.2%	56.6%	2,922	2.896
	OTHER	34.0%	7.3%	4.8%	54.0%	689	2.788
RESIDENTIAL LOCATION	URBAN	33.2%	5.5%	5.9%	55.5%	494	2.836
	SUBURBAN	29.6%	6.7%	5.9%	57.8%	1,732	2.919
	RURAL	31.0%	8.2%	5.8%	55.0%	1,885	2.848
DRIVING AREA	URBAN	31.1%	6.5%	5.5%	56.9%	1,209	2.882
	SUBURBAN	30.4%	7.2%	6.8%	55.6%	1,373	2.877
	RURAL	30.5%	7.8%	5.3%	56.4%	1,521	2.876
VEHICLE TYPE	AUTOMOBILE	31.7%	7.8%	6.0%	54.4%	2,085	2.832
	VAN/MINIVAN	29.6%	8.3%	6.9%	55.1%	432	2.875
	PICKUP TRUCK	31.4%	5.5%	4.3%	58.8%	529	2.905
	SUV	28.9%	6.8%	6.0%	58.4%	1,021	2.938
	OTHER	24.4%	2.2%	0.0%	73.3%	45	3.222

EXPOSURE TO MEDIA MESSAGES

Overall, during 2015, those who had reported seeing a media message encouraging seat belt use said that they saw the message on television (44.4%), road signs (32.2%), billboards (28.5%), electronic message signs on roadways (17.1%), banners (6.0%), and signs on buses (3.5%). In addition, 15.4% heard messages encouraging seat belt use on the radio, 7.8% heard/saw the messages on both television and radio, and 10.1% said they saw or heard the message elsewhere (Tables 3.3 thru 3.11).

TABLE 3.3: SAW/HEARD MESSAGE - TELEVISION - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		55.6%	44.4%	2,553
SURVEY	SURVEY 1	58.2%	41.8%	509
	SURVEY 2	50.9%	49.1%	701
	SURVEY 3	56.5%	43.5%	671
	SURVEY 4	57.7%	42.3%	672
OSP DISTRICT	DISTRICT 1	53.7%	46.3%	272
	DISTRICT 2	52.4%	47.6%	189
	DISTRICT 3	62.4%	37.6%	348
	DISTRICT 4	57.8%	42.2%	192
	DISTRICT 5	51.4%	48.6%	333
	DISTRICT 6	55.1%	44.9%	276
	DISTRICT 7	50.2%	49.8%	315
	DISTRICT 8	66.2%	33.8%	328
	DISTRICT 9	49.7%	50.3%	300
AGE	25 AND YOUNGER	65.8%	34.2%	76
	26 - 35 YEARS OLD	54.9%	45.1%	113
	36 - 45 YEARS OLD	63.7%	36.3%	256
	46 - 55 YEARS OLD	59.4%	40.6%	680
	56 - 65 YEARS OLD	54.7%	45.3%	943
	66 AND OLDER	45.7%	54.3%	477
SEX	MALE	51.0%	49.0%	1,039
	FEMALE	58.8%	41.2%	1,514
RACE	CAUCASIAN	56.6%	43.4%	2,314
	AFRICAN AMERICAN	44.0%	56.0%	159
	OTHER	50.7%	49.3%	69
MARITAL STATUS	SINGLE	52.9%	47.1%	308
	MARRIED	57.7%	42.3%	1,835
	OTHER	48.4%	51.6%	405
RESIDENTIAL LOCATION	URBAN	54.8%	45.2%	303
	SUBURBAN	58.0%	42.0%	1,103
	RURAL	53.5%	46.5%	1,146
DRIVING AREA	URBAN	56.0%	44.0%	754
	SUBURBAN	55.1%	44.9%	857
	RURAL	55.8%	44.2%	939
VEHICLE TYPE	AUTOMOBILE	57.0%	43.0%	1,261
	VAN/MINIVAN	56.7%	43.3%	268
	PICKUP TRUCK	48.5%	51.5%	334
	SUV	55.7%	44.3%	657
	OTHER	63.6%	36.4%	33

TABLE 3.4: SAW/HEARD MESSAGE - RADIO - 2015

		No	Yes	TOTAL
ALL RESPONDENTS		84.6%	15.4%	2,553
SURVEY	SURVEY 1	86.1%	13.9%	509
	SURVEY 2	83.0%	17.0%	701
	SURVEY 3	86.9%	13.1%	671
	SURVEY 4	82.7%	17.3%	672
OSP DISTRICT	DISTRICT 1	86.4%	13.6%	272
	DISTRICT 2	86.8%	13.2%	189
	DISTRICT 3	88.2%	11.8%	348
	DISTRICT 4	87.5%	12.5%	192
	DISTRICT 5	82.0%	18.0%	333
	DISTRICT 6	82.2%	17.8%	276
	DISTRICT 7	86.7%	13.3%	315
	DISTRICT 8	84.1%	15.9%	328
	DISTRICT 9	78.7%	21.3%	300
AGE	25 AND YOUNGER	81.6%	18.4%	76
	26 - 35 YEARS OLD	76.1%	23.9%	113
	36 - 45 YEARS OLD	78.9%	21.1%	256
	46 - 55 YEARS OLD	82.8%	17.2%	680
	56 - 65 YEARS OLD	87.0%	13.0%	943
	66 AND OLDER	87.8%	12.2%	477
SEX	MALE	79.4%	20.6%	1,039
	FEMALE	88.1%	11.9%	1,514
RACE	CAUCASIAN	84.1%	15.9%	2,314
	AFRICAN AMERICAN	89.3%	10.7%	159
	OTHER	89.9%	10.1%	69
MARITAL STATUS	SINGLE	84.1%	15.9%	308
	MARRIED	84.0%	16.0%	1,835
	OTHER	87.9%	12.1%	405
RESIDENTIAL LOCATION	URBAN	89.4%	10.6%	303
	SUBURBAN	84.3%	15.7%	1,103
	RURAL	83.5%	16.5%	1,146
DRIVING AREA	URBAN	84.6%	15.4%	754
	SUBURBAN	85.5%	14.5%	857
	RURAL	83.6%	16.4%	939
VEHICLE TYPE	AUTOMOBILE	84.3%	15.7%	1,261
	VAN/MINI VAN	88.1%	11.9%	268
	PICKUP TRUCK	80.2%	19.8%	334
	SUV	86.1%	13.9%	657
	OTHER	78.8%	21.2%	33

TABLE 3.5: SAW/HEARD MESSAGE – BOTH TELEVISION AND RADIO - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		92.2%	7.8%	2,553
SURVEY	SURVEY 1	93.9%	6.1%	509
	SURVEY 2	91.9%	8.1%	701
	SURVEY 3	93.7%	6.3%	671
	SURVEY 4	89.9%	10.1%	672
OSP DISTRICT	DISTRICT 1	92.6%	7.4%	272
	DISTRICT 2	92.6%	7.4%	189
	DISTRICT 3	96.0%	4.0%	348
	DISTRICT 4	91.1%	8.9%	192
	DISTRICT 5	89.8%	10.2%	333
	DISTRICT 6	90.6%	9.4%	276
	DISTRICT 7	93.3%	6.7%	315
	DISTRICT 8	93.0%	7.0%	328
	DISTRICT 9	90.3%	9.7%	300
AGE	25 AND YOUNGER	90.8%	9.2%	76
	26 - 35 YEARS OLD	86.7%	13.3%	113
	36 - 45 YEARS OLD	91.8%	8.2%	256
	46 - 55 YEARS OLD	92.4%	7.6%	680
	56 - 65 YEARS OLD	92.9%	7.1%	943
	66 AND OLDER	92.5%	7.5%	477
SEX	MALE	89.7%	10.3%	1,039
	FEMALE	94.0%	6.0%	1,514
RACE	CAUCASIAN	92.0%	8.0%	2,314
	AFRICAN AMERICAN	93.7%	6.3%	159
	OTHER	97.1%	2.9%	69
MARITAL STATUS	SINGLE	92.9%	7.1%	308
	MARRIED	92.2%	7.8%	1,835
	OTHER	92.1%	7.9%	405
RESIDENTIAL LOCATION	URBAN	93.7%	6.3%	303
	SUBURBAN	92.6%	7.4%	1,103
	RURAL	91.5%	8.5%	1,146
DRIVING AREA	URBAN	91.9%	8.1%	754
	SUBURBAN	92.3%	7.7%	857
	RURAL	92.4%	7.6%	939
VEHICLE TYPE	AUTOMOBILE	92.1%	7.9%	1,261
	VAN/MINI VAN	94.0%	6.0%	268
	PICKUP TRUCK	90.1%	9.9%	334
	SUV	92.5%	7.5%	657
	OTHER	97.0%	3.0%	33

TABLE 3.6: SAW/HEARD MESSAGE - BANNERS - 2015

		No	YES	TOTAL
ALL RESPONDENTS		94.0%	6.0%	2,553
SURVEY	SURVEY 1	94.1%	5.9%	509
	SURVEY 2	94.6%	5.4%	701
	SURVEY 3	93.1%	6.9%	671
	SURVEY 4	94.2%	5.8%	672
OSP DISTRICT	DISTRICT 1	93.4%	6.6%	272
	DISTRICT 2	93.7%	6.3%	189
	DISTRICT 3	90.2%	9.8%	348
	DISTRICT 4	92.2%	7.8%	192
	DISTRICT 5	95.2%	4.8%	333
	DISTRICT 6	94.6%	5.4%	276
	DISTRICT 7	95.2%	4.8%	315
	DISTRICT 8	95.4%	4.6%	328
	DISTRICT 9	95.7%	4.3%	300
AGE	25 AND YOUNGER	93.4%	6.6%	76
	26 - 35 YEARS OLD	94.7%	5.3%	113
	36 - 45 YEARS OLD	94.1%	5.9%	256
	46 - 55 YEARS OLD	91.6%	8.4%	680
	56 - 65 YEARS OLD	94.4%	5.6%	943
	66 AND OLDER	96.4%	3.6%	477
SEX	MALE	94.3%	5.7%	1,039
	FEMALE	93.8%	6.2%	1,514
RACE	CAUCASIAN	94.0%	6.0%	2,314
	AFRICAN AMERICAN	93.7%	6.3%	159
	OTHER	94.2%	5.8%	69
MARITAL STATUS	SINGLE	94.2%	5.8%	308
	MARRIED	93.7%	6.3%	1,835
	OTHER	95.3%	4.7%	405
RESIDENTIAL LOCATION	URBAN	96.0%	4.0%	303
	SUBURBAN	93.4%	6.6%	1,103
	RURAL	94.1%	5.9%	1,146
DRIVING AREA	URBAN	94.4%	5.6%	754
	SUBURBAN	93.6%	6.4%	857
	RURAL	94.0%	6.0%	939
VEHICLE TYPE	AUTOMOBILE	94.0%	6.0%	1,261
	VAN/MINI VAN	94.8%	5.2%	268
	PICKUP TRUCK	93.7%	6.3%	334
	SUV	93.6%	6.4%	657
	OTHER	100.0%	0.0%	33

TABLE 3.7: SAW/HEARD MESSAGE – BILLBOARDS/SIGNS - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		71.5%	28.5%	2,553
SURVEY	SURVEY 1	65.2%	34.8%	509
	SURVEY 2	69.9%	30.1%	701
	SURVEY 3	75.1%	24.9%	671
	SURVEY 4	74.3%	25.7%	672
OSP DISTRICT	DISTRICT 1	69.9%	30.1%	272
	DISTRICT 2	67.2%	32.8%	189
	DISTRICT 3	71.0%	29.0%	348
	DISTRICT 4	72.9%	27.1%	192
	DISTRICT 5	71.8%	28.2%	333
	DISTRICT 6	69.9%	30.1%	276
	DISTRICT 7	73.0%	27.0%	315
	DISTRICT 8	73.5%	26.5%	328
	DISTRICT 9	72.7%	27.3%	300
AGE	25 AND YOUNGER	73.7%	26.3%	76
	26 - 35 YEARS OLD	62.8%	37.2%	113
	36 - 45 YEARS OLD	68.4%	31.6%	256
	46 - 55 YEARS OLD	66.8%	33.2%	680
	56 - 65 YEARS OLD	71.5%	28.5%	943
	66 AND OLDER	81.3%	18.7%	477
SEX	MALE	73.0%	27.0%	1,039
	FEMALE	70.5%	29.5%	1,514
RACE	CAUCASIAN	71.3%	28.7%	2,314
	AFRICAN AMERICAN	75.5%	24.5%	159
	OTHER	65.2%	34.8%	69
MARITAL STATUS	SINGLE	72.1%	27.9%	308
	MARRIED	71.1%	28.9%	1,835
	OTHER	72.8%	27.2%	405
RESIDENTIAL LOCATION	URBAN	71.0%	29.0%	303
	SUBURBAN	71.2%	28.8%	1,103
	RURAL	71.9%	28.1%	1,146
DRIVING AREA	URBAN	72.9%	27.1%	754
	SUBURBAN	70.7%	29.3%	857
	RURAL	70.9%	29.1%	939
VEHICLE TYPE	AUTOMOBILE	71.1%	28.9%	1,261
	VAN/MINIVAN	75.7%	24.3%	268
	PICKUP TRUCK	71.9%	28.1%	334
	SUV	70.5%	29.5%	657
	OTHER	66.7%	33.3%	33

TABLE 3.8: SAW/HEARD MESSAGE – ELECTRIC MESSAGE SIGNS ON ROADWAYS - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		82.9%	17.1%	2,553
SURVEY	SURVEY 1	86.1%	13.9%	509
	SURVEY 2	87.0%	13.0%	701
	SURVEY 3	83.0%	17.0%	671
	SURVEY 4	76.2%	23.8%	672
OSP DISTRICT	DISTRICT 1	89.0%	11.0%	272
	DISTRICT 2	87.3%	12.7%	189
	DISTRICT 3	77.3%	22.7%	348
	DISTRICT 4	80.7%	19.3%	192
	DISTRICT 5	87.7%	12.3%	333
	DISTRICT 6	80.8%	19.2%	276
	DISTRICT 7	86.3%	13.7%	315
	DISTRICT 8	69.2%	30.8%	328
	DISTRICT 9	90.7%	9.3%	300
AGE	25 AND YOUNGER	84.2%	15.8%	76
	26 - 35 YEARS OLD	85.0%	15.0%	113
	36 - 45 YEARS OLD	84.0%	16.0%	256
	46 - 55 YEARS OLD	81.6%	18.4%	680
	56 - 65 YEARS OLD	80.9%	19.1%	943
	66 AND OLDER	87.6%	12.4%	477
SEX	MALE	83.8%	16.2%	1,039
	FEMALE	82.3%	17.7%	1,514
RACE	CAUCASIAN	82.8%	17.2%	2,314
	AFRICAN AMERICAN	83.6%	16.4%	159
	OTHER	84.1%	15.9%	69
MARITAL STATUS	SINGLE	84.1%	15.9%	308
	MARRIED	82.0%	18.0%	1,835
	OTHER	86.2%	13.8%	405
RESIDENTIAL LOCATION	URBAN	83.5%	16.5%	303
	SUBURBAN	78.9%	21.1%	1,103
	RURAL	86.6%	13.4%	1,146
DRIVING AREA	URBAN	79.3%	20.7%	754
	SUBURBAN	81.6%	18.4%	857
	RURAL	87.0%	13.0%	939
VEHICLE TYPE	AUTOMOBILE	83.3%	16.7%	1,261
	VAN/MINIVAN	82.5%	17.5%	268
	PICKUP TRUCK	85.9%	14.1%	334
	SUV	80.7%	19.3%	657
	OTHER	87.9%	12.1%	33

TABLE 3.9: SAW/HEARD MESSAGE – ROAD SIGNS - 2015

		No	YES	TOTAL
ALL RESPONDENTS		67.8%	32.2%	2,553
SURVEY	SURVEY 1	64.0%	36.0%	509
	SURVEY 2	70.0%	30.0%	701
	SURVEY 3	66.8%	33.2%	671
	SURVEY 4	69.5%	30.5%	672
OSP DISTRICT	DISTRICT 1	63.6%	36.4%	272
	DISTRICT 2	67.7%	32.3%	189
	DISTRICT 3	65.8%	34.2%	348
	DISTRICT 4	63.5%	36.5%	192
	DISTRICT 5	72.1%	27.9%	333
	DISTRICT 6	70.3%	29.7%	276
	DISTRICT 7	65.7%	34.3%	315
	DISTRICT 8	70.7%	29.3%	328
	DISTRICT 9	69.0%	31.0%	300
AGE	25 AND YOUNGER	71.1%	28.9%	76
	26 - 35 YEARS OLD	77.0%	23.0%	113
	36 - 45 YEARS OLD	72.7%	27.3%	256
	46 - 55 YEARS OLD	68.8%	31.2%	680
	56 - 65 YEARS OLD	64.7%	35.3%	943
	66 AND OLDER	68.3%	31.7%	477
SEX	MALE	70.1%	29.9%	1,039
	FEMALE	66.3%	33.7%	1,514
RACE	CAUCASIAN	67.7%	32.3%	2,314
	AFRICAN AMERICAN	70.4%	29.6%	159
	OTHER	65.2%	34.8%	69
MARITAL STATUS	SINGLE	71.1%	28.9%	308
	MARRIED	67.8%	32.2%	1,835
	OTHER	65.4%	34.6%	405
RESIDENTIAL LOCATION	URBAN	71.0%	29.0%	303
	SUBURBAN	67.3%	32.7%	1,103
	RURAL	67.5%	32.5%	1,146
DRIVING AREA	URBAN	70.4%	29.6%	754
	SUBURBAN	66.3%	33.7%	857
	RURAL	67.3%	32.7%	939
VEHICLE TYPE	AUTOMOBILE	68.0%	32.0%	1,261
	VAN/MINIVAN	66.8%	33.2%	268
	PICKUP TRUCK	69.2%	30.8%	334
	SUV	67.1%	32.9%	657
	OTHER	72.7%	27.3%	33

TABLE 3.10: SAW/HEARD MESSAGE – SIGNS ON BUSES - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		96.5%	3.5%	2,553
SURVEY	SURVEY 1	95.3%	4.7%	509
	SURVEY 2	95.1%	4.9%	701
	SURVEY 3	98.7%	1.3%	671
	SURVEY 4	96.7%	3.3%	672
OSP DISTRICT	DISTRICT 1	97.8%	2.2%	272
	DISTRICT 2	96.8%	3.2%	189
	DISTRICT 3	96.3%	3.7%	348
	DISTRICT 4	95.3%	4.7%	192
	DISTRICT 5	96.1%	3.9%	333
	DISTRICT 6	97.1%	2.9%	276
	DISTRICT 7	97.8%	2.2%	315
	DISTRICT 8	94.2%	5.8%	328
	DISTRICT 9	97.3%	2.7%	300
AGE	25 AND YOUNGER	97.4%	2.6%	76
	26 - 35 YEARS OLD	98.2%	1.8%	113
	36 - 45 YEARS OLD	97.3%	2.7%	256
	46 - 55 YEARS OLD	96.6%	3.4%	680
	56 - 65 YEARS OLD	96.0%	4.0%	943
	66 AND OLDER	96.4%	3.6%	477
SEX	MALE	97.3%	2.7%	1,039
	FEMALE	96.0%	4.0%	1,514
RACE	CAUCASIAN	96.4%	3.6%	2,314
	AFRICAN AMERICAN	96.9%	3.1%	159
	OTHER	100.0%	0.0%	69
MARITAL STATUS	SINGLE	98.1%	1.9%	308
	MARRIED	96.2%	3.8%	1,835
	OTHER	96.5%	3.5%	405
RESIDENTIAL LOCATION	URBAN	96.4%	3.6%	303
	SUBURBAN	96.0%	4.0%	1,103
	RURAL	97.0%	3.0%	1,146
DRIVING AREA	URBAN	96.6%	3.4%	754
	SUBURBAN	95.9%	4.1%	857
	RURAL	97.0%	3.0%	939
VEHICLE TYPE	AUTOMOBILE	96.0%	4.0%	1,261
	VAN/MINIVAN	96.3%	3.7%	268
	PICKUP TRUCK	97.6%	2.4%	334
	SUV	97.0%	3.0%	657
	OTHER	100.0%	0.0%	33

TABLE 3.11: SAW/HEARD MESSAGE - OTHER - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		89.9%	10.1%	2,553
SURVEY	SURVEY 1	91.6%	8.4%	509
	SURVEY 2	91.2%	8.8%	701
	SURVEY 3	88.5%	11.5%	671
	SURVEY 4	88.5%	11.5%	672
OSP DISTRICT	DISTRICT 1	85.3%	14.7%	272
	DISTRICT 2	89.4%	10.6%	189
	DISTRICT 3	91.1%	8.9%	348
	DISTRICT 4	86.5%	13.5%	192
	DISTRICT 5	90.4%	9.6%	333
	DISTRICT 6	89.1%	10.9%	276
	DISTRICT 7	90.5%	9.5%	315
	DISTRICT 8	94.2%	5.8%	328
	DISTRICT 9	89.7%	10.3%	300
AGE	25 AND YOUNGER	81.6%	18.4%	76
	26 - 35 YEARS OLD	91.2%	8.8%	113
	36 - 45 YEARS OLD	88.7%	11.3%	256
	46 - 55 YEARS OLD	90.0%	10.0%	680
	56 - 65 YEARS OLD	90.9%	9.1%	943
	66 AND OLDER	89.3%	10.7%	477
SEX	MALE	91.6%	8.4%	1,039
	FEMALE	88.6%	11.4%	1,514
RACE	CAUCASIAN	90.1%	9.9%	2,314
	AFRICAN AMERICAN	84.3%	15.7%	159
	OTHER	95.7%	4.3%	69
HISPANIC/ LATINO	NO	89.9%	10.1%	2,514
	YES	87.9%	12.1%	33
MARITAL STATUS	SINGLE	89.3%	10.7%	308
	MARRIED	89.9%	10.1%	1,835
	OTHER	90.4%	9.6%	405
RESIDENTIAL LOCATION	URBAN	87.8%	12.2%	303
	SUBURBAN	89.8%	10.2%	1,103
	RURAL	90.5%	9.5%	1,146
DRIVING AREA	URBAN	89.0%	11.0%	754
	SUBURBAN	91.5%	8.5%	857
	RURAL	89.0%	11.0%	939
VEHICLE TYPE	AUTOMOBILE	89.1%	10.9%	1,261
	VAN/MINI VAN	88.4%	11.6%	268
	PICKUP TRUCK	91.9%	8.1%	334
	SUV	91.0%	9.0%	657
	OTHER	84.8%	15.2%	33

The majority of respondents (84.4%) maintain that the number of messages they had seen or heard in the 30 days prior to the survey was about the same as usual (Table 3.12). Respondents who claimed to have seen or heard more messages than usual increased from 5.7% during the baseline survey to 14.9% during the 2nd survey which is consistent with the “Click It or Ticket” campaign goals.

TABLE 3.12: FREQUENCY OF SEEING/HEARING MEDIA MESSAGES PERTAINING TO SEAT BELT USE - 2015

		FEWER THAN USUAL	ABOUT THE SAME	MORE THAN USUAL	TOTAL	AVERAGE
ALL RESPONDENTS		4.3%	84.4%	11.3%	2,576	2.069
SURVEY	SURVEY 1	5.9%	88.5%	5.7%	511	1.998
	SURVEY 2	4.5%	80.6%	14.9%	731	2.104
	SURVEY 3	4.6%	83.9%	11.5%	703	2.070
	SURVEY 4	2.7%	85.9%	11.4%	631	2.087
OSP DISTRICT	DISTRICT 1	2.9%	85.3%	11.8%	272	2.088
	DISTRICT 2	2.6%	86.2%	11.1%	189	2.085
	DISTRICT 3	2.5%	86.7%	10.8%	353	2.082
	DISTRICT 4	4.8%	82.3%	12.9%	186	2.081
	DISTRICT 5	3.8%	86.0%	10.2%	314	2.064
	DISTRICT 6	5.5%	80.7%	13.8%	275	2.084
	DISTRICT 7	4.7%	84.1%	11.2%	340	2.065
	DISTRICT 8	5.4%	83.6%	11.0%	335	2.057
	DISTRICT 9	6.4%	83.7%	9.9%	312	2.035
AGE	25 AND YOUNGER	9.0%	78.2%	12.8%	78	2.038
	26 - 35 YEARS OLD	6.2%	86.9%	6.9%	130	2.008
	36 - 45 YEARS OLD	5.2%	80.1%	14.6%	267	2.094
	46 - 55 YEARS OLD	3.4%	84.4%	12.2%	713	2.088
	56 - 65 YEARS OLD	4.2%	85.6%	10.2%	942	2.059
	66 AND OLDER	4.1%	84.5%	11.4%	438	2.073
SEX	MALE	3.8%	84.7%	11.5%	1,046	2.076
	FEMALE	4.7%	84.1%	11.2%	1,530	2.065
RACE	CAUCASIAN	4.3%	84.9%	10.8%	2,352	2.066
	AFRICAN AMERICAN	4.8%	77.4%	17.8%	146	2.130
	OTHER	7.5%	80.6%	11.9%	67	2.045
MARITAL STATUS	SINGLE	6.4%	81.3%	12.4%	299	2.060
	MARRIED	4.1%	84.7%	11.2%	1,905	2.071
	OTHER	4.1%	84.7%	11.2%	366	2.071
RESIDENTIAL LOCATION	URBAN	4.8%	85.0%	10.2%	294	2.054
	SUBURBAN	4.6%	83.5%	12.0%	1,095	2.074
	RURAL	4.0%	85.0%	11.0%	1,186	2.069
DRIVING AREA	URBAN	4.0%	83.2%	12.8%	750	2.088
	SUBURBAN	4.4%	84.9%	10.8%	872	2.064
	RURAL	4.5%	84.9%	10.5%	949	2.060
VEHICLE TYPE	AUTOMOBILE	4.4%	84.4%	11.2%	1,276	2.068
	VAN/MINIVAN	3.6%	83.9%	12.4%	274	2.088
	PICKUP TRUCK	4.2%	83.6%	12.2%	336	2.080
	SUV	4.5%	84.7%	10.8%	665	2.063
	OTHER	8.3%	87.5%	4.2%	24	1.958

SLOGANS ENCOURAGING SEAT BELT USE

In 2015, 63.1% of respondents reported having seen and/or heard media campaign slogans encouraging seat belt use in the 30 days prior to the survey (Table 3.13). Positive responses to this question in the 2nd survey were higher than in the others. For example, reported exposure to campaign messages and slogans encouraging seat belt use increased from 54.9% during the baseline survey to 69.3% during the 2nd survey.

TABLE 3.13: SAW/HEARD SLOGAN(S) IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS - 2015

		NO, DEFINITELY	NO, PROBABLY	YES, PROBABLY	YES, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		30.9%	6.0%	4.3%	58.8%	4,102	2.911
SURVEY	SURVEY 1	35.3%	9.8%	5.9%	49.0%	943	2.686
	SURVEY 2	25.3%	5.4%	4.5%	64.8%	1,057	3.089
	SURVEY 3	29.7%	4.0%	3.3%	62.9%	1,066	2.994
	SURVEY 4	33.8%	5.1%	3.8%	57.3%	1,036	2.847
OSP DISTRICT	DISTRICT 1	32.0%	6.5%	2.7%	58.8%	447	2.884
	DISTRICT 2	28.1%	8.3%	4.6%	58.9%	302	2.944
	DISTRICT 3	27.9%	4.9%	4.2%	62.9%	526	3.021
	DISTRICT 4	30.4%	6.1%	4.8%	58.7%	293	2.918
	DISTRICT 5	33.0%	7.3%	4.3%	55.4%	531	2.821
	DISTRICT 6	32.3%	5.8%	4.7%	57.2%	446	2.868
	DISTRICT 7	32.2%	5.1%	4.2%	58.4%	546	2.888
	DISTRICT 8	27.6%	5.6%	4.2%	62.6%	503	3.018
	DISTRICT 9	33.3%	5.1%	5.5%	56.1%	508	2.844
AGE	25 AND YOUNGER	19.8%	3.0%	3.0%	74.3%	101	3.317
	26 - 35 YEARS OLD	23.3%	3.9%	5.0%	67.8%	180	3.172
	36 - 45 YEARS OLD	30.9%	6.1%	4.2%	58.8%	427	2.909
	46 - 55 YEARS OLD	28.2%	5.6%	4.6%	61.5%	1,081	2.994
	56 - 65 YEARS OLD	30.5%	5.3%	3.8%	60.4%	1,475	2.941
	66 AND OLDER	38.3%	8.3%	5.1%	48.3%	828	2.634
SEX	MALE	28.1%	5.4%	4.2%	62.3%	1,579	3.006
	FEMALE	32.6%	6.3%	4.4%	56.6%	2,523	2.851
RACE	CAUCASIAN	30.6%	5.9%	4.5%	58.9%	3,726	2.917
	AFRICAN AMERICAN	33.1%	6.9%	2.0%	58.0%	245	2.849
	OTHER	33.0%	7.1%	2.7%	57.1%	112	2.839
MARITAL STATUS	SINGLE	32.9%	5.9%	4.1%	57.2%	493	2.856
	MARRIED	28.6%	5.6%	4.6%	61.2%	2,909	2.985
	OTHER	39.2%	7.7%	3.5%	49.6%	691	2.635
RESIDENTIAL LOCATION	URBAN	34.2%	6.3%	2.6%	56.9%	494	2.822
	SUBURBAN	30.2%	5.9%	3.9%	60.0%	1,726	2.937
	RURAL	30.7%	6.0%	5.2%	58.2%	1,880	2.909
DRIVING AREA	URBAN	32.3%	4.8%	4.0%	58.9%	1,204	2.895
	SUBURBAN	29.7%	6.4%	4.2%	59.8%	1,369	2.939
	RURAL	30.7%	6.6%	4.6%	58.1%	1,518	2.901
VEHICLE TYPE	AUTOMOBILE	31.6%	6.4%	4.5%	57.4%	2,080	2.877
	VAN/MINIVAN	29.7%	6.1%	6.1%	58.2%	428	2.928
	PICKUP TRUCK	30.9%	5.5%	2.8%	60.8%	528	2.936
	SUV	29.5%	5.2%	4.2%	61.1%	1,020	2.969
	OTHER	40.0%	6.7%	0.0%	53.3%	45	2.667

Figure 11 shows of the respondents claiming to have seen or heard a slogan, “unprompted” recall of the *“Click It or Ticket”* slogan was 78.9%. When the entire sample was “prompted” by an interviewer, 77.8% said they recalled the *“Click It or Ticket”* slogan. Overall, unprompted recall was highest in OSP Districts 2, 3, 6, and 8, while prompted recall was highest in OSP Districts 2, 3, 4, 8, and 9 (Table 3.14). Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Tables 3.15 and 3.16.

FIGURE 11: RECALL OF THE “CLICK IT OR TICKET” SLOGAN – 2015

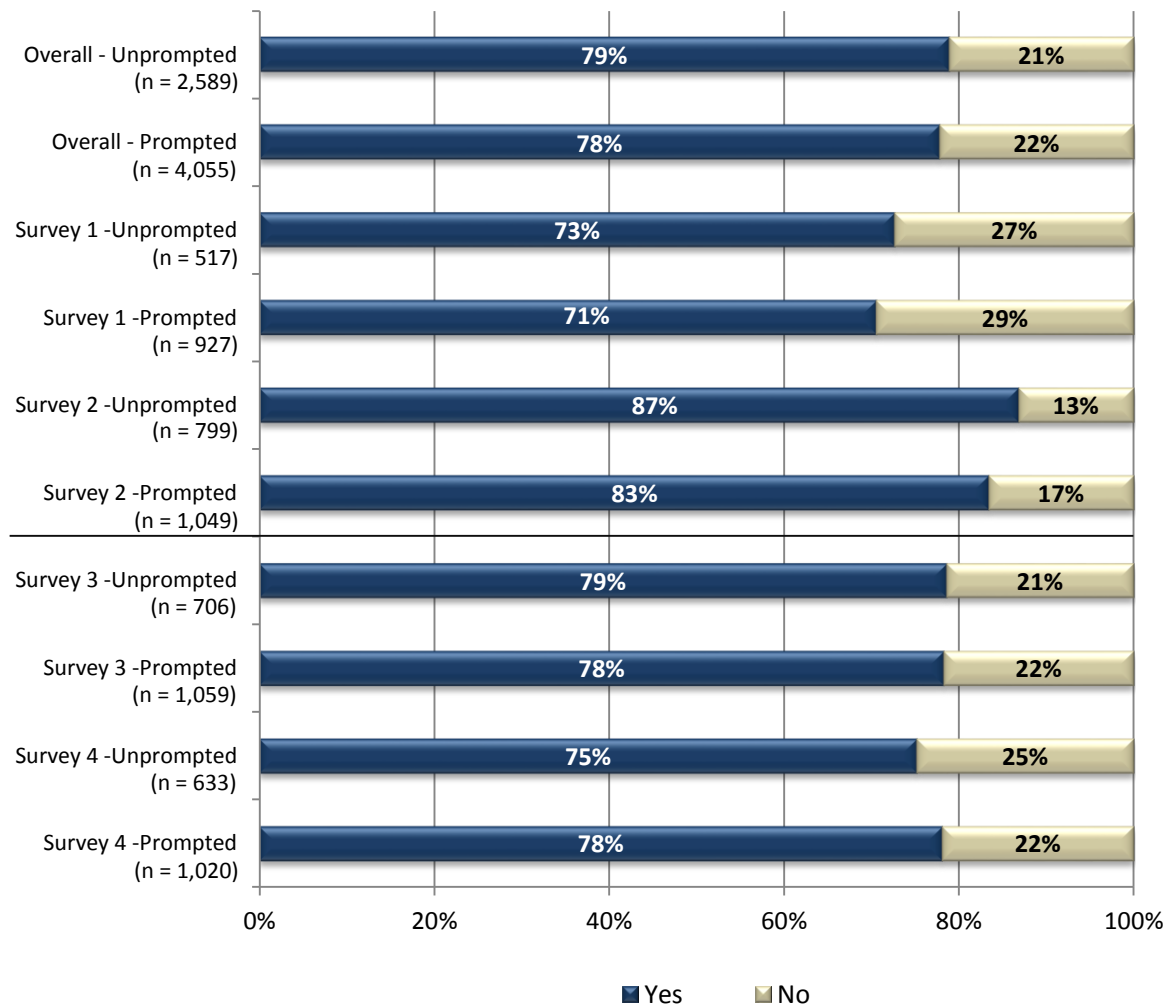


TABLE 3.14: RECALL OF THE “CLICK IT OR TICKET” SLOGAN BY DISTRICT - 2015

	OVERALL		SURVEY 1		SURVEY 2		SURVEY 3		SURVEY 4	
	% YES	TOTAL YES	% YES	TOTAL YES	% YES	% YES	% YES	TOTAL YES	% YES	TOTAL YES
DISTRICT 1										
UNPROMPTED	74.5%	205	62.7%	37	84.1%	69	67.5%	52	82.5%	47
PROMPTED	75.4%	338	68.1%	77	80.8%	97	74.8%	86	78.0%	78
DISTRICT 2										
UNPROMPTED	80.7%	155	75.0%	24	90.7%	49	75.0%	33	79.0%	49
PROMPTED	78.8%	234	64.4%	38	86.5%	64	82.0%	50	79.6%	82
DISTRICT 3										
UNPROMPTED	81.9%	289	82.8%	77	87.0%	94	81.9%	77	70.7%	41
PROMPTED	78.8%	404	81.6%	111	80.7%	121	72.1%	101	81.6%	71
DISTRICT 4										
UNPROMPTED	79.6%	148	78.1%	25	88.4%	38	77.5%	31	76.1%	54
PROMPTED	80.7%	234	778.9%	45	85.0%	51	82.0%	50	78.6%	88
DISTRICT 5										
UNPROMPTED	74.4%	236	66.1%	41	85.5%	71	74.3%	75	69.0%	49
PROMPTED	77.3%	406	69.0%	80	85.2%	109	77.4%	123	77.0%	94
DISTRICT 6										
UNPROMPTED	84.0%	231	83.3%	45	87.8%	79	80.5%	66	83.7%	41
PROMPTED	77.4%	340	67.9%	74	90.1%	109	74.8%	92	75.6%	65
DISTRICT 7										
UNPROMPTED	74.9%	256	68.5%	50	83.5%	81	76.6%	59	69.5%	66
PROMPTED	76.2%	414	66.1%	84	80.0%	124	80.9%	89	77.5%	117
DISTRICT 8										
UNPROMPTED	81.5%	274	64.9%	37	87.6%	85	86.3%	82	80.5%	70
PROMPTED	78.1%	389	67.0%	73	80.6%	108	82.8%	111	80.2%	97
DISTRICT 9										
UNPROMPTED	79.6%	249	72.7%	40	88.6%	70	83.3%	80	71.1%	59
PROMPTED	78.9%	396	71.3%	72	86.0%	92	81.4%	127	76.1%	105

TABLE 3.15: SAW/HEARD “CLICK IT OR TICKET” SLOGAN – UNPROMPTED - 2015

		No	YES	TOTAL
ALL RESPONDENTS		21.1%	78.9%	2,589
SURVEY	SURVEY 1	27.3%	72.7%	517
	SURVEY 2	13.2%	86.8%	733
	SURVEY 3	21.4%	78.6%	706
	SURVEY 4	24.8%	75.2%	633
OSP DISTRICT	DISTRICT 1	25.5%	74.5%	275
	DISTRICT 2	19.3%	80.7%	192
	DISTRICT 3	18.1%	81.9%	353
	DISTRICT 4	20.4%	79.6%	186
	DISTRICT 5	25.6%	74.4%	317
	DISTRICT 6	16.0%	84.0%	275
	DISTRICT 7	25.1%	74.9%	342
	DISTRICT 8	18.5%	81.5%	336
	DISTRICT 9	20.4%	79.6%	313
AGE	25 AND YOUNGER	19.2%	80.8%	78
	26 - 35 YEARS OLD	10.7%	89.3%	131
	36 - 45 YEARS OLD	12.3%	87.7%	269
	46 - 55 YEARS OLD	18.0%	82.0%	715
	56 - 65 YEARS OLD	20.8%	79.2%	947
	66 AND OLDER	35.4%	64.6%	441
SEX	MALE	21.3%	78.7%	1,049
	FEMALE	21.0%	79.0%	1,540
RACE	CAUCASIAN	20.4%	79.6%	2,363
	AFRICAN AMERICAN	26.5%	73.5%	147
	OTHER	35.8%	64.2%	67
MARITAL STATUS	SINGLE	22.8%	77.2%	302
	MARRIED	19.3%	80.7%	1,914
	OTHER	28.3%	71.7%	367
RESIDENTIAL LOCATION	URBAN	25.5%	74.5%	294
	SUBURBAN	19.0%	81.0%	1,103
	RURAL	21.8%	78.2%	1,190
DRIVING AREA	URBAN	20.8%	79.2%	756
	SUBURBAN	20.9%	79.1%	875
	RURAL	21.2%	78.8%	952
VEHICLE TYPE	AUTOMOBILE	22.8%	77.2%	1,287
	VAN/MINIVAN	24.4%	75.6%	275
	PICKUP TRUCK	18.2%	81.8%	336
	SUV	18.0%	82.0%	666
	OTHER	16.7%	83.3%	24

TABLE 3.16: SAW/HEARD “CLICK IT OR TICKET” SLOGAN – PROMPTED - 2015

		No	YES	TOTAL
ALL RESPONDENTS		22.2%	77.8%	4,055
SURVEY	SURVEY 1	29.4%	70.6%	927
	SURVEY 2	16.6%	83.4%	1,049
	SURVEY 3	21.7%	78.3%	1,059
	SURVEY 4	21.9%	78.1%	1,020
OSP DISTRICT	DISTRICT 1	24.6%	75.4%	448
	DISTRICT 2	21.2%	78.8%	297
	DISTRICT 3	21.2%	78.8%	513
	DISTRICT 4	19.3%	80.7%	290
	DISTRICT 5	22.7%	77.3%	525
	DISTRICT 6	22.6%	77.4%	439
	DISTRICT 7	23.8%	76.2%	543
	DISTRICT 8	21.9%	78.1%	498
	DISTRICT 9	21.1%	78.9%	502
AGE	25 AND YOUNGER	17.8%	82.2%	101
	26 - 35 YEARS OLD	15.8%	84.2%	177
	36 - 45 YEARS OLD	22.3%	77.7%	421
	46 - 55 YEARS OLD	19.8%	80.2%	1,063
	56 - 65 YEARS OLD	19.7%	80.3%	1,458
	66 AND OLDER	31.5%	68.5%	825
SEX	MALE	18.8%	81.2%	1,564
	FEMALE	24.3%	75.7%	2,491
RACE	CAUCASIAN	21.4%	78.6%	3,682
	AFRICAN AMERICAN	32.6%	67.4%	242
	OTHER	25.9%	74.1%	112
MARITAL STATUS	SINGLE	22.6%	77.4%	482
	MARRIED	20.3%	79.7%	2,885
	OTHER	30.2%	69.8%	679
RESIDENTIAL LOCATION	URBAN	27.0%	73.0%	485
	SUBURBAN	22.9%	77.1%	1,707
	RURAL	20.3%	79.7%	1,861
DRIVING AREA	URBAN	22.7%	77.3%	1,195
	SUBURBAN	21.8%	78.2%	1,350
	RURAL	22.1%	77.9%	1,500
VEHICLE TYPE	AUTOMOBILE	25.0%	75.0%	2,051
	VAN/MINIVAN	22.3%	77.7%	430
	PICKUP TRUCK	17.7%	82.3%	525
	SUV	18.9%	81.1%	1,003
	OTHER	17.8%	82.2%	45

Very few respondents who said they had seen or heard a slogan could remember the *“What’s Holding You Back”* slogan without prompting (Figure 12). However, when the entire 2015 sample was prompted, 24.0% of respondents said they recalled the slogan. Table 11C shows that unprompted recall of the *“What’s Holding You Back”* slogan was relatively small for each OSP District. In contrast, the number of respondents who recalled the slogan when prompted was considerably higher. Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Tables 3.18 and 3.19.

FIGURE 12: RECALL OF THE “WHAT’S HOLDING YOU BACK” SLOGAN – 2015

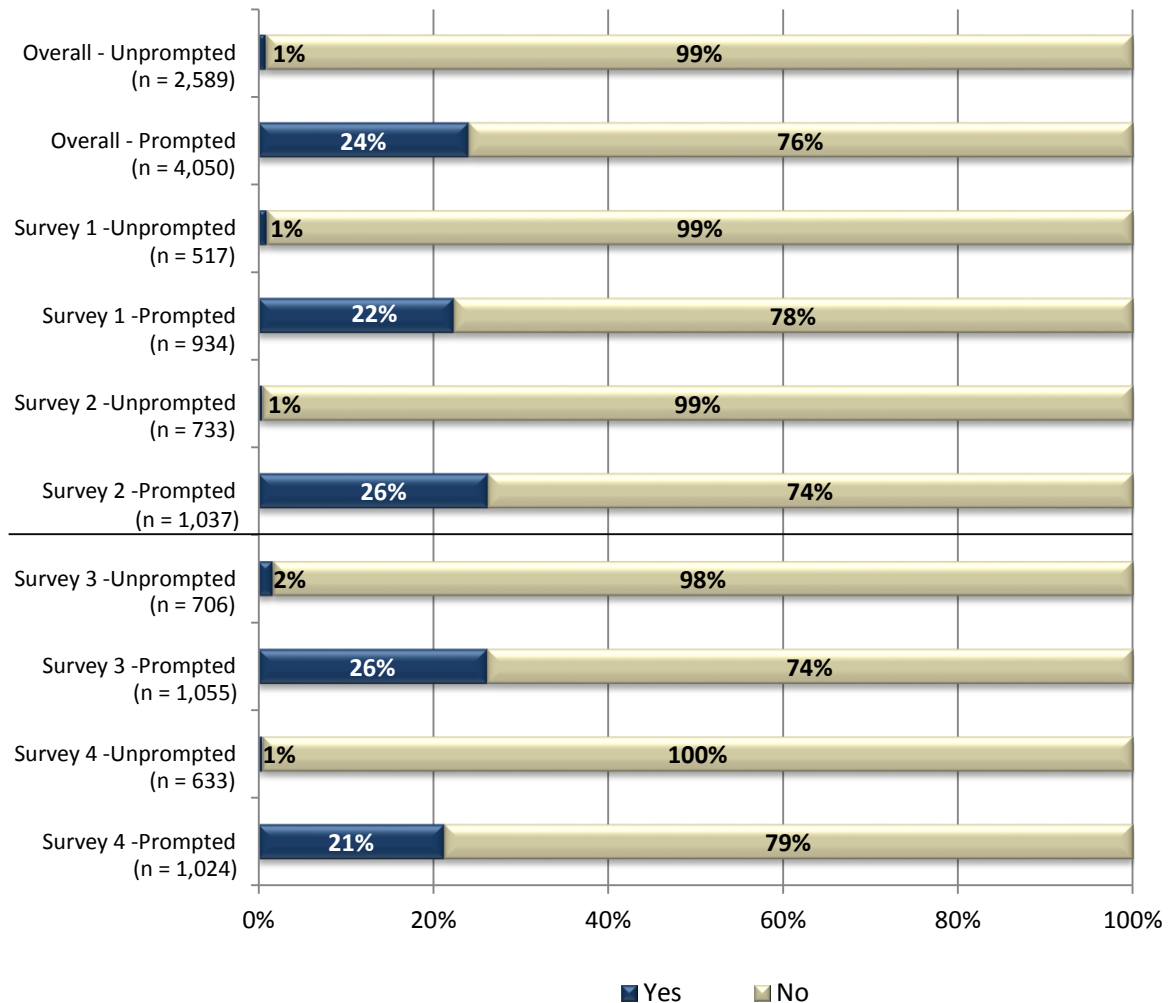


TABLE 3.17: RECALL OF THE “WHAT’S HOLDING YOU BACK” SLOGAN BY DISTRICT – 2015

	OVERALL		SURVEY 1		SURVEY 2		SURVEY 3		SURVEY 4	
	% YES	TOTAL YES	% YES	TOTAL YES	% YES	% YES	% YES	TOTAL YES	% YES	TOTAL YES
DISTRICT 1										
UNPROMPTED	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
PROMPTED	23.4%	104	23.4%	26	28.8%	34	21.2%	24	19.4%	20
DISTRICT 2										
UNPROMPTED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PROMPTED	23.4%	69	15.0%	9	26.0%	19	25.0%	15	25.5%	26
DISTRICT 3										
UNPROMPTED	0.8%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0
PROMPTED	24.2%	123	26.4%	37	25.3%	37	23.0%	32	20.5%	17
DISTRICT 4										
UNPROMPTED	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
PROMPTED	24.4%	72	20.7%	12	23.3%	14	32.3%	20	22.6%	26
DISTRICT 5										
UNPROMPTED	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
PROMPTED	26.4%	139	26.5%	31	26.8%	34	27.7%	44	24.2%	30
DISTRICT 6										
UNPROMPTED	2.2%	6	5.6%	3	1.1%	1	1.2%	1	2.0%	1
PROMPTED	23.0%	101	22.1%	25	27.4%	32	19.7%	24	23.0%	20
DISTRICT 7										
UNPROMPTED	0.6%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
PROMPTED	16.7%	91	14.8%	19	15.9%	25	20.0%	22	16.6%	25
DISTRICT 8										
UNPROMPTED	1.8%	6	1.8%	1	3.1%	3	2.1%	2	0.0%	0
PROMPTED	32.9%	162	30.5%	32	35.1%	47	40.6%	54	24.2%	29
DISTRICT 9										
UNPROMPTED	1.3%	4	0.0%	0	0.0%	0	3.1%	3	1.2%	1
PROMPTED	22.1%	111	16.7%	17	28.6%	30	25.5%	40	17.3%	24

TABLE 3.18: SAW/HEARD “WHAT’S HOLDING YOU BACK” SLOGAN – UNPROMPTED - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		99.1%	0.9%	2,589
SURVEY	SURVEY 1	99.0%	1.0%	517
	SURVEY 2	99.5%	0.5%	733
	SURVEY 3	98.3%	1.7%	706
	SURVEY 4	99.5%	0.5%	633
OSP DISTRICT	DISTRICT 1	99.6%	0.4%	275
	DISTRICT 2	100.0%	0.0%	192
	DISTRICT 3	99.2%	0.8%	353
	DISTRICT 4	99.5%	0.5%	186
	DISTRICT 5	99.7%	0.3%	317
	DISTRICT 6	97.8%	2.2%	275
	DISTRICT 7	99.4%	0.6%	342
	DISTRICT 8	98.2%	1.8%	336
	DISTRICT 9	98.7%	1.3%	313
AGE	25 AND YOUNGER	98.7%	1.3%	78
	26 - 35 YEARS OLD	100.0%	0.0%	131
	36 - 45 YEARS OLD	98.9%	1.1%	269
	46 - 55 YEARS OLD	98.7%	1.3%	715
	56 - 65 YEARS OLD	99.2%	0.8%	947
	66 AND OLDER	99.3%	0.7%	441
SEX	MALE	98.8%	1.2%	1,049
	FEMALE	99.3%	0.7%	1,540
RACE	CAUCASIAN	99.0%	1.0%	2,363
	AFRICAN AMERICAN	100.0%	0.0%	147
	OTHER	100.0%	0.0%	67
MARITAL STATUS	SINGLE	99.3%	0.7%	302
	MARRIED	99.0%	1.0%	1,914
	OTHER	99.2%	0.8%	367
RESIDENTIAL LOCATION	URBAN	99.7%	0.3%	294
	SUBURBAN	98.9%	1.1%	1,103
	RURAL	99.1%	0.9%	1,190
DRIVING AREA	URBAN	99.3%	0.7%	756
	SUBURBAN	99.0%	1.0%	875
	RURAL	98.9%	1.1%	952
VEHICLE TYPE	AUTOMOBILE	99.1%	0.9%	1,287
	VAN/MINIVAN	98.9%	1.1%	275
	PICKUP TRUCK	98.2%	1.8%	336
	SUV	99.5%	0.5%	666
	OTHER	95.8%	4.2%	24

TABLE 3.19: SAW/HEARD “WHAT’S HOLDING YOU BACK” SLOGAN – PROMPTED - 2015

		No	Yes	TOTAL
ALL RESPONDENTS		76.0%	24.0%	4,050
SURVEY	SURVEY 1	77.7%	22.3%	934
	SURVEY 2	73.8%	26.2%	1,037
	SURVEY 3	73.9%	26.1%	1,055
	SURVEY 4	78.8%	21.2%	1,024
OSP DISTRICT	DISTRICT 1	76.6%	23.4%	445
	DISTRICT 2	76.6%	23.4%	295
	DISTRICT 3	75.8%	24.2%	508
	DISTRICT 4	75.6%	24.4%	295
	DISTRICT 5	73.6%	26.4%	527
	DISTRICT 6	77.0%	23.0%	439
	DISTRICT 7	83.3%	16.7%	546
	DISTRICT 8	67.1%	32.9%	492
	DISTRICT 9	77.9%	22.1%	503
AGE	25 AND YOUNGER	72.5%	27.5%	102
	26 - 35 YEARS OLD	67.0%	33.0%	176
	36 - 45 YEARS OLD	69.7%	30.3%	419
	46 - 55 YEARS OLD	72.8%	27.2%	1,060
	56 - 65 YEARS OLD	76.6%	23.4%	1,456
	66 AND OLDER	84.5%	15.5%	828
SEX	MALE	71.9%	28.1%	1,557
	FEMALE	78.5%	21.5%	2,493
RACE	CAUCASIAN	75.2%	24.8%	3,675
	AFRICAN AMERICAN	83.3%	16.7%	245
	OTHER	84.8%	15.2%	112
MARITAL STATUS	SINGLE	77.4%	22.6%	486
	MARRIED	73.6%	26.4%	2,869
	OTHER	85.4%	14.6%	686
RESIDENTIAL LOCATION	URBAN	79.5%	20.5%	484
	SUBURBAN	74.2%	25.8%	1,699
	RURAL	76.7%	23.3%	1,865
DRIVING AREA	URBAN	78.0%	22.0%	1,188
	SUBURBAN	74.5%	25.5%	1,351
	RURAL	75.9%	24.1%	1,501
VEHICLE TYPE	AUTOMOBILE	77.4%	22.6%	2,051
	VAN/MINIVAN	76.2%	23.8%	433
	PICKUP TRUCK	72.4%	27.6%	521
	SUV	75.4%	24.6%	1,001
	OTHER	65.1%	34.9%	43

IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS

The majority of respondents over the past twelve years and those from the 2015 sample said that strict enforcement of seat belt laws for adults was “very” or “somewhat” important (Figure 13). Also, as in previous years, the vast majority of respondents (92.9%) said that it is “very important” to strictly enforce seat belt laws for children or minors. Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Tables 3.21 and 3.22.

FIGURE 13: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR ADULTS 2003 – 2015

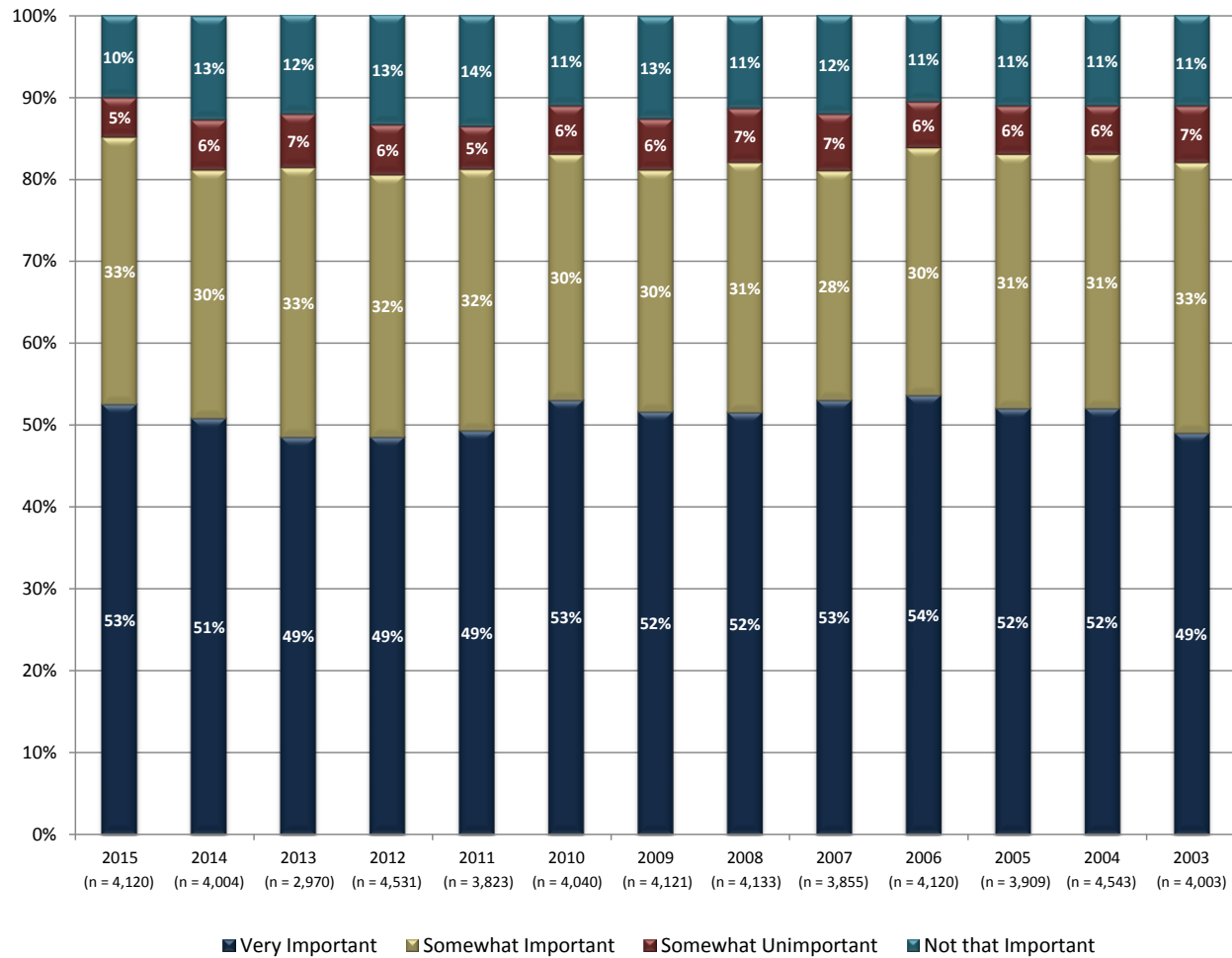


FIGURE 13A: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR ADULTS – 2015 [MEAN SCORE]

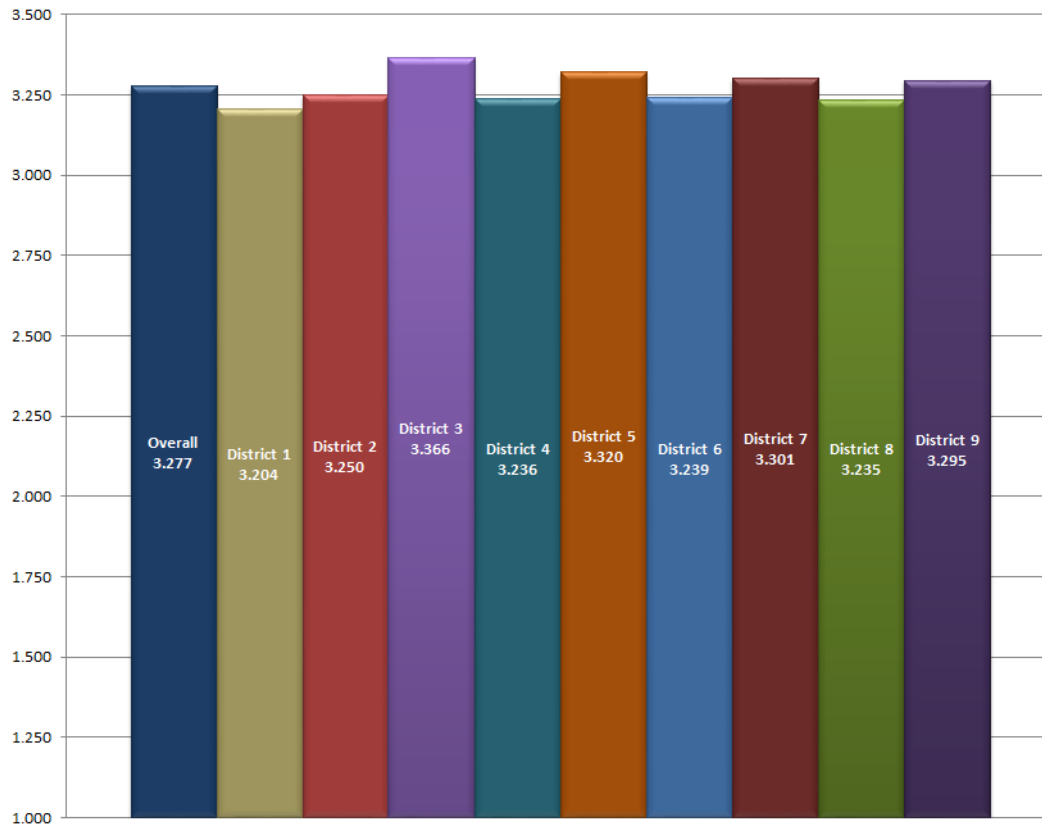


TABLE 3.20: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR ADULTS – 2015 [MEAN SCORE]

		OVERALL	SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		3.277	3.235	3.275	3.312	3.282	4,120
OSP DISTRICT	DISTRICT 1	3.204	3.200	3.273	3.212	3.117	452
	DISTRICT 2	3.250	3.311	3.247	3.100	3.302	300
	DISTRICT 3	3.366	3.280	3.474	3.369	3.515	525
	DISTRICT 4	3.236	3.259	3.217	3.290	3.207	296
	DISTRICT 5	3.320	3.150	3.248	3.444	3.400	534
	DISTRICT 6	3.239	3.140	3.328	3.161	3.352	448
	DISTRICT 7	3.301	3.256	3.245	3.477	3.273	551
	DISTRICT 8	3.235	3.189	3.169	3.326	3.250	506
	DISTRICT 9	3.295	3.375	3.198	3.285	3.321	508

The mean score calculation is based on "Very Important" = 4 to "Not That Important" = 1; therefore, the greater the mean score, the more likely respondent is to see the importance of strict enforcement of seat belt laws for adults.

TABLE 3.21: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR ADULTS - 2015

		NOT THAT IMPORTANT	SOMEWHAT UNIMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL	AVERAGE
ALL RESPONDENTS		10.0%	4.9%	32.6%	52.5%	4,120	3.277
SURVEY	SURVEY 1	10.7%	4.3%	35.7%	49.3%	950	3.235
	SURVEY 2	10.2%	5.1%	31.7%	53.0%	1,058	3.275
	SURVEY 3	8.9%	5.8%	30.5%	54.8%	1,067	3.312
	SURVEY 4	10.0%	4.3%	33.0%	52.6%	1,045	3.282
OSP DISTRICT	DISTRICT 1	11.5%	5.3%	34.5%	48.7%	452	3.204
	DISTRICT 2	10.3%	4.7%	34.7%	50.3%	300	3.250
	DISTRICT 3	7.8%	3.0%	33.9%	55.2%	525	3.366
	DISTRICT 4	12.2%	5.4%	29.1%	53.4%	296	3.236
	DISTRICT 5	8.6%	4.7%	32.8%	53.9%	534	3.320
	DISTRICT 6	10.5%	4.7%	35.3%	49.6%	448	3.239
	DISTRICT 7	9.1%	4.9%	32.8%	53.2%	551	3.301
	DISTRICT 8	10.5%	5.1%	34.8%	49.6%	506	3.235
	DISTRICT 9	10.6%	6.5%	25.6%	57.3%	508	3.295
AGE	25 AND YOUNGER	2.0%	8.8%	42.2%	47.1%	102	3.343
	26 - 35 YEARS OLD	11.2%	7.9%	37.1%	43.8%	178	3.135
	36 - 45 YEARS OLD	12.5%	5.2%	37.9%	44.5%	425	3.144
	46 - 55 YEARS OLD	12.3%	5.7%	35.5%	46.5%	1,086	3.161
	56 - 65 YEARS OLD	9.9%	3.9%	31.3%	54.9%	1,481	3.313
	66 AND OLDER	6.2%	4.4%	26.3%	63.1%	838	3.463
SEX	MALE	15.1%	6.3%	32.8%	45.8%	1,578	3.093
	FEMALE	6.8%	4.0%	32.5%	56.7%	2,542	3.391
RACE	CAUCASIAN	10.4%	5.1%	32.6%	51.8%	3,745	3.258
	AFRICAN AMERICAN	3.7%	2.0%	32.2%	62.0%	245	3.527
	OTHER	8.0%	4.5%	29.5%	58.0%	112	3.375
MARITAL STATUS	SINGLE	10.4%	5.7%	35.0%	48.9%	491	3.224
	MARRIED	9.7%	5.1%	33.3%	51.9%	2,927	3.274
	OTHER	10.5%	3.6%	28.1%	57.7%	693	3.330
RESIDENTIAL LOCATION	URBAN	7.0%	5.2%	34.2%	53.5%	497	3.342
	SUBURBAN	9.7%	4.7%	31.9%	53.7%	1,735	3.297
	RURAL	11.0%	5.0%	32.8%	51.2%	1,887	3.242
DRIVING AREA	URBAN	9.1%	4.6%	33.0%	53.2%	1,214	3.303
	SUBURBAN	9.4%	4.7%	32.0%	53.9%	1,373	3.304
	RURAL	11.1%	5.3%	32.9%	50.7%	1,524	3.232
VEHICLE TYPE	AUTOMOBILE	8.5%	4.1%	33.5%	53.9%	2,091	3.329
	VAN/MINIVAN	7.8%	6.7%	34.2%	51.4%	436	3.291
	PICKUP TRUCK	19.9%	6.5%	30.0%	43.6%	527	2.973
	SUV	8.4%	5.0%	31.6%	55.0%	1,020	3.331
	OTHER	17.8%	4.4%	31.1%	46.7%	45	3.067

TABLE 3.22: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR CHILDREN/MINORS - 2015

		NOT THAT IMPORTANT	SOMEWHAT UNIMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL	AVERAGE
ALL RESPONDENTS		1.2%	0.5%	5.4%	92.9%	4,130	3.900
SURVEY	SURVEY 1	1.0%	0.5%	4.8%	93.6%	954	3.910
	SURVEY 2	1.4%	0.5%	5.8%	92.3%	1,063	3.890
	SURVEY 3	0.7%	0.4%	5.3%	93.6%	1,069	3.920
	SURVEY 4	1.5%	0.8%	5.7%	92.0%	1,044	3.882
OSP DISTRICT	DISTRICT 1	1.5%	0.7%	6.6%	91.2%	454	3.874
	DISTRICT 2	0.7%	0.3%	6.3%	92.7%	302	3.911
	DISTRICT 3	1.3%	0.8%	6.5%	91.4%	524	3.880
	DISTRICT 4	3.0%	0.7%	4.7%	91.6%	296	3.848
	DISTRICT 5	0.9%	0.4%	5.0%	93.7%	536	3.914
	DISTRICT 6	1.3%	0.9%	5.8%	92.0%	451	3.885
	DISTRICT 7	0.4%	0.5%	4.2%	94.9%	552	3.937
	DISTRICT 8	0.6%	0.6%	6.3%	92.5%	506	3.907
	DISTRICT 9	1.4%	0.0%	3.7%	94.9%	509	3.921
AGE	25 AND YOUNGER	1.0%	0.0%	6.9%	92.2%	102	3.902
	26 - 35 YEARS OLD	0.6%	0.6%	4.4%	94.4%	180	3.928
	36 - 45 YEARS OLD	0.7%	1.2%	5.6%	92.5%	429	3.900
	46 - 55 YEARS OLD	1.0%	0.6%	7.3%	91.2%	1,085	3.886
	56 - 65 YEARS OLD	1.6%	0.5%	5.3%	92.5%	1,486	3.888
	66 AND OLDER	0.8%	0.2%	3.2%	95.7%	838	3.938
SEX	MALE	2.0%	0.9%	7.8%	89.3%	1,580	3.844
	FEMALE	0.7%	0.3%	4.0%	95.1%	2,550	3.935
RACE	CAUCASIAN	1.2%	0.6%	5.4%	92.8%	3,752	3.898
	AFRICAN AMERICAN	0.4%	0.4%	4.0%	95.1%	247	3.939
	OTHER	0.9%	0.0%	8.0%	91.2%	113	3.894
MARITAL STATUS	SINGLE	1.2%	0.4%	6.9%	91.5%	493	3.886
	MARRIED	1.3%	0.6%	5.6%	92.6%	2,933	3.895
	OTHER	0.7%	0.4%	3.9%	95.0%	695	3.931
RESIDENTIAL LOCATION	URBAN	1.6%	0.8%	6.4%	91.2%	498	3.871
	SUBURBAN	1.0%	0.6%	6.4%	91.9%	1,739	3.894
	RURAL	1.2%	0.4%	4.2%	94.2%	1,891	3.914
DRIVING AREA	URBAN	1.2%	0.3%	5.9%	92.6%	1,216	3.900
	SUBURBAN	0.8%	0.9%	5.9%	92.4%	1,378	3.898
	RURAL	1.4%	0.3%	4.6%	93.6%	1,527	3.904
VEHICLE TYPE	AUTOMOBILE	1.1%	0.5%	5.5%	92.8%	2,095	3.900
	VAN/MINIVAN	1.4%	0.5%	8.0%	90.2%	440	3.870
	PICKUP TRUCK	1.3%	1.1%	5.5%	92.0%	526	3.882
	SUV	1.0%	0.3%	4.0%	94.7%	1,023	3.925
	OTHER	2.2%	0.0%	6.7%	91.1%	45	3.867

PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE

As shown in Figure 14, the perception that increased visibility of law enforcement officers on Ohio roadways would increase seat belt use has remained relatively consistent throughout the years. The majority of respondents between 2003 and 2015 thought an increase in law enforcement officer visibility would positively impact seat belt use. Characteristics of 2015 respondents more likely to perceive an increase in seat belt use due to visible law enforcement include females, those 25 years of age and younger, those who reside and drive primarily in rural areas (Table 3.24). Respondents in all OSP Districts feel that increased visibility of law enforcement on roads would increase seat belt use (Figure 14A).

FIGURE 14: PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE 2003 - 2015

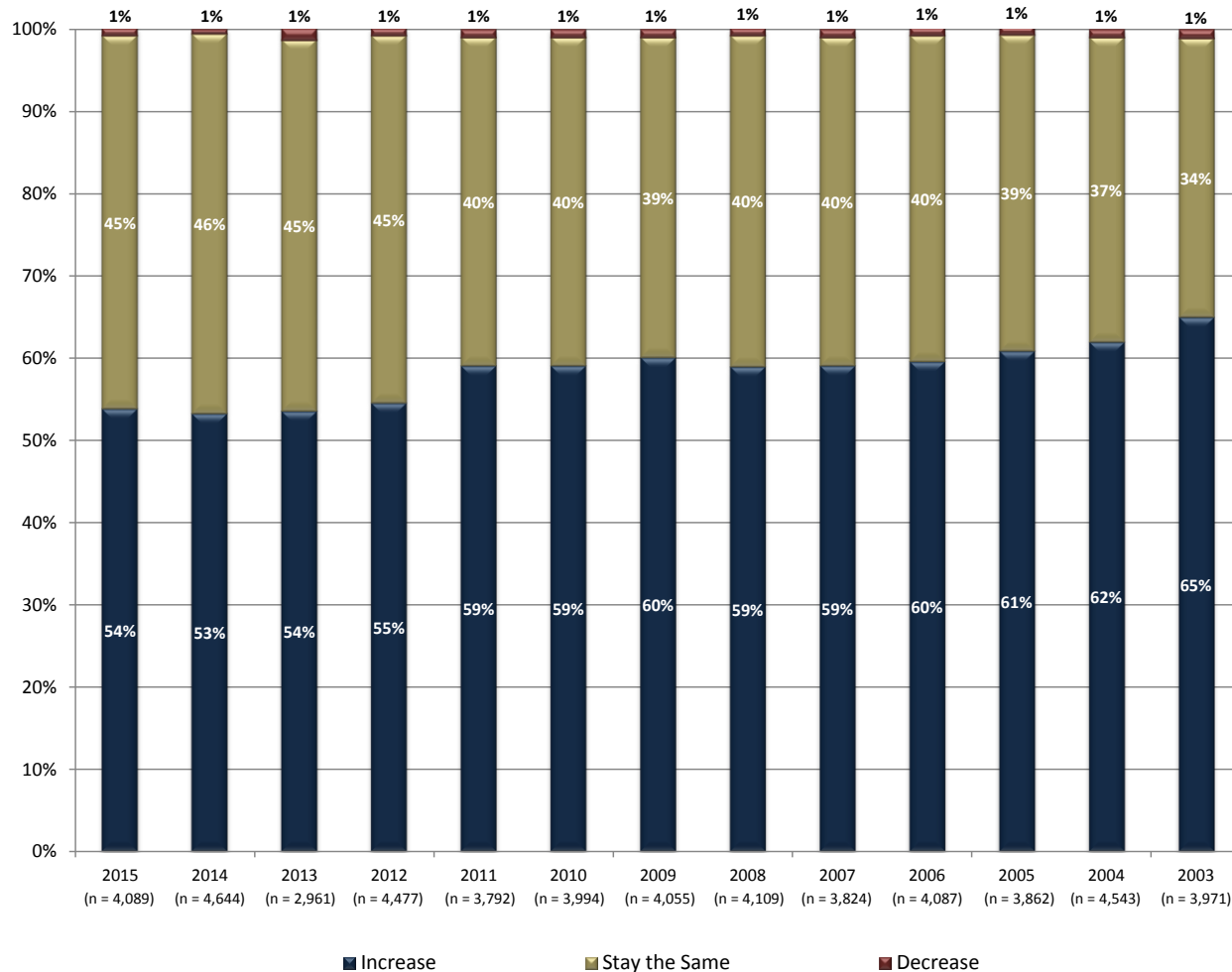


FIGURE 14A: PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE – 2015 [MEAN SCORE]

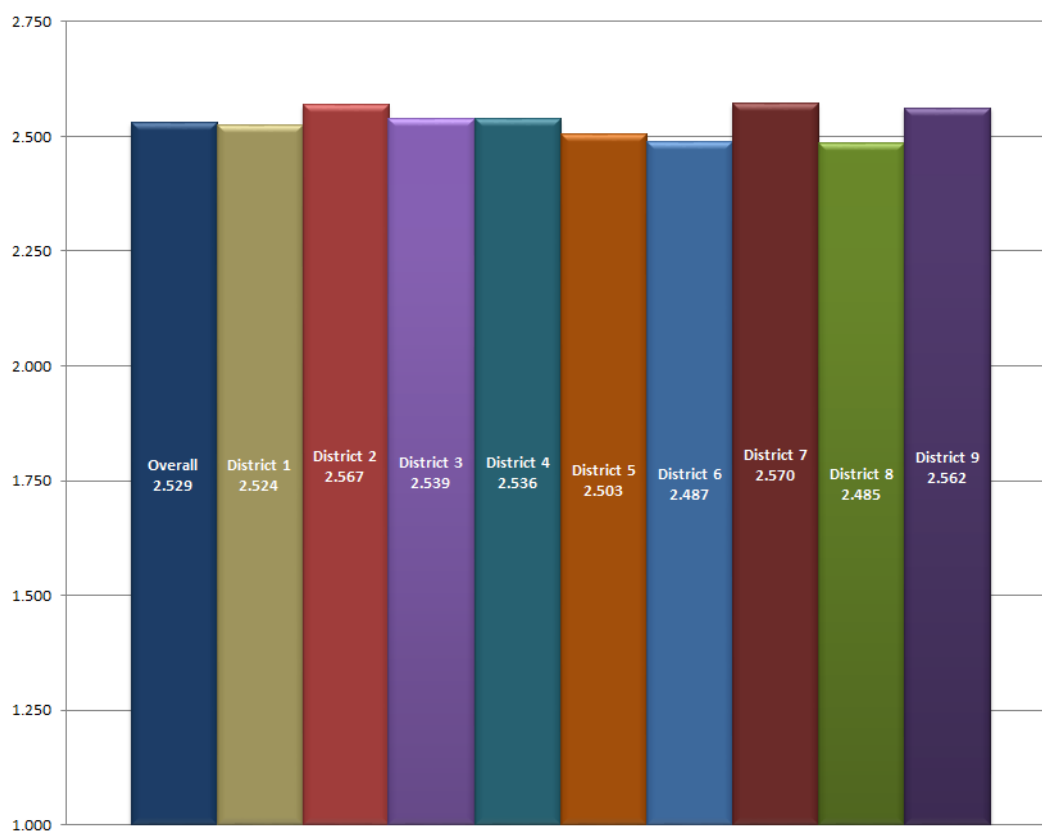


TABLE 3.23: PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.497	2.539	2.555	2.522	4,089
OSP DISTRICT	DISTRICT 1	2.505	2.488	2.581	2.524	452
	DISTRICT 2	2.508	2.608	2.559	2.577	298
	DISTRICT 3	2.567	2.533	2.489	2.586	521
	DISTRICT 4	2.571	2.550	2.574	2.491	291
	DISTRICT 5	2.347	2.567	2.537	2.540	531
	DISTRICT 6	2.469	2.525	2.492	2.448	446
	DISTRICT 7	2.563	2.571	2.642	2.523	544
	DISTRICT 8	2.405	2.481	2.548	2.492	501
	DISTRICT 9	2.564	2.566	2.599	2.518	505

The mean score calculation is based on "Increase" = 3 to "Decrease" = 1; therefore, the greater the mean score, the more likely respondent is to believe visible law enforcement would increase seat belt use.

TABLE 3.24: PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE - 2015

		DECREASE	STAY THE SAME	INCREASE	TOTAL	AVERAGE
ALL RESPONDENTS		0.9%	45.4%	53.8%	4,089	2.529
SURVEY	SURVEY 1	1.4%	47.6%	51.1%	940	2.497
	SURVEY 2	0.8%	44.5%	54.7%	1,051	2.539
	SURVEY 3	0.6%	43.4%	56.1%	1,063	2.555
	SURVEY 4	0.8%	46.3%	52.9%	1,035	2.522
OSP DISTRICT	DISTRICT 1	0.4%	46.7%	52.9%	452	2.524
	DISTRICT 2	1.0%	41.3%	57.7%	298	2.567
	DISTRICT 3	0.6%	44.9%	54.5%	521	2.539
	DISTRICT 4	0.7%	45.0%	54.3%	291	2.536
	DISTRICT 5	1.3%	47.1%	51.6%	531	2.503
	DISTRICT 6	0.4%	50.4%	49.1%	446	2.487
	DISTRICT 7	0.6%	41.9%	57.5%	544	2.570
	DISTRICT 8	1.8%	47.9%	50.3%	501	2.485
	DISTRICT 9	0.8%	42.2%	57.0%	505	2.562
AGE	25 AND YOUNGER	0.0%	36.3%	63.7%	102	2.637
	26 - 35 YEARS OLD	0.6%	44.7%	54.7%	179	2.542
	36 - 45 YEARS OLD	0.9%	52.3%	46.7%	428	2.458
	46 - 55 YEARS OLD	0.7%	46.2%	53.0%	1,079	2.523
	56 - 65 YEARS OLD	1.0%	44.4%	54.7%	1,473	2.537
	66 AND OLDER	1.0%	43.3%	55.7%	818	2.548
SEX	MALE	1.1%	45.6%	53.3%	1,574	2.522
	FEMALE	0.7%	45.2%	54.1%	2,515	2.534
RACE	CAUCASIAN	0.7%	45.9%	53.4%	3,716	2.527
	AFRICAN AMERICAN	3.3%	40.6%	56.1%	244	2.529
	OTHER	1.8%	37.8%	60.4%	111	2.586
MARITAL STATUS	SINGLE	0.6%	43.9%	55.5%	490	2.549
	MARRIED	0.9%	46.1%	53.1%	2,911	2.522
	OTHER	1.0%	43.2%	55.8%	681	2.548
RESIDENTIAL LOCATION	URBAN	1.2%	43.8%	55.0%	489	2.538
	SUBURBAN	0.9%	46.5%	52.6%	1,727	2.517
	RURAL	0.7%	44.7%	54.6%	1,872	2.539
DRIVING AREA	URBAN	0.8%	47.0%	52.2%	1,204	2.513
	SUBURBAN	1.0%	45.8%	53.3%	1,366	2.523
	RURAL	0.7%	43.6%	55.7%	1,511	2.549
VEHICLE TYPE	AUTOMOBILE	0.9%	44.1%	55.0%	2,066	2.541
	VAN/MINIVAN	0.5%	40.0%	59.5%	432	2.590
	PICKUP TRUCK	1.5%	48.2%	50.3%	527	2.488
	SUV	0.6%	48.0%	51.4%	1,018	2.508
	OTHER	0.0%	62.2%	37.8%	45	2.378

RESULTS - PART IV: ALCOHOL-IMPAIRED DRIVING

LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING

During 2015, 71.6% of those surveyed said the perceived likelihood of the average driver being stopped by law enforcement if they had too much to drink to drive safely was “somewhat” or “very” likely (Figure 15). Those in OSP District 6 were less apt than others to find the likelihood of the average driver being stopped by law enforcement if they had too much to drink to drive safely (Figure 15A). Table 4.2 contains cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

FIGURE 15: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING 2003 – 2015

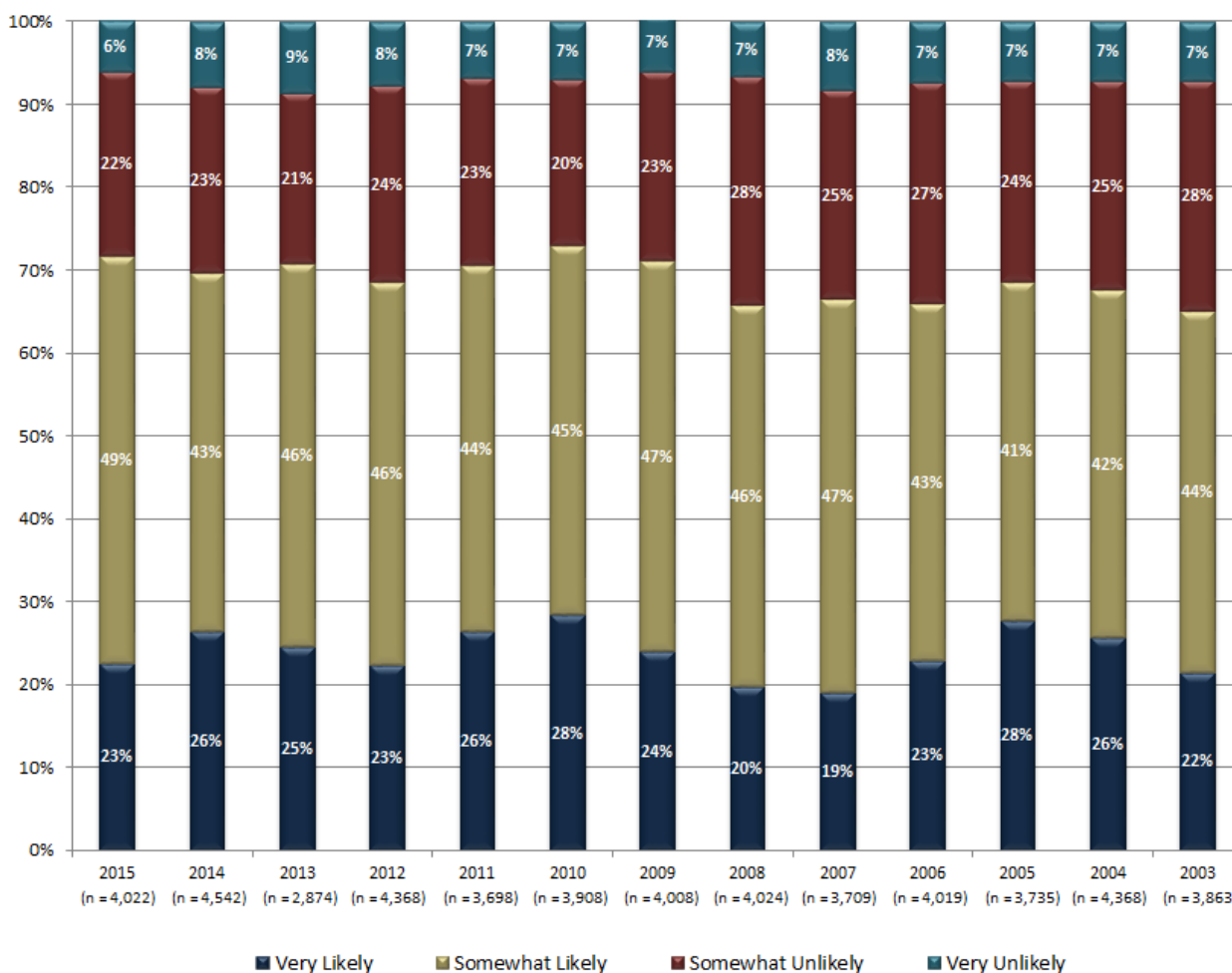


FIGURE 15A: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING – 2015 [MEAN SCORE]

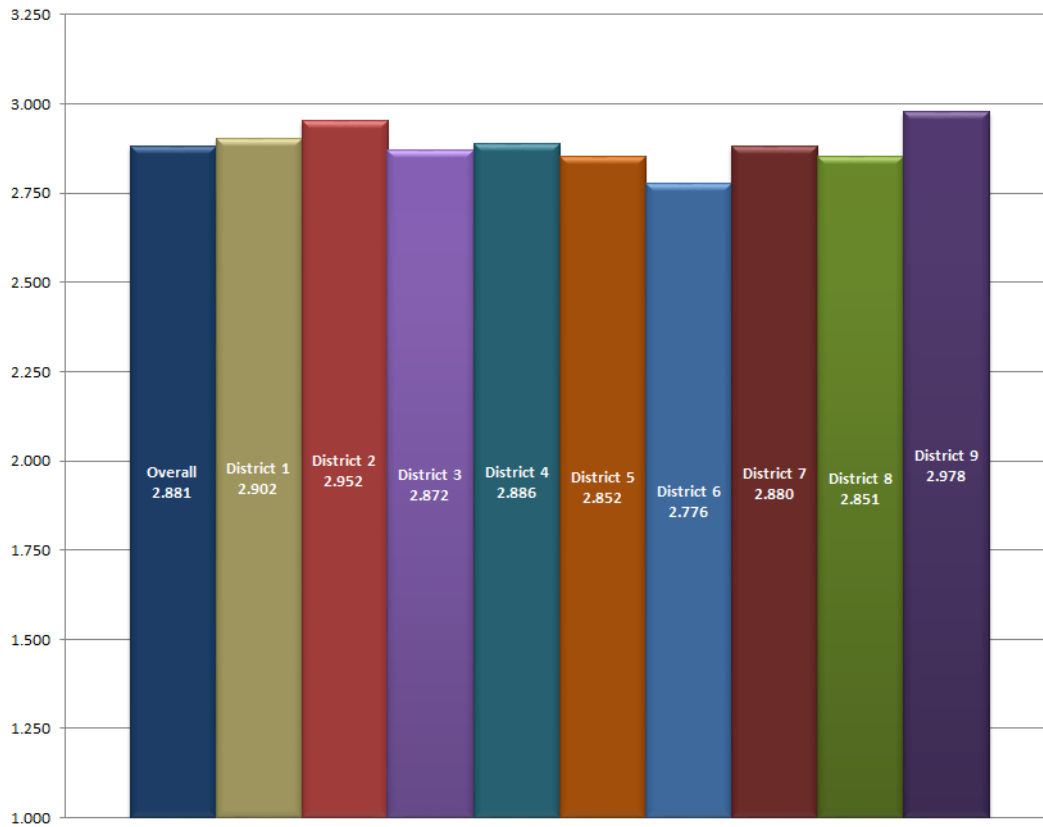


TABLE 4.1: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.844	2.858	2.895	2.922	4,022
OSP DISTRICT	DISTRICT 1	2.897	2.914	2.922	2.871	439
	DISTRICT 2	2.867	2.944	3.000	2.981	294
	DISTRICT 3	2.842	2.819	2.897	2.976	509
	DISTRICT 4	2.845	2.783	2.879	2.965	289
	DISTRICT 5	2.841	2.770	2.850	2.951	522
	DISTRICT 6	2.796	2.756	2.790	2.759	438
	DISTRICT 7	2.878	2.832	2.9185	2.901	540
	DISTRICT 8	2.752	2.947	2.872	2.813	496
	DISTRICT 9	2.887	2.981	2.975	3.044	495

The mean score calculation is based on “Very Likely” = 4 to “Very Unlikely” = 1; therefore, the greater the mean score, the more likely respondent is to believe the average driver would be stopped for drinking and driving.

TABLE 4.2: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING - 2015

		VERY UNLIKELY	SOMEWHAT UNLIKELY	SOMEWHAT LIKELY	VERY LIKELY	TOTAL	AVERAGE
ALL RESPONDENTS		6.1%	22.4%	49.0%	22.6%	4,022	2.881
SURVEY	SURVEY 1	7.4%	21.7%	50.0%	20.9%	914	2.844
	SURVEY 2	5.9%	25.0%	46.6%	22.6%	1,033	2.858
	SURVEY 3	5.6%	22.1%	49.4%	22.9%	1,050	2.895
	SURVEY 4	5.5%	20.6%	50.2%	23.7%	1,025	2.922
OSP DISTRICT	DISTRICT 1	5.2%	22.1%	49.9%	22.8%	439	2.902
	DISTRICT 2	5.4%	19.0%	50.3%	25.2%	294	2.952
	DISTRICT 3	4.9%	25.0%	48.1%	22.0%	509	2.872
	DISTRICT 4	6.2%	22.5%	47.8%	23.5%	289	2.886
	DISTRICT 5	5.6%	23.0%	52.1%	19.3%	522	2.852
	DISTRICT 6	7.1%	26.9%	47.3%	18.7%	438	2.776
	DISTRICT 7	7.4%	21.5%	46.9%	24.3%	540	2.880
	DISTRICT 8	6.2%	22.6%	51.0%	20.2%	496	2.851
	DISTRICT 9	6.3%	17.8%	47.9%	28.1%	495	2.978
AGE	25 AND YOUNGER	1.0%	12.7%	48.0%	38.2%	102	3.235
	26 - 35 YEARS OLD	8.0%	22.9%	49.7%	19.4%	175	2.806
	36 - 45 YEARS OLD	5.3%	23.9%	51.4%	19.3%	414	2.848
	46 - 55 YEARS OLD	6.3%	23.8%	49.1%	20.8%	1,063	2.844
	56 - 65 YEARS OLD	5.9%	23.0%	49.0%	22.2%	1,446	2.875
	66 AND OLDER	6.8%	19.5%	47.9%	25.8%	814	2.928
SEX	MALE	6.3%	25.3%	46.8%	21.6%	1,535	2.838
	FEMALE	6.0%	20.5%	50.4%	23.1%	2,487	2.907
RACE	CAUCASIAN	6.1%	22.8%	49.9%	21.3%	3,658	2.863
	AFRICAN AMERICAN	5.8%	17.1%	40.8%	36.2%	240	3.075
	OTHER	6.5%	16.7%	39.8%	37.0%	108	3.074
MARITAL STATUS	SINGLE	5.0%	18.7%	43.9%	32.4%	481	3.037
	MARRIED	6.2%	23.7%	50.4%	19.7%	2,858	2.836
	OTHER	6.4%	18.9%	46.7%	28.0%	676	2.963
RESIDENTIAL LOCATION	URBAN	5.6%	19.4%	48.5%	26.5%	480	2.958
	SUBURBAN	6.4%	23.6%	48.0%	22.0%	1,695	2.857
	RURAL	5.9%	22.0%	50.1%	22.0%	1,846	2.882
DRIVING AREA	URBAN	5.4%	20.1%	49.6%	24.9%	1,177	2.940
	SUBURBAN	5.8%	24.9%	49.2%	20.0%	1,343	2.835
	RURAL	6.7%	21.8%	48.5%	23.0%	1,492	2.878
VEHICLE TYPE	AUTOMOBILE	6.7%	20.7%	48.3%	24.3%	2,035	2.902
	VAN/MINIVAN	4.2%	22.2%	52.9%	20.6%	427	2.899
	PICKUP TRUCK	5.8%	25.0%	45.2%	23.9%	515	2.872
	SUV	5.9%	24.6%	50.4%	19.1%	1,000	2.827
	OTHER	2.3%	15.9%	59.1%	22.7%	44	3.023

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

In 2015, the percentage of respondents who said that it would be “very likely” or “somewhat loikely” that an individual would be in a crash if they drove after drinking too much to safely drive was the same as in the 2013 survey (Figure 16). As in previous years, very few respondents in 2015 said that it was “very unlikely” that an individual would be in a crash if they drove after drinking. Individuals who were more inclined to find it “very likely” that a driver would be in a crash if they drove after drinking included those 25 years of age and younger, females and married respondents (Table 4.4). Additionally, respondents in OSP District 9 were more likely to find it likely that a driver would be in a crash if they drove after drinking (Figure 16A).

FIGURE 16: LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING 2003 – 2015

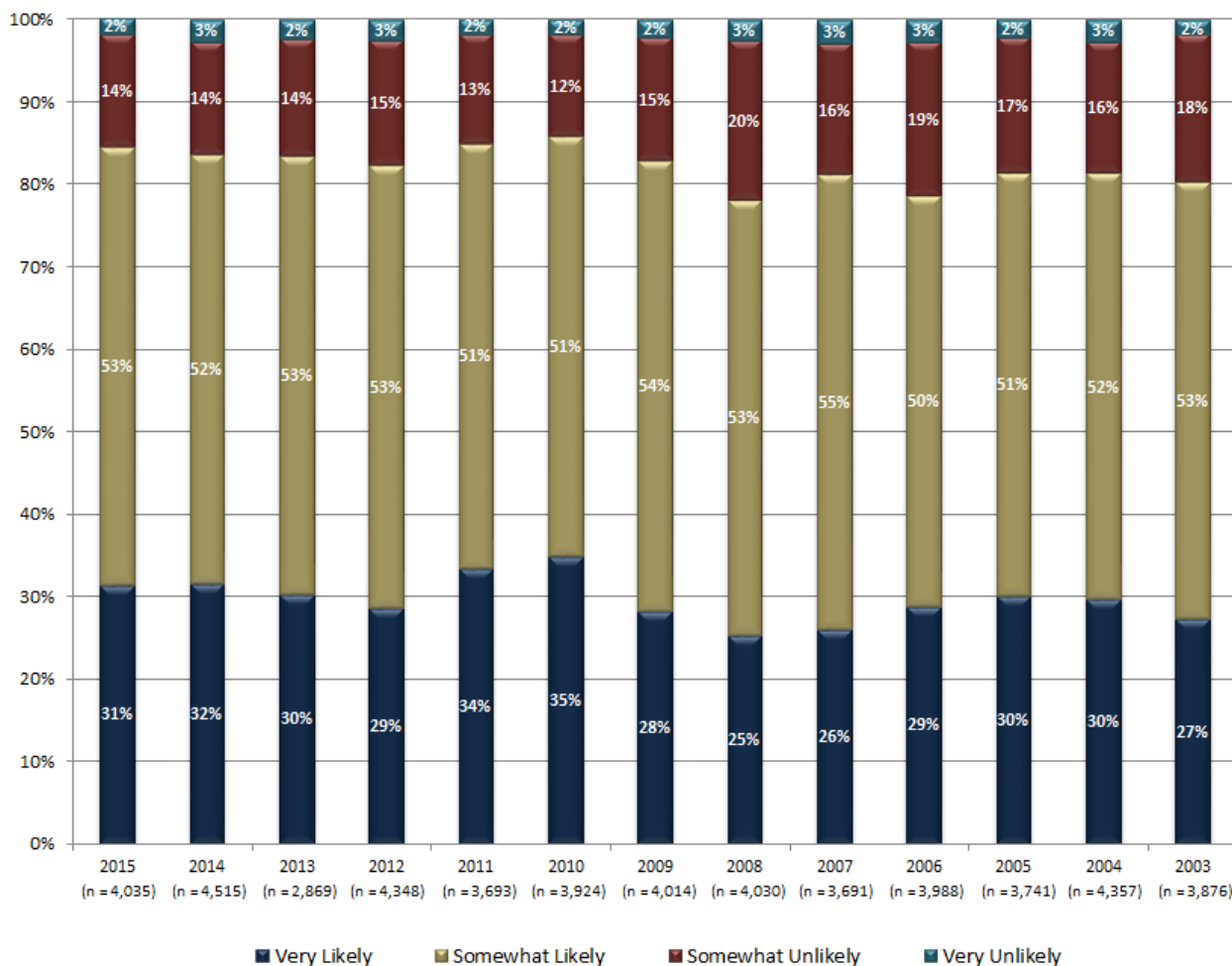


FIGURE 16A: LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING – 2015 [MEAN SCORE]

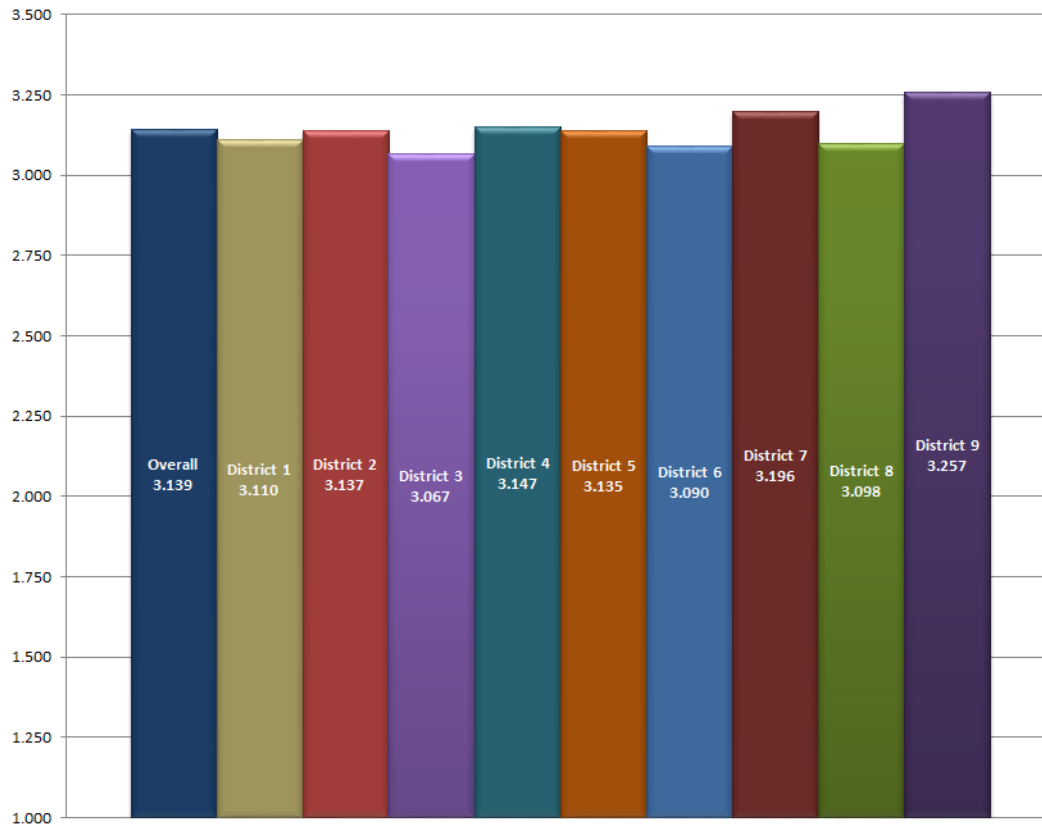


TABLE 4.3: LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		3.081	3.149	3.119	3.200	4,035
OSP DISTRICT	DISTRICT 1	3.093	3.171	3.068	3.108	444
	DISTRICT 2	2.965	3.153	3.066	3.262	293
	DISTRICT 3	3.000	3.060	3.058	3.205	519
	DISTRICT 4	3.172	3.083	3.113	3.186	293
	DISTRICT 5	3.070	3.164	3.087	3.230	524
	DISTRICT 6	3.110	3.115	3.075	3.049	433
	DISTRICT 7	3.118	3.1925	3.257	3.221	537
	DISTRICT 8	3.000	3.180	3.060	3.132	491
	DISTRICT 9	3.212	3.208	3.256	3.333	501

The mean score calculation is based on "Very Likely" = 4 to "Very Unlikely" = 1; therefore, the greater the mean score, the more likely respondent is to believe the average driver would be involved in a crash due to drinking and driving.

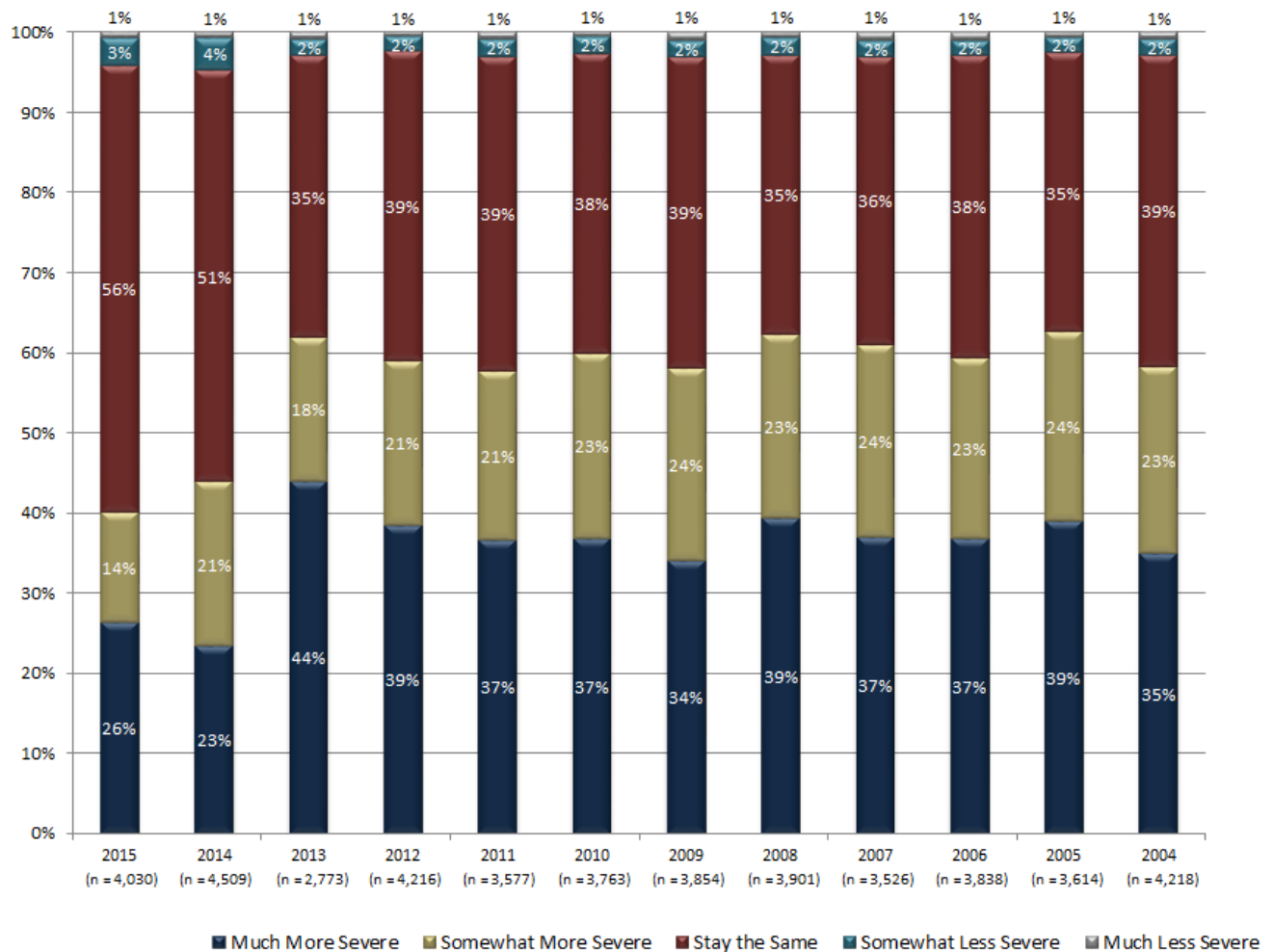
TABLE 4.4: LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING - 2015

		VERY UNLIKELY	SOMEWHAT UNLIKELY	SOMEWHAT LIKELY	VERY LIKELY	TOTAL	AVERAGE
ALL RESPONDENTS		1.9%	13.9%	52.9%	31.4%	4,035	3.139
SURVEY	SURVEY 1	2.6%	13.3%	57.4%	26.7%	922	3.081
	SURVEY 2	1.8%	15.4%	48.8%	34.0%	1,045	3.149
	SURVEY 3	0.8%	14.9%	56.0%	28.3%	1,053	3.119
	SURVEY 4	2.4%	11.6%	49.7%	36.4%	1,015	3.200
OSP DISTRICT	DISTRICT 1	1.6%	14.0%	56.3%	28.2%	444	3.110
	DISTRICT 2	1.7%	14.3%	52.6%	31.4%	293	3.137
	DISTRICT 3	2.7%	15.0%	55.1%	27.2%	519	3.067
	DISTRICT 4	1.4%	11.9%	57.3%	29.4%	293	3.147
	DISTRICT 5	1.9%	14.7%	51.3%	32.1%	524	3.135
	DISTRICT 6	2.3%	17.6%	49.0%	31.2%	433	3.090
	DISTRICT 7	2.0%	11.9%	50.5%	35.6%	537	3.196
	DISTRICT 8	1.0%	18.1%	50.9%	29.9%	491	3.098
	DISTRICT 9	1.8%	7.2%	54.5%	36.5%	501	3.257
AGE	25 AND YOUNGER	1.0%	2.0%	47.1%	50.0%	102	3.461
	26 - 35 YEARS OLD	3.9%	13.4%	50.8%	31.8%	179	3.106
	36 - 45 YEARS OLD	1.4%	16.0%	53.3%	29.2%	424	3.104
	46 - 55 YEARS OLD	1.5%	15.4%	53.5%	29.6%	1,070	3.112
	56 - 65 YEARS OLD	2.1%	14.7%	52.5%	30.8%	1,450	3.119
	66 AND OLDER	1.9%	10.6%	53.8%	33.7%	803	3.194
SEX	MALE	2.3%	17.3%	53.0%	27.3%	1,546	3.053
	FEMALE	1.6%	11.7%	52.8%	34.0%	2,489	3.192
RACE	CAUCASIAN	1.9%	14.3%	54.0%	29.8%	3,667	3.118
	AFRICAN AMERICAN	2.1%	9.1%	41.3%	47.5%	242	3.343
	OTHER	1.9%	4.6%	41.7%	51.9%	108	3.435
MARITAL STATUS	SINGLE	1.4%	11.1%	50.9%	36.5%	485	3.225
	MARRIED	2.0%	14.8%	53.6%	29.6%	2,863	3.109
	OTHER	1.8%	11.3%	51.3%	35.6%	679	3.208
RESIDENTIAL LOCATION	URBAN	1.5%	12.9%	49.2%	36.5%	480	3.206
	SUBURBAN	1.9%	16.9%	51.5%	29.7%	1,708	3.091
	RURAL	2.0%	11.3%	55.1%	31.7%	1,845	3.164
DRIVING AREA	URBAN	1.9%	12.4%	52.2%	33.6%	1,183	3.174
	SUBURBAN	1.2%	17.3%	53.9%	27.6%	1,346	3.079
	RURAL	2.5%	11.9%	52.4%	33.2%	1,495	3.164
VEHICLE TYPE	AUTOMOBILE	1.7%	13.8%	51.6%	32.9%	2,047	3.158
	VAN/MINIVAN	1.9%	12.9%	55.1%	30.1%	428	3.136
	PICKUP TRUCK	1.9%	16.4%	52.8%	28.8%	513	3.086
	SUV	2.2%	13.7%	54.2%	29.9%	1,002	3.119
	OTHER	2.3%	2.3%	56.8%	38.6%	44	3.318

ATTITUDES AND OPINIONS CONCERNING PENALTIES FOR DRINKING AND DRIVING

Slightly less than one-third (31.1%) of 2015 respondents said they are familiar with the current penalties for OVI convictions in Ohio (Table 4.6). Respondents 25 years of age and younger, males, single respondents, and pickup truck drivers are more likely to be familiar with OVI penalties. The majority (55.8%) of respondents believe the current penalties for OVI convictions should remain the same as they are now while 40.1% said the penalties should be more severe (Figure 17). Respondents who live in OSP Districts 7 and 9 were more apt to say the current penalties for drinking and driving should be more severe (Figure 17A).

FIGURE 17: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE³ 2004– 2015



³ During 2003, a different measurement scale was used for this question, therefore, the data for that year is not represented

FIGURE 17A: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE – 2015 [MEAN SCORE]

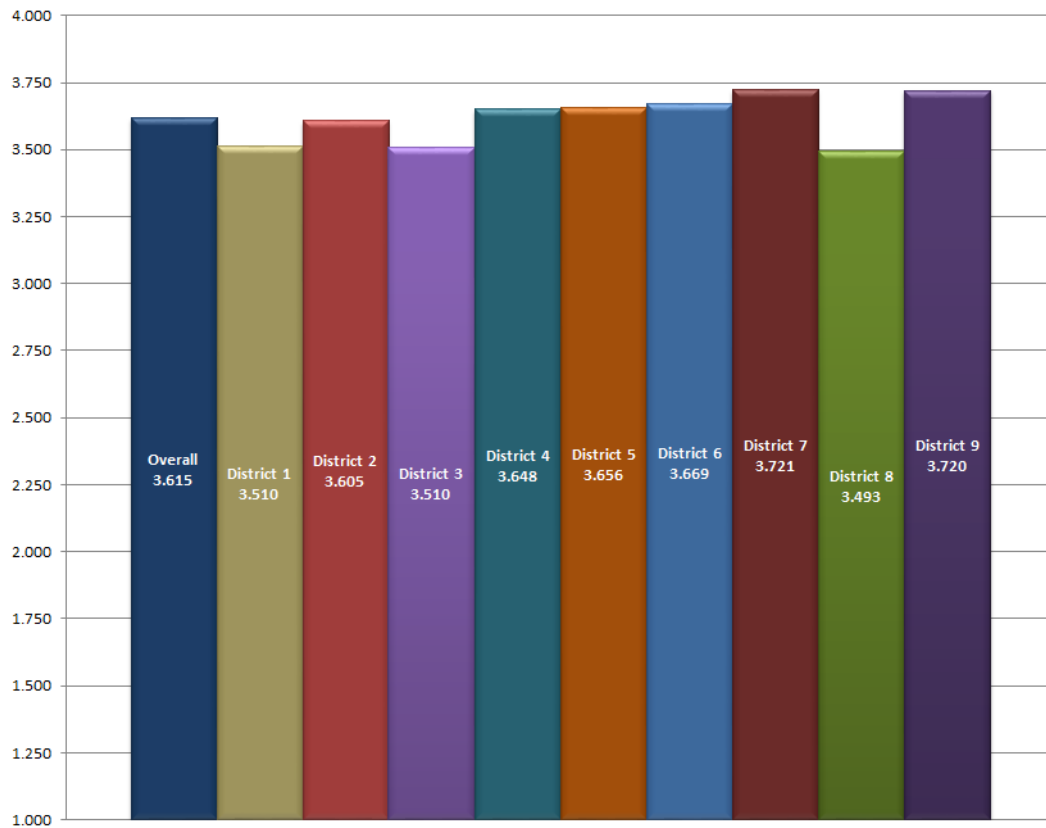


TABLE 4.5: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		3.658	3.584	3.645	3.576	4,030
OSP DISTRICT	DISTRICT 1	3.485	3.445	3.496	3.627	438
	DISTRICT 2	3.633	3.693	3.533	3.567	299
	DISTRICT 3	3.620	3.473	3.399	3.575	522
	DISTRICT 4	3.789	3.729	3.525	3.600	287
	DISTRICT 5	3.781	3.575	3.718	3.545	520
	DISTRICT 6	3.673	3.702	3.672	3.614	441
	DISTRICT 7	3.748	3.625	3.945	3.636	535
	DISTRICT 8	3.529	3.481	3.500	3.467	491
	DISTRICT 9	3.700	3.693	3.897	3.562	496

The mean score calculation is based on "Much More Severe" = 5 to "Much Less Severe" = 1; therefore, the greater the mean score, the more likely respondent is to believe the punishment for drinking and driving should be more severe than it is currently.

TABLE 4.6: FAMILIAR WITH CURRENT PENALTIES FOR OVI CONVICTIONS IN OHIO - 2015

		No, DEFINITELY	No, PROBABLY	Yes, PROBABLY	Yes, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		43.3%	25.5%	14.8%	16.3%	4,134	2.041
SURVEY	SURVEY 1	38.6%	30.1%	15.0%	16.4%	954	2.091
	SURVEY 2	41.4%	26.8%	15.8%	16.0%	1,060	2.064
	SURVEY 3	43.7%	24.6%	15.2%	16.5%	1,073	2.045
	SURVEY 4	49.3%	21.1%	13.2%	16.4%	1,047	1.968
OSP DISTRICT	DISTRICT 1	42.9%	27.6%	13.1%	16.4%	457	2.031
	DISTRICT 2	41.6%	23.4%	14.9%	20.1%	303	2.135
	DISTRICT 3	43.2%	25.1%	15.6%	16.0%	525	2.044
	DISTRICT 4	49.7%	21.6%	15.9%	12.8%	296	1.919
	DISTRICT 5	40.4%	26.7%	14.4%	18.5%	535	2.110
	DISTRICT 6	44.8%	22.9%	15.8%	16.5%	449	2.040
	DISTRICT 7	41.8%	22.8%	15.8%	19.6%	552	2.130
	DISTRICT 8	45.8%	30.6%	13.2%	10.5%	507	1.884
	DISTRICT 9	42.4%	26.7%	14.7%	16.3%	510	2.049
AGE	25 AND YOUNGER	38.2%	16.7%	22.5%	22.5%	102	2.294
	26 - 35 YEARS OLD	36.3%	24.6%	20.7%	18.4%	179	2.212
	36 - 45 YEARS OLD	41.2%	25.8%	14.9%	18.1%	430	2.100
	46 - 55 YEARS OLD	40.8%	26.7%	15.6%	16.9%	1,088	2.086
	56 - 65 YEARS OLD	42.6%	25.9%	14.7%	16.8%	1,486	2.057
	66 AND OLDER	50.9%	24.8%	11.7%	12.6%	839	1.861
SEX	MALE	39.0%	24.7%	15.9%	20.3%	1,589	2.176
	FEMALE	46.1%	26.1%	14.1%	13.8%	2,545	1.957
RACE	CAUCASIAN	42.9%	26.2%	14.9%	16.1%	3,755	2.042
	AFRICAN AMERICAN	46.6%	23.9%	13.0%	16.6%	247	1.996
	OTHER	53.1%	9.7%	14.2%	23.0%	113	2.071
MARITAL STATUS	SINGLE	37.4%	24.0%	19.6%	19.0%	495	2.202
	MARRIED	43.2%	26.8%	14.7%	15.3%	2,935	2.020
	OTHER	48.1%	21.3%	11.9%	18.7%	695	2.013
RESIDENTIAL LOCATION	URBAN	45.0%	25.7%	11.8%	17.5%	498	2.018
	SUBURBAN	44.3%	25.4%	16.5%	13.8%	1,740	1.998
	RURAL	42.0%	25.7%	14.0%	18.3%	1,894	2.086
DRIVING AREA	URBAN	40.9%	25.2%	16.4%	17.5%	1,214	2.104
	SUBURBAN	44.9%	26.3%	14.1%	14.7%	1,378	1.986
	RURAL	43.9%	25.0%	14.2%	16.9%	1,531	2.040
VEHICLE TYPE	AUTOMOBILE	45.4%	25.3%	13.6%	15.6%	2,095	1.994
	VAN/MINIVAN	46.5%	29.4%	12.5%	11.6%	439	1.893
	PICKUP TRUCK	38.8%	25.6%	13.2%	22.4%	531	2.192
	SUV	40.6%	24.6%	18.7%	16.1%	1,023	2.104
	OTHER	31.1%	17.8%	22.2%	28.9%	45	2.489

TABLE 4.7: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE - 2015

		MUCH LESS SEVERE	SOMEWHAT LESS SEVERE	STAY THE SAME	SOMEWHAT MORE SEVERE	MUCH MORE SEVERE	TOTAL	AVERAGE
ALL RESPONDENTS		0.8%	3.4%	55.8%	13.7%	26.4%	4,030	3.615
SURVEY	SURVEY 1	0.2%	3.0%	54.4%	15.6%	26.8%	913	3.658
	SURVEY 2	1.2%	3.7%	56.8%	12.4%	26.0%	1,040	3.584
	SURVEY 3	0.6%	3.0%	55.5%	13.2%	27.8%	1,055	3.645
	SURVEY 4	1.1%	3.8%	56.4%	13.9%	24.9%	1,022	3.576
OSP DISTRICT	DISTRICT 1	0.2%	3.9%	61.0%	14.4%	20.5%	439	3.510
	DISTRICT 2	0.7%	1.7%	59.5%	12.7%	25.4%	299	3.605
	DISTRICT 3	1.0%	4.2%	60.5%	11.5%	22.8%	522	3.510
	DISTRICT 4	1.0%	3.5%	54.7%	11.1%	29.6%	287	3.648
	DISTRICT 5	0.4%	2.9%	55.6%	13.1%	28.1%	520	3.656
	DISTRICT 6	0.2%	2.9%	53.3%	16.8%	26.8%	441	3.669
	DISTRICT 7	1.1%	2.8%	50.3%	14.4%	31.4%	535	3.721
	DISTRICT 8	0.8%	4.5%	61.1%	11.8%	21.8%	491	3.493
	DISTRICT 9	1.4%	3.4%	47.8%	16.5%	30.8%	496	3.720
AGE	25 AND YOUNGER	1.0%	1.0%	57.8%	17.6%	22.5%	102	3.598
	26 - 35 YEARS OLD	1.7%	1.7%	52.0%	12.7%	31.8%	173	3.711
	36 - 45 YEARS OLD	0.2%	1.9%	51.0%	15.5%	31.4%	420	3.760
	46 - 55 YEARS OLD	0.8%	3.1%	57.0%	13.6%	25.4%	1,066	3.597
	56 - 65 YEARS OLD	1.0%	4.4%	56.6%	13.0%	25.1%	1,448	3.567
	66 AND OLDER	0.2%	3.3%	56.0%	13.9%	26.5%	811	3.631
SEX	MALE	1.4%	5.2%	60.6%	10.5%	22.3%	1,549	3.471
	FEMALE	0.4%	2.3%	52.8%	15.7%	28.9%	2,481	3.705
RACE	CAUCASIAN	0.8%	3.3%	56.0%	14.0%	26.0%	3,660	3.611
	AFRICAN AMERICAN	0.8%	4.1%	56.3%	9.4%	29.4%	245	3.624
	OTHER	0.0%	3.7%	48.6%	15.9%	31.8%	107	3.757
MARITAL STATUS	SINGLE	1.4%	2.1%	56.5%	13.4%	26.6%	485	3.616
	MARRIED	0.6%	3.5%	56.6%	13.7%	25.6%	2,855	3.603
	OTHER	1.0%	3.8%	51.8%	14.2%	29.2%	682	3.667
RESIDENTIAL LOCATION	URBAN	1.0%	4.3%	58.2%	11.9%	24.6%	488	3.547
	SUBURBAN	0.5%	3.8%	57.8%	14.2%	23.7%	1,700	3.568
	RURAL	0.9%	2.8%	53.4%	13.7%	29.2%	1,841	3.675
DRIVING AREA	URBAN	0.8%	4.4%	56.8%	13.6%	24.5%	1,191	3.568
	SUBURBAN	0.5%	3.4%	57.1%	14.3%	24.7%	1,347	3.592
	RURAL	1.0%	2.4%	53.8%	13.3%	29.4%	1,482	3.677
VEHICLE TYPE	AUTOMOBILE	0.8%	3.1%	56.6%	13.7%	25.9%	2,040	3.608
	VAN/MINIVAN	0.7%	2.6%	53.2%	13.8%	29.7%	427	3.693
	PICKUP TRUCK	1.6%	5.4%	55.0%	10.7%	27.4%	515	3.569
	SUV	0.2%	3.4%	55.9%	14.9%	25.6%	1,003	3.623
	OTHER	4.5%	0.0%	52.3%	22.7%	20.5%	44	3.545

PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING

Only 13.0% of 2015 respondents perceived Ohio laws to be “very effective” at reducing drinking and driving (Figure 18). As with previous evaluations, the majority of those surveyed think the current Ohio laws to reduce drunk driving as only “somewhat effective.” Survey results show that respondents in OSP Districts 4, 5, 6, and 8 were less likely to believe Ohio laws to be “very effective” at reducing drinking and driving (Figure 18A). Only 18.6% of 2015 respondents felt the *actual* enforcement of current penalties for drinking and driving were “very effective” (Table 4.10).

FIGURE 18: PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING 2003 – 2015

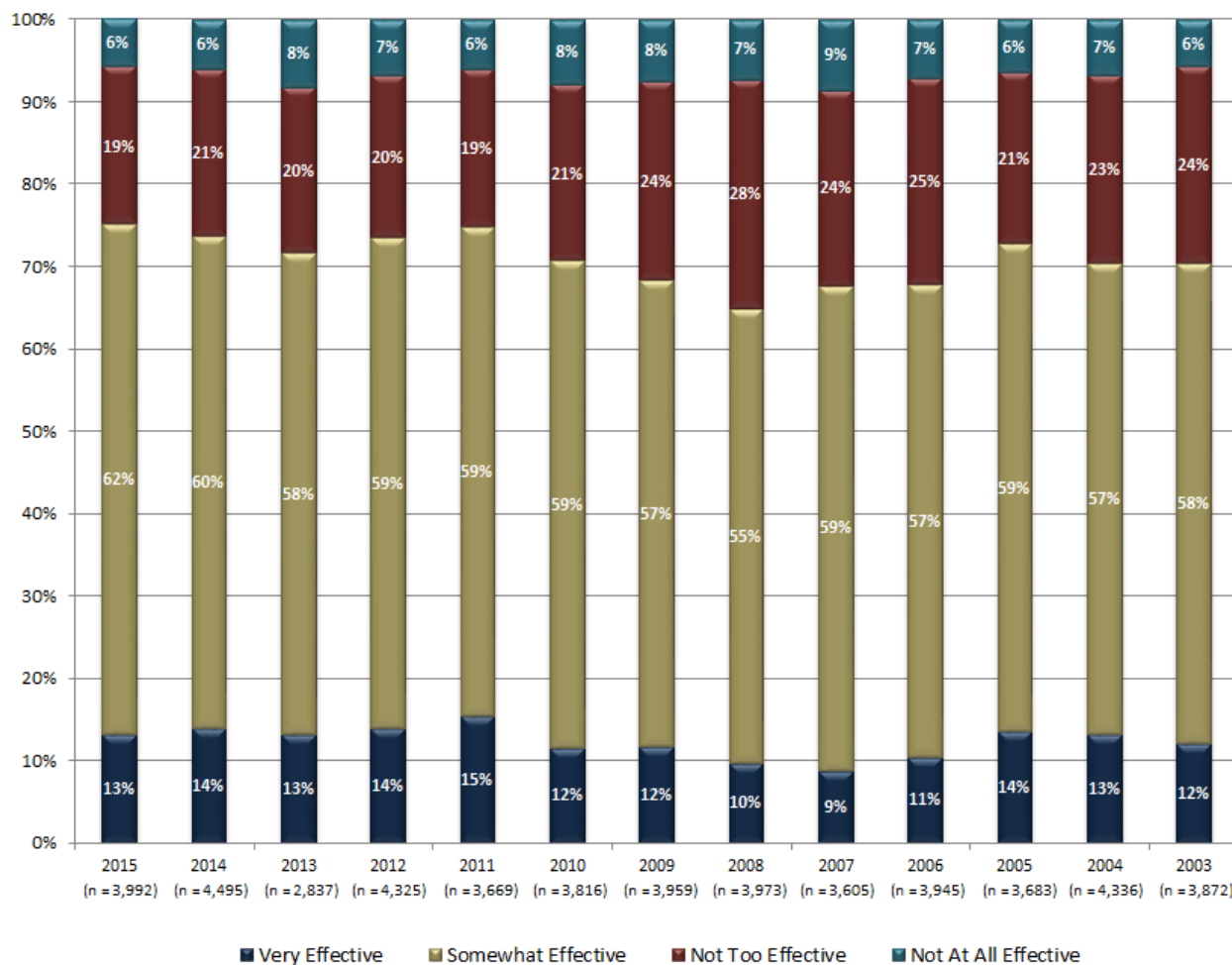


FIGURE 18A: PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING – 2015 [MEAN SCORE]

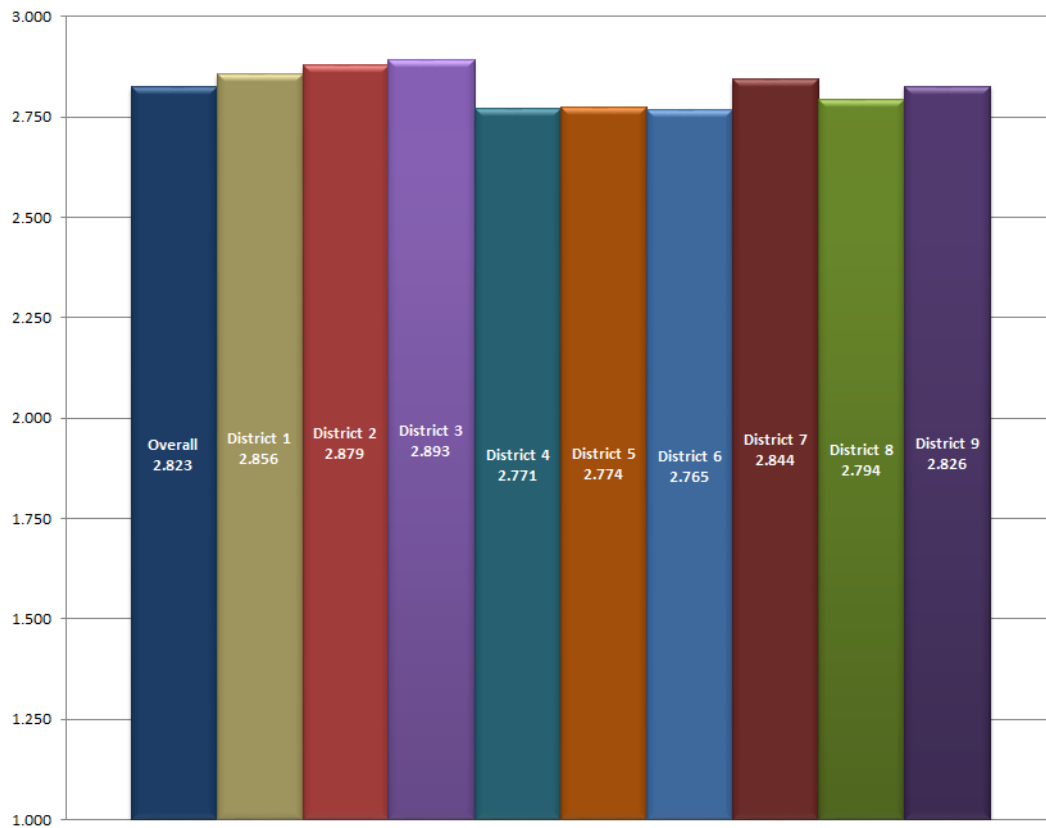


TABLE 4.8: PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.782	2.840	2.829	2.836	3,992
OSP DISTRICT	DISTRICT 1	2.769	2.983	2.821	2.837	436
	DISTRICT 2	2.885	2.795	2.967	2.883	297
	DISTRICT 3	2.927	2.841	2.883	2.943	507
	DISTRICT 4	2.655	2.772	2.789	2.818	279
	DISTRICT 5	2.672	2.808	2.778	2.831	523
	DISTRICT 6	2.731	2.793	2.713	2.843	429
	DISTRICT 7	2.798	2.873	2.832	2.861	532
	DISTRICT 8	2.726	2.809	2.857	2.767	490
	DISTRICT 9	2.827	2.825	2.864	2.783	499

The mean score calculation is based on "Very Effective" = 4 to "Not At All Effective" = 1; therefore, the greater the mean score, the more likely respondent is to perceive Ohio's current laws are effective at reducing drunk driving.

TABLE 4.9: PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING - 2015

		NOT AT ALL EFFECTIVE	NOT TOO EFFECTIVE	SOMEWHAT EFFECTIVE	VERY EFFECTIVE	TOTAL	AVERAGE
ALL RESPONDENTS		5.9%	19.2%	61.8%	13.2%	3,992	2.823
SURVEY	SURVEY 1	8.7%	17.7%	60.2%	13.4%	919	2.782
	SURVEY 2	5.3%	19.2%	61.8%	13.8%	1,018	2.840
	SURVEY 3	4.6%	20.5%	62.3%	12.6%	1,040	2.829
	SURVEY 4	5.1%	19.1%	62.8%	13.0%	1,015	2.836
OSP DISTRICT	DISTRICT 1	5.5%	17.4%	63.1%	14.0%	436	2.856
	DISTRICT 2	4.0%	17.5%	65.0%	13.5%	297	2.879
	DISTRICT 3	3.2%	18.1%	64.9%	13.8%	507	2.893
	DISTRICT 4	7.2%	21.1%	59.1%	12.5%	279	2.771
	DISTRICT 5	7.1%	19.7%	62.0%	11.3%	523	2.774
	DISTRICT 6	7.5%	19.8%	61.5%	11.2%	429	2.765
	DISTRICT 7	5.6%	19.4%	60.0%	15.0%	532	2.844
	DISTRICT 8	6.5%	20.2%	60.6%	12.7%	490	2.794
	DISTRICT 9	6.2%	19.2%	60.3%	14.2%	499	2.826
AGE	25 AND YOUNGER	3.0%	15.8%	66.3%	14.9%	101	2.931
	26 - 35 YEARS OLD	8.6%	13.7%	65.1%	12.6%	175	2.817
	36 - 45 YEARS OLD	6.2%	19.4%	62.4%	12.0%	418	2.801
	46 - 55 YEARS OLD	6.2%	17.9%	60.7%	15.1%	1,059	2.847
	56 - 65 YEARS OLD	5.8%	20.3%	61.3%	12.5%	1,437	2.805
	66 AND OLDER	4.8%	20.1%	62.7%	12.5%	793	2.828
SEX	MALE	5.7%	17.6%	59.4%	17.3%	1,542	2.883
	FEMALE	6.0%	20.2%	63.3%	10.6%	2,450	2.785
RACE	CAUCASIAN	6.0%	19.3%	62.4%	12.3%	3,631	2.811
	AFRICAN AMERICAN	3.8%	15.1%	57.3%	23.8%	239	3.013
	OTHER	5.6%	22.2%	53.7%	18.5%	108	2.852
MARITAL STATUS	SINGLE	4.0%	17.4%	60.2%	18.4%	477	2.931
	MARRIED	5.9%	18.9%	63.3%	11.9%	2,834	2.813
	OTHER	7.0%	21.7%	56.5%	14.8%	674	2.792
RESIDENTIAL LOCATION	URBAN	5.1%	17.1%	60.7%	17.1%	473	2.899
	SUBURBAN	5.9%	19.9%	62.1%	12.1%	1,686	2.804
	RURAL	6.0%	19.1%	61.8%	13.2%	1,831	2.821
DRIVING AREA	URBAN	5.1%	18.9%	61.3%	14.7%	1,171	2.856
	SUBURBAN	6.2%	20.1%	62.4%	11.2%	1,331	2.786
	RURAL	6.2%	18.7%	61.5%	13.7%	1,479	2.828
VEHICLE TYPE	AUTOMOBILE	5.6%	17.0%	63.4%	14.0%	2,018	2.858
	VAN/MINI VAN	6.0%	25.5%	57.3%	11.2%	419	2.737
	PICKUP TRUCK	7.7%	17.8%	58.0%	16.4%	517	2.832
	SUV	5.3%	21.7%	63.0%	10.0%	994	2.776
	OTHER	6.8%	15.9%	50.0%	27.3%	44	2.977

TABLE 4.10: EFFECTIVENESS OF ENFORCEMENT OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING - 2015

		NOT AT ALL EFFECTIVE	NOT TOO EFFECTIVE	SOMEWHAT EFFECTIVE	VERY EFFECTIVE	TOTAL	AVERAGE
ALL RESPONDENTS		4.5%	17.1%	59.8%	18.6%	3,896	2.924
SURVEY	SURVEY 1	7.2%	17.7%	58.7%	16.4%	874	2.842
	SURVEY 2	4.7%	17.2%	59.1%	19.0%	1,006	2.924
	SURVEY 3	3.8%	17.4%	59.7%	19.0%	1,016	2.939
	SURVEY 4	2.8%	16.1%	61.3%	19.8%	1,000	2.981
OSP DISTRICT	DISTRICT 1	3.5%	13.7%	62.4%	20.4%	431	2.998
	DISTRICT 2	2.4%	13.1%	60.3%	24.1%	290	3.062
	DISTRICT 3	2.4%	16.3%	62.1%	19.2%	496	2.980
	DISTRICT 4	6.5%	21.0%	55.1%	17.4%	276	2.833
	DISTRICT 5	5.6%	19.2%	59.5%	15.8%	501	2.854
	DISTRICT 6	5.6%	20.1%	58.8%	15.5%	413	2.843
	DISTRICT 7	4.6%	17.9%	58.0%	19.5%	524	2.924
	DISTRICT 8	5.2%	15.5%	60.5%	18.8%	478	2.929
	DISTRICT 9	5.1%	17.0%	59.5%	18.3%	487	2.910
AGE	25 AND YOUNGER	3.9%	9.8%	63.7%	22.5%	102	3.049
	26 - 35 YEARS OLD	3.0%	18.5%	58.3%	20.2%	168	2.958
	36 - 45 YEARS OLD	5.6%	15.0%	62.3%	17.2%	408	2.909
	46 - 55 YEARS OLD	3.8%	17.0%	58.3%	20.9%	1,030	2.963
	56 - 65 YEARS OLD	4.5%	17.8%	60.6%	17.1%	1,407	2.903
	66 AND OLDER	5.3%	17.6%	58.8%	18.3%	772	2.900
SEX	MALE	4.2%	16.1%	56.7%	23.0%	1,515	2.986
	FEMALE	4.8%	17.7%	61.7%	15.8%	2,381	2.885
RACE	CAUCASIAN	4.5%	17.2%	60.5%	17.8%	3,542	2.916
	AFRICAN AMERICAN	4.3%	12.4%	52.8%	30.5%	233	3.094
	OTHER	5.7%	24.5%	47.2%	22.6%	106	2.868
MARITAL STATUS	SINGLE	2.1%	15.8%	58.5%	23.6%	467	3.034
	MARRIED	4.1%	17.2%	60.8%	17.8%	2,772	2.922
	OTHER	7.8%	17.5%	55.8%	18.8%	650	2.855
RESIDENTIAL LOCATION	URBAN	5.4%	14.5%	58.7%	21.4%	462	2.961
	SUBURBAN	4.4%	17.6%	59.9%	18.1%	1,644	2.917
	RURAL	4.5%	17.3%	59.9%	18.3%	1,788	2.921
DRIVING AREA	URBAN	4.4%	14.9%	61.3%	19.4%	1,145	2.957
	SUBURBAN	4.8%	18.5%	59.8%	16.9%	1,299	2.889
	RURAL	4.5%	17.7%	58.3%	19.5%	1,441	2.928
VEHICLE TYPE	AUTOMOBILE	4.4%	15.7%	60.8%	19.1%	1,957	2.945
	VAN/MINIVAN	3.7%	21.3%	58.1%	16.9%	408	2.882
	PICKUP TRUCK	5.5%	16.8%	54.4%	23.4%	513	2.957
	SUV	4.4%	18.3%	61.8%	15.5%	974	2.884
	OTHER	11.4%	15.9%	45.5%	27.3%	44	2.886

SOBRIETY CHECKPOINTS

The majority (70.4%) of those surveyed in 2015, indicated they had seen a sobriety checkpoint in the past 12 months (Table 4.12). Additionally, 55.3%, of respondents said sobriety checkpoints should be used “more frequently” than they are now, which is a slight decrease from 2014 (Figure 19). Those living in OSP District 9 are more likely to want sobriety checkpoints used more often (Figure 19A). Tables 4.12 and 4.13 contain cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

FIGURE 19: SOBRIETY CHECKPOINTS (FREQUENCY OF USE) 2003 – 2015

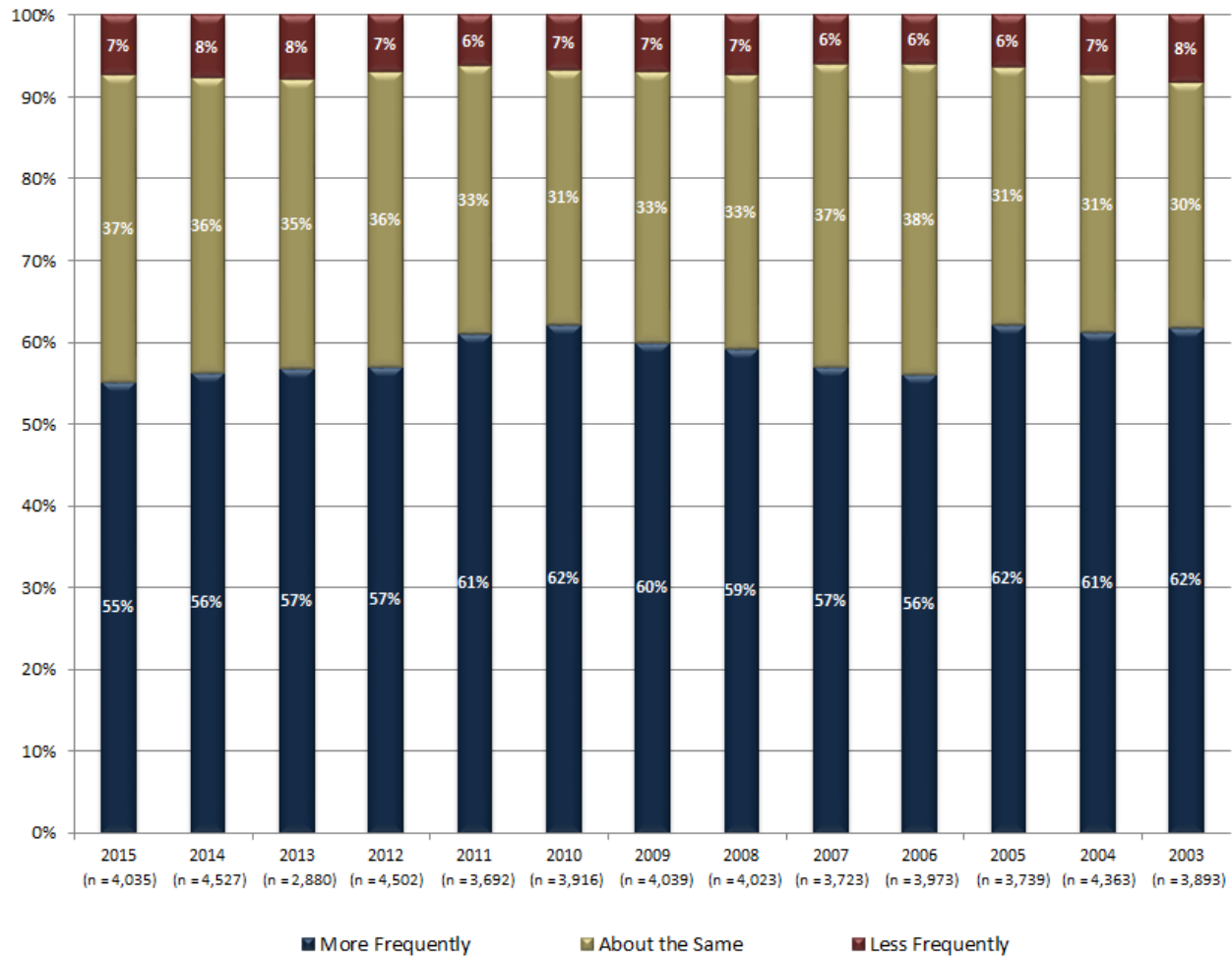


FIGURE 19A: SOBRIETY CHECKPOINTS (FREQUENCY OF USE) – 2015 [MEAN SCORE]

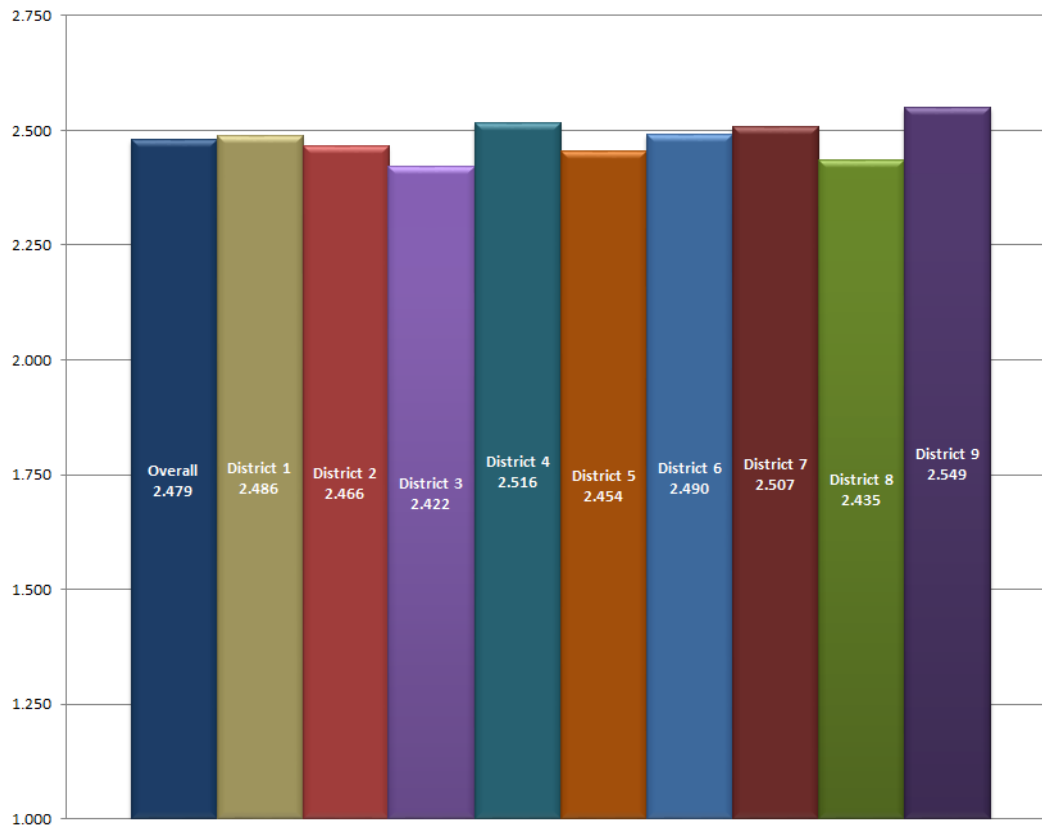


TABLE 4.11: SOBRIETY CHECKPOINTS (FREQUENCY OF USE) – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.502	2.438	2.520	2.458	4,035
OSP DISTRICT	DISTRICT 1	2.500	2.393	2.557	2.500	444
	DISTRICT 2	2.483	2.423	2.467	2.486	294
	DISTRICT 3	2.441	2.460	2.369	2.414	514
	DISTRICT 4	2.596	2.483	2.500	2.500	287
	DISTRICT 5	2.426	2.362	2.535	2.471	522
	DISTRICT 6	2.549	2.484	2.471	2.448	443
	DISTRICT 7	2.544	2.490	2.679	2.371	540
	DISTRICT 8	2.481	2.3898	2.478	2.398	496
	DISTRICT 9	2.549	2.465	2.610	2.543	495

The mean score calculation is based on "More Frequently" = 3 to "Less Frequently" = 1; therefore, the greater the mean score, the more likely respondent is to believe sobriety checkpoints should be used more often.

TABLE 4.12: SAW A SOBRIETY CHECKPOINT IN THE PAST 12 MONTHS - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		29.6%	70.4%	4,135
SURVEY	SURVEY 1	33.0%	67.0%	955
	SURVEY 2	29.0%	71.0%	1,062
	SURVEY 3	28.3%	71.7%	1,071
	SURVEY 4	28.4%	71.6%	1,047
OSP DISTRICT	DISTRICT 1	22.5%	77.5%	457
	DISTRICT 2	30.4%	69.6%	303
	DISTRICT 3	40.2%	59.8%	527
	DISTRICT 4	32.3%	67.7%	294
	DISTRICT 5	19.4%	80.6%	536
	DISTRICT 6	20.3%	79.7%	449
	DISTRICT 7	34.2%	65.8%	552
	DISTRICT 8	29.4%	70.6%	506
	DISTRICT 9	36.8%	63.2%	511
AGE	25 AND YOUNGER	32.4%	67.6%	102
	26 - 35 YEARS OLD	26.7%	73.3%	180
	36 - 45 YEARS OLD	28.1%	71.9%	430
	46 - 55 YEARS OLD	28.9%	71.1%	1,087
	56 - 65 YEARS OLD	26.8%	73.2%	1,486
	66 AND OLDER	36.3%	63.7%	840
SEX	MALE	27.2%	72.8%	1,588
	FEMALE	31.1%	68.9%	2,547
RACE	CAUCASIAN	29.4%	70.6%	3,758
	AFRICAN AMERICAN	29.6%	70.4%	247
	OTHER	37.8%	62.2%	111
MARITAL STATUS	SINGLE	27.5%	72.5%	495
	MARRIED	29.3%	70.7%	2,935
	OTHER	32.5%	67.5%	696
RESIDENTIAL LOCATION	URBAN	26.6%	73.4%	497
	SUBURBAN	27.1%	72.9%	1,744
	RURAL	32.7%	67.3%	1,892
DRIVING AREA	URBAN	27.6%	72.4%	1,213
	SUBURBAN	26.9%	73.1%	1,381
	RURAL	33.5%	66.5%	1,530
VEHICLE TYPE	AUTOMOBILE	31.1%	68.9%	2,095
	VAN/MINIVAN	33.5%	66.5%	439
	PICKUP TRUCK	26.4%	73.6%	530
	SUV	26.1%	73.9%	1,025
	OTHER	35.6%	64.4%	45

TABLE 4.13: FREQUENCY OF USE FOR SOBRIETY CHECKPOINTS - 2015

		LESS FREQUENTLY	ABOUT THE SAME	MORE FREQUENTLY	TOTAL	AVERAGE
ALL RESPONDENTS		7.4%	37.3%	55.3%	4,035	2.479
SURVEY	SURVEY 1	5.7%	38.3%	56.0%	924	2.502
	SURVEY 2	8.2%	39.7%	52.0%	1,032	2.438
	SURVEY 3	6.8%	34.3%	58.9%	1,053	2.520
	SURVEY 4	8.5%	37.2%	54.3%	1,026	2.458
OSP DISTRICT	DISTRICT 1	6.8%	37.8%	55.4%	444	2.486
	DISTRICT 2	6.1%	41.2%	52.7%	294	2.466
	DISTRICT 3	8.4%	41.1%	50.6%	514	2.422
	DISTRICT 4	8.4%	31.7%	59.9%	287	2.516
	DISTRICT 5	7.9%	38.9%	53.3%	522	2.454
	DISTRICT 6	6.3%	38.4%	55.3%	443	2.490
	DISTRICT 7	7.6%	34.1%	58.3%	540	2.507
	DISTRICT 8	7.7%	41.1%	51.2%	496	2.435
	DISTRICT 9	6.9%	31.3%	61.8%	495	2.549
AGE	25 AND YOUNGER	4.0%	37.6%	58.4%	101	2.545
	26 - 35 YEARS OLD	8.4%	33.5%	58.1%	179	2.497
	36 - 45 YEARS OLD	6.8%	34.1%	59.1%	425	2.522
	46 - 55 YEARS OLD	8.6%	40.6%	50.8%	1,065	2.422
	56 - 65 YEARS OLD	8.0%	37.4%	54.6%	1,442	2.465
	66 AND OLDER	4.7%	35.5%	59.8%	813	2.551
SEX	MALE	13.6%	40.3%	46.1%	1,546	2.325
	FEMALE	3.5%	35.5%	61.0%	2,489	2.575
RACE	CAUCASIAN	7.8%	37.3%	54.9%	3,667	2.472
	AFRICAN AMERICAN	2.5%	38.1%	59.4%	244	2.570
	OTHER	3.7%	34.6%	61.7%	107	2.579
MARITAL STATUS	SINGLE	6.6%	37.2%	56.2%	484	2.496
	MARRIED	7.9%	37.8%	54.3%	2,858	2.464
	OTHER	5.6%	35.4%	59.1%	684	2.535
RESIDENTIAL LOCATION	URBAN	6.3%	37.4%	56.2%	489	2.499
	SUBURBAN	7.8%	38.6%	53.6%	1,707	2.458
	RURAL	7.2%	36.1%	56.6%	1,837	2.494
DRIVING AREA	URBAN	7.0%	37.6%	55.5%	1,190	2.485
	SUBURBAN	7.0%	38.8%	54.3%	1,352	2.473
	RURAL	8.0%	35.8%	56.2%	1,484	2.482
VEHICLE TYPE	AUTOMOBILE	7.0%	38.9%	54.1%	2,050	2.471
	VAN/MINIVAN	4.7%	34.3%	61.0%	423	2.563
	PICKUP TRUCK	11.5%	39.6%	48.9%	513	2.374
	SUV	6.7%	34.6%	58.7%	1,005	2.520
	OTHER	14.0%	32.6%	53.5%	43	2.395

BLOOD ALCOHOL CONCENTRATION (BAC)

Less than half (42.9%) of respondents said that they knew the specific Blood Alcohol Concentration (BAC) in Ohio at which a person is considered legally intoxicated (Table 4.14); 73.9% of those who claimed to know Ohio's legal limit correctly identified that level as .08 (Table 4.15).

TABLE 4.14: RESPONDENT KNOWS OHIO'S BAC LEVEL - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		57.1%	42.9%	4,135
SURVEY	SURVEY 1	60.0%	40.0%	955
	SURVEY 2	55.0%	45.0%	1,063
	SURVEY 3	57.6%	42.4%	1,072
	SURVEY 4	56.1%	43.9%	1,045
OSP DISTRICT	DISTRICT 1	62.9%	37.1%	456
	DISTRICT 2	51.2%	48.8%	303
	DISTRICT 3	57.0%	43.0%	526
	DISTRICT 4	55.3%	44.7%	295
	DISTRICT 5	57.8%	42.2%	536
	DISTRICT 6	51.8%	48.2%	450
	DISTRICT 7	59.6%	40.4%	552
	DISTRICT 8	52.8%	47.2%	506
	DISTRICT 9	62.0%	38.0%	511
AGE	25 AND YOUNGER	45.1%	54.9%	102
	26 - 35 YEARS OLD	43.9%	56.1%	180
	36 - 45 YEARS OLD	52.1%	47.9%	430
	46 - 55 YEARS OLD	54.5%	45.5%	1,088
	56 - 65 YEARS OLD	57.9%	42.1%	1,486
	66 AND OLDER	65.9%	34.1%	839
SEX	MALE	42.4%	57.6%	1,588
	FEMALE	66.3%	33.7%	2,547
RACE	CAUCASIAN	55.9%	44.1%	3,757
	AFRICAN AMERICAN	71.7%	28.3%	247
	OTHER	63.4%	36.6%	112
MARITAL STATUS	SINGLE	53.5%	46.5%	495
	MARRIED	55.6%	44.4%	2,936
	OTHER	65.6%	34.4%	695
RESIDENTIAL LOCATION	URBAN	57.8%	42.2%	498
	SUBURBAN	55.3%	44.7%	1,741
	RURAL	58.5%	41.5%	1,894
DRIVING AREA	URBAN	58.3%	41.7%	1,213
	SUBURBAN	56.0%	44.0%	1,381
	RURAL	57.1%	42.9%	1,530
VEHICLE TYPE	AUTOMOBILE	59.3%	40.7%	2,097
	VAN/MINIVAN	65.6%	34.4%	439
	PICKUP TRUCK	47.1%	52.9%	531
	SUV	54.4%	45.6%	1,022
	OTHER	51.1%	48.9%	45

TABLE 4.15: OHIO'S BAC LEGAL LIMIT - 2015

		.08 [CORRECT]	OTHER [INCORRECT]	TOTAL
ALL RESPONDENTS		73.9%	26.1%	1,775
SURVEY	SURVEY 1	78.0%	22.0%	382
	SURVEY 2	73.3%	26.7%	479
	SURVEY 3	77.4%	22.6%	455
	SURVEY 4	67.8%	32.2%	459
OSP DISTRICT	DISTRICT 1	63.9%	36.1%	169
	DISTRICT 2	74.3%	25.7%	148
	DISTRICT 3	78.3%	21.7%	226
	DISTRICT 4	75.8%	24.2%	132
	DISTRICT 5	70.9%	29.1%	227
	DISTRICT 6	79.3%	20.7%	217
	DISTRICT 7	77.1%	22.9%	223
	DISTRICT 8	75.7%	24.3%	239
	DISTRICT 9	67.5%	32.5%	194
AGE	25 AND YOUNGER	82.1%	17.9%	56
	26 - 35 YEARS OLD	79.2%	20.8%	101
	36 - 45 YEARS OLD	79.6%	20.4%	206
	46 - 55 YEARS OLD	78.4%	21.6%	495
	56 - 65 YEARS OLD	70.0%	30.0%	627
	66 AND OLDER	66.8%	33.2%	286
SEX	MALE	80.1%	19.9%	915
	FEMALE	67.3%	32.7%	860
RACE	CAUCASIAN	75.0%	25.0%	1,659
	AFRICAN AMERICAN	55.7%	44.3%	70
	OTHER	61.0%	39.0%	41
MARITAL STATUS	SINGLE	72.2%	27.8%	230
	MARRIED	75.7%	24.3%	1,304
	OTHER	65.7%	34.3%	239
RESIDENTIAL LOCATION	URBAN	71.0%	29.0%	210
	SUBURBAN	73.9%	26.1%	778
	RURAL	74.7%	25.3%	787
DRIVING AREA	URBAN	75.1%	24.9%	506
	SUBURBAN	75.3%	24.7%	607
	RURAL	71.7%	28.3%	658
VEHICLE TYPE	AUTOMOBILE	73.1%	26.9%	855
	VAN/MINIVAN	72.8%	27.2%	151
	PICKUP TRUCK	75.4%	24.6%	281
	SUV	74.0%	26.0%	466
	OTHER	90.9%	9.1%	22

RESULTS - PART V: MEDIA MESSAGES AND SLOGANS ABOUT ALCOHOL IMPAIRED DRIVING

HEARD OR SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING

Exposure by respondents to media campaign messages that discourage drinking and driving decreased from 2014 (Figure 20). The percentage of respondents who reported hearing or seeing a slogan discouraging alcohol-impaired driving was highest during the 4th survey in 2015. Close to half (48.4%) of 2015 respondents claimed to have heard or seen a slogan discouraging drinking and driving during the 4th survey period, the post-intervention National Campaign: *"Drive Sober or Get Pulled Over"* (Table 5.2). Residents of OSP Districts 2 and 4 were more apt to have seen or heard a slogan discouraging alcohol-impaired driving (Figure 20A).

FIGURE 20: HEARD/SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING 2003 – 2015

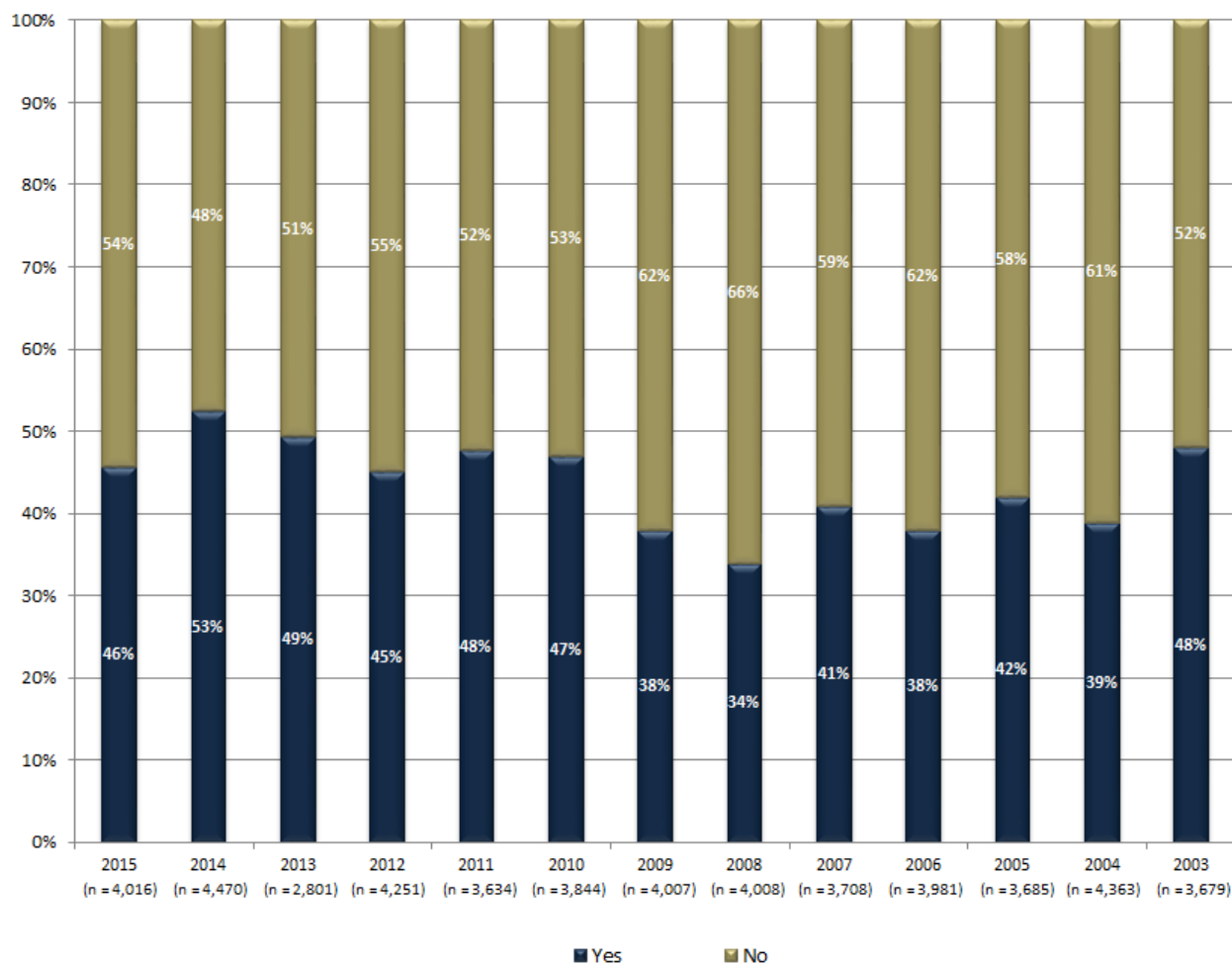


FIGURE 20A: HEARD OR SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING 2015 [MEAN SCORE]

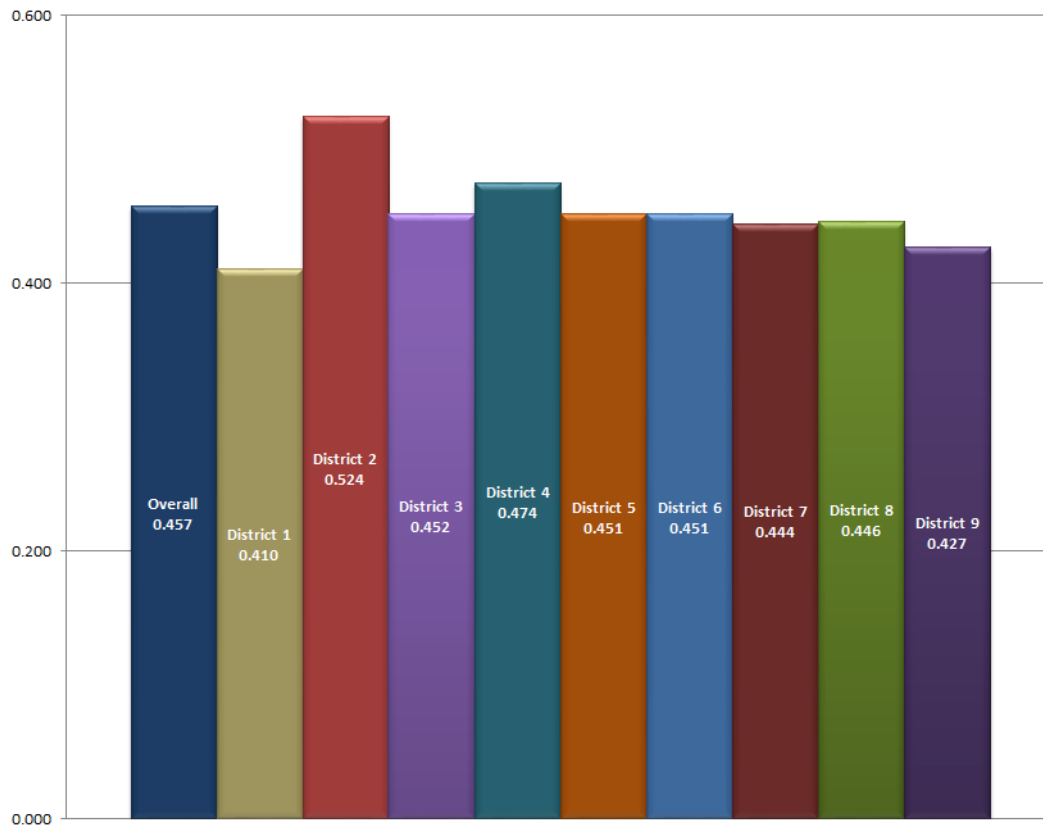


TABLE 5.1: HEARD OR SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		.444	.461	.437	.484	4,016
OSP DISTRICT	DISTRICT 1	.473	.462	.491	.500	443
	DISTRICT 2	.500	.528	.492	.552	296
	DISTRICT 3	.430	.487	.406	.506	513
	DISTRICT 4	.482	.458	.475	.478	291
	DISTRICT 5	.451	.432	.452	.468	519
	DISTRICT 6	.373	.455	.458	.535	435
	DISTRICT 7	.446	.445	.454	.435	531
	DISTRICT 8	.457	.439	.417	.475	491
	DISTRICT 9	.434	.476	.365	.453	497

The mean score calculation is based on "No" = 0 to "Yes" = 1; therefore, the greater the mean score, the more likely respondent is to have heard or saw a slogan discouraging alcohol-impaired driving.

TABLE 5.2: HEARD/SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		54.3%	45.7%	4,016
SURVEY	SURVEY 1	55.6%	44.4%	916
	SURVEY 2	53.9%	46.1%	1,038
	SURVEY 3	56.3%	43.7%	1,043
	SURVEY 4	51.6%	48.4%	1,019
OSP DISTRICT	DISTRICT 1	51.9%	48.1%	443
	DISTRICT 2	47.6%	52.4%	296
	DISTRICT 3	54.8%	45.2%	513
	DISTRICT 4	52.6%	47.4%	291
	DISTRICT 5	54.9%	45.1%	519
	DISTRICT 6	54.9%	45.1%	435
	DISTRICT 7	55.6%	44.4%	531
	DISTRICT 8	55.4%	44.6%	491
	DISTRICT 9	57.3%	42.7%	497
AGE	25 AND YOUNGER	51.0%	49.0%	102
	26 - 35 YEARS OLD	48.0%	52.0%	175
	36 - 45 YEARS OLD	51.7%	48.3%	416
	46 - 55 YEARS OLD	52.7%	47.3%	1,046
	56 - 65 YEARS OLD	54.7%	45.3%	1,451
	66 AND OLDER	59.2%	40.8%	816
SEX	MALE	49.5%	50.5%	1,555
	FEMALE	57.3%	42.7%	2,461
RACE	CAUCASIAN	54.1%	45.9%	3,646
	AFRICAN AMERICAN	57.7%	42.3%	241
	OTHER	53.2%	46.8%	111
MARITAL STATUS	SINGLE	56.4%	43.6%	484
	MARRIED	52.8%	47.2%	2,847
	OTHER	59.0%	41.0%	676
RESIDENTIAL LOCATION	URBAN	57.4%	42.6%	481
	SUBURBAN	53.6%	46.4%	1,694
	RURAL	54.2%	45.8%	1,839
DRIVING AREA	URBAN	56.8%	43.2%	1,186
	SUBURBAN	52.9%	47.1%	1,345
	RURAL	53.4%	46.6%	1,476
VEHICLE TYPE	AUTOMOBILE	56.0%	44.0%	2,039
	VAN/MINIVAN	59.3%	40.7%	418
	PICKUP TRUCK	52.2%	47.8%	519
	SUV	49.9%	50.1%	994
	OTHER	51.1%	48.9%	45

RECALL OF SLOGANS DISCOURAGING ALCOHOL-IMPAIRED DRIVING

For the following tables and figures, “unprompted” results depict respondents who said they had seen or heard a slogan discouraging drinking and driving within the 30 days prior to the survey, and were able to accurately recall the specific slogan without being “prompted” by the interviewer. Then all respondents were “prompted” and asked whether they had heard or seen specific slogans discouraging alcohol-impaired driving.

Overall, 4.6% of respondents could remember the “*Drunk Driving. Over the Limit. Under Arrest.*” slogan without prompting (Figure 21). This rate fluctuated throughout the 2015 evaluation. When prompted, 25.0% of respondents said they recalled the slogan. Individual results for the OSP Districts can be found in Table 5.3. Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Tables 5.4 and 5.5.

FIGURE 21: RECALL OF THE “DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.” SLOGAN – 2015

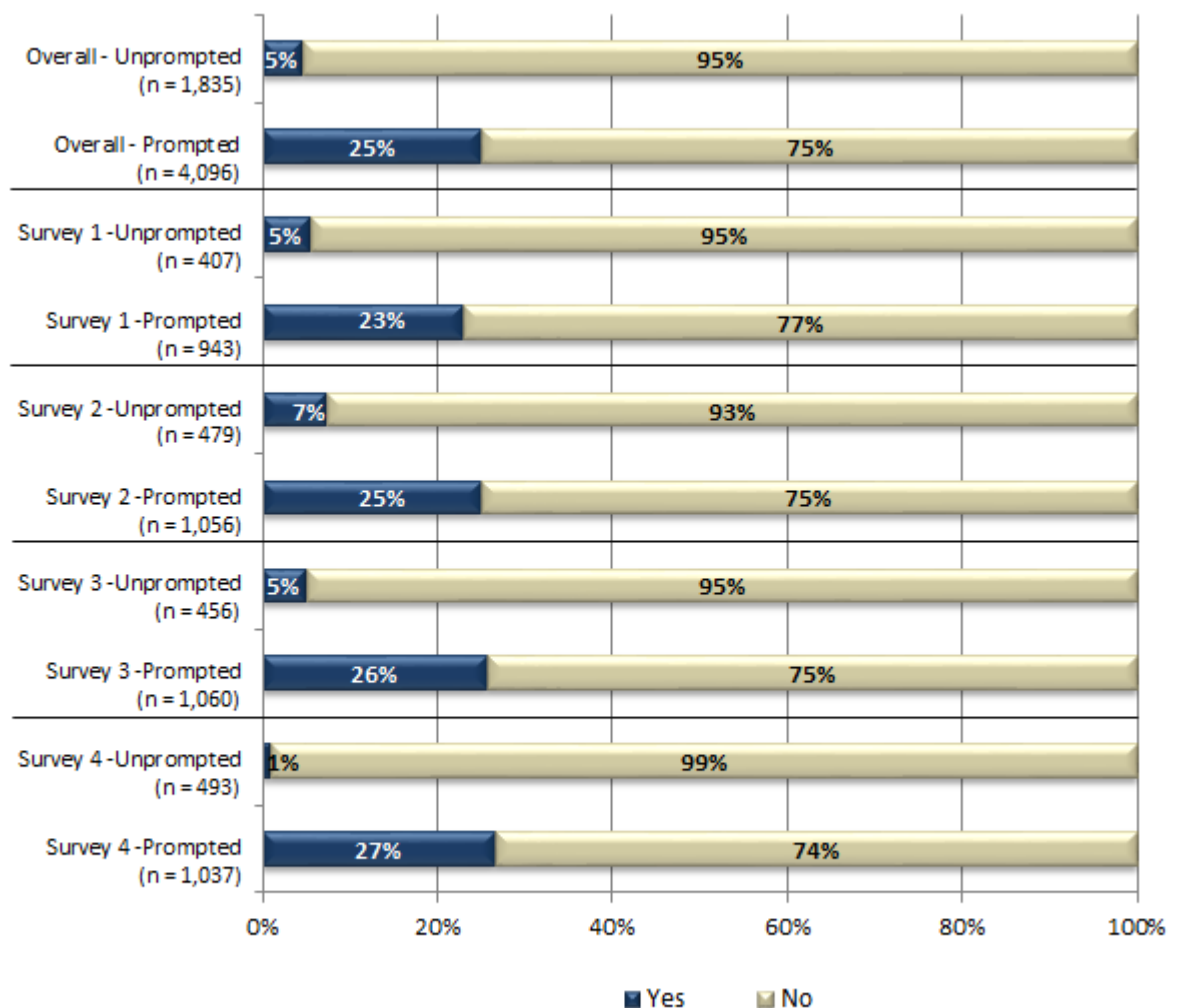


TABLE 5.3: RECALL OF THE “DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.” SLOGAN BY OSP DISTRICT – 2015

	OVERALL		SURVEY 1		SURVEY 2		SURVEY 3		SURVEY 4	
	% YES	TOTAL YES	% YES	TOTAL YES	% YES	% YES	% YES	TOTAL YES	% YES	TOTAL YES
DISTRICT 1										
UNPROMPTED	2.8%	6	1.9%	1	5.5%	3	1.8%	1	2.0%	1
PROMPTED	25.2%	114	20.5%	23	25.0%	30	26.3%	31	29.1%	30
DISTRICT 2										
UNPROMPTED	7.1%	11	6.7%	2	7.9%	3	17.2%	5	1.7%	1
PROMPTED	27.8%	84	26.2%	16	36.0%	27	27.9%	17	22.9%	24
DISTRICT 3										
UNPROMPTED	6.9%	16	11.5%	7	9.6%	7	1.8%	1	2.4%	1
PROMPTED	21.5%	112	18.3%	26	24.5%	37	18.4%	26	26.1%	23
DISTRICT 4										
UNPROMPTED	2.9%	4	7.4%	2	0.0%	0	6.9%	2	0.0%	0
PROMPTED	19.7%	58	19.0%	11	20.3%	12	17.7%	11	20.9%	24
DISTRICT 5										
UNPROMPTED	3.0%	7	2.0%	1	9.3%	5	1.4%	1	0.0%	0
PROMPTED	22.2%	117	24.3%	28	24.2%	31	20.1%	32	20.6%	26
DISTRICT 6										
UNPROMPTED	3.1%	6	0.0%	0	9.1%	5	1.9%	1	0.0%	0
PROMPTED	30.1%	135	25.7%	29	22.0%	27	40.3%	50	33.0%	29
DISTRICT 7										
UNPROMPTED	4.2%	10	11.1%	6	1.4%	1	6.1%	3	0.0%	0
PROMPTED	21.8%	119	18.6%	24	21.4%	34	25.9%	28	21.9%	33
DISTRICT 8										
UNPROMPTED	4.1%	9	2.1%	1	6.9%	4	7.3%	4	0.0%	0
PROMPTED	30.9%	154	26.6%	29	27.9%	38	33.8%	45	35.0%	42
DISTRICT 9										
UNPROMPTED	7.1%	15	4.7%	2	14.0%	7	8.8%	5	1.6%	1
PROMPTED	25.8%	130	27.9%	29	25.7%	27	19.5%	30	31.2%	44

**TABLE 5.4: RECALL OF THE “DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST”
SLOGAN – UNPROMPTED - 2015**

		NO	YES	TOTAL
ALL RESPONDENTS		95.4%	4.6%	1,835
SURVEY	SURVEY 1	94.6%	5.4%	407
	SURVEY 2	92.7%	7.3%	479
	SURVEY 3	95.0%	5.0%	456
	SURVEY 4	99.2%	0.8%	493
OSP DISTRICT	DISTRICT 1	97.2%	2.8%	213
	DISTRICT 2	92.9%	7.1%	155
	DISTRICT 3	93.1%	6.9%	232
	DISTRICT 4	97.1%	2.9%	138
	DISTRICT 5	97.0%	3.0%	234
	DISTRICT 6	96.9%	3.1%	196
	DISTRICT 7	95.8%	4.2%	236
	DISTRICT 8	95.9%	4.1%	219
	DISTRICT 9	92.9%	7.1%	212
AGE	25 AND YOUNGER	98.0%	2.0%	50
	26 - 35 YEARS OLD	93.4%	6.6%	91
	36 - 45 YEARS OLD	94.5%	5.5%	201
	46 - 55 YEARS OLD	96.0%	4.0%	495
	56 - 65 YEARS OLD	94.8%	5.2%	657
	66 AND OLDER	96.4%	3.6%	333
SEX	MALE	94.9%	5.1%	785
	FEMALE	95.8%	4.2%	1,050
RACE	CAUCASIAN	95.5%	4.5%	1,673
	AFRICAN AMERICAN	95.1%	4.9%	102
	OTHER	94.2%	5.8%	52
MARITAL STATUS	SINGLE	95.3%	4.7%	211
	MARRIED	95.4%	4.6%	1,344
	OTHER	95.7%	4.3%	277
RESIDENTIAL LOCATION	URBAN	95.1%	4.9%	205
	SUBURBAN	96.6%	3.4%	786
	RURAL	94.4%	5.6%	843
DRIVING AREA	URBAN	95.3%	4.7%	512
	SUBURBAN	95.6%	4.4%	633
	RURAL	95.3%	4.7%	688
VEHICLE TYPE	AUTOMOBILE	95.7%	4.3%	897
	VAN/MINIVAN	95.9%	4.1%	170
	PICKUP TRUCK	94.8%	5.2%	248
	SUV	95.4%	4.6%	498
	OTHER	90.9%	9.1%	22

TABLE 5.5: RECALL OF THE “DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST” SLOGAN – PROMPTED - 2015

		No	YES	TOTAL
ALL RESPONDENTS		75.0%	25.0%	4,096
SURVEY	SURVEY 1	77.2%	22.8%	943
	SURVEY 2	75.1%	24.9%	1,056
	SURVEY 3	74.5%	25.5%	1,060
	SURVEY 4	73.5%	26.5%	1,037
OSP DISTRICT	DISTRICT 1	74.8%	25.2%	453
	DISTRICT 2	72.2%	27.8%	302
	DISTRICT 3	78.5%	21.5%	522
	DISTRICT 4	80.3%	19.7%	294
	DISTRICT 5	77.8%	22.2%	528
	DISTRICT 6	69.9%	30.1%	448
	DISTRICT 7	78.2%	21.8%	547
	DISTRICT 8	69.1%	30.9%	498
	DISTRICT 9	74.2%	25.8%	504
AGE	25 AND YOUNGER	66.7%	33.3%	102
	26 - 35 YEARS OLD	63.3%	36.7%	177
	36 - 45 YEARS OLD	67.5%	32.5%	424
	46 - 55 YEARS OLD	75.6%	24.4%	1,078
	56 - 65 YEARS OLD	75.6%	24.4%	1,470
	66 AND OLDER	80.8%	19.2%	835
SEX	MALE	66.1%	33.9%	1,566
	FEMALE	80.6%	19.4%	2,530
RACE	CAUCASIAN	75.0%	25.0%	3,721
	AFRICAN AMERICAN	73.4%	26.6%	244
	OTHER	78.6%	21.4%	112
MARITAL STATUS	SINGLE	71.2%	28.8%	493
	MARRIED	74.8%	25.2%	2,901
	OTHER	78.6%	21.4%	693
RESIDENTIAL LOCATION	URBAN	75.7%	24.3%	493
	SUBURBAN	74.1%	25.9%	1,725
	RURAL	75.7%	24.3%	1,876
DRIVING AREA	URBAN	73.9%	26.1%	1,204
	SUBURBAN	75.0%	25.0%	1,371
	RURAL	76.1%	23.9%	1,511
VEHICLE TYPE	AUTOMOBILE	77.1%	22.9%	2,078
	VAN/MINI VAN	78.9%	21.1%	436
	PICKUP TRUCK	66.3%	33.7%	523
	SUV	74.3%	25.7%	1,014
	OTHER	61.4%	38.6%	44

Table 20C shows that overall, “unprompted” recall of the *“Buzzed Driving is Drunk Driving”* slogan was 6.6%. When “prompted” by an interviewer, 45.5% said they recalled the slogan. Results for the individual OSP Districts can be found in Table 5.6. Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Tables 5.7 and 5.8.

FIGURE 21A: RECALL OF THE “BUZZED DRIVING IS DRUNK DRIVING” SLOGAN – 2015

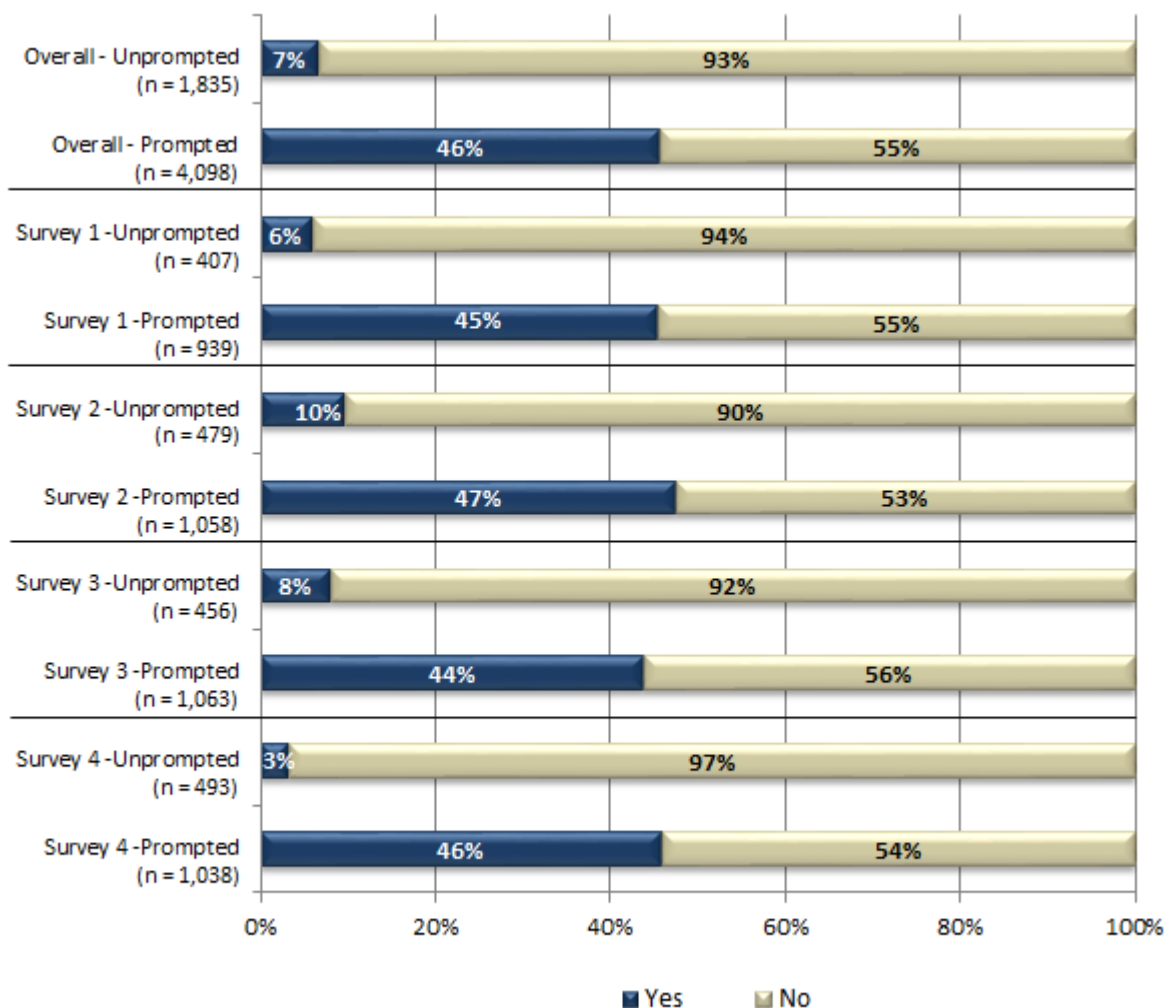


TABLE 5.6: RECALL OF THE “BUZZED DRIVING IS DRUNK DRIVING” SLOGAN BY REGION – 2015

	OVERALL		SURVEY 1		SURVEY 2		SURVEY 3		SURVEY 4	
	% YES	TOTAL YES	% YES	TOTAL YES	% YES	% YES	% YES	TOTAL YES	% YES	TOTAL YES
DISTRICT 1										
UNPROMPTED	7.0%	15	1.9%	1	12.7%	7	10.7%	6	2.0%	1
PROMPTED	54.5%	247	56.1%	64	60.8%	73	48.7%	57	52.0%	53
DISTRICT 2										
UNPROMPTED	11.6%	18	10.0%	3	1.2%	5	27.6%	8	3.4%	2
PROMPTED	56.0%	168	52.5%	32	64.9%	48	61.7%	37	48.6%	51
DISTRICT 3										
UNPROMPTED	9.5%	22	8.2%	5	13.7%	10	8.9%	5	4.8%	2
PROMPTED	37.5%	194	37.1%	52	40.9%	61	35.7%	50	35.2%	31
DISTRICT 4										
UNPROMPTED	7.2%	10	11.1%	3	0.0%	0	6.9%	2	9.1%	5
PROMPTED	45.1%	133	46.6%	27	48.3%	29	35.5%	22	47.8%	55
DISTRICT 5										
UNPROMPTED	3.0%	7	5.9%	3	3.7%	2	1.4%	1	1.7%	1
	43.3%	228	49.6%	56	45.4%	59	38.4%	61	41.6%	52
DISTRICT 6										
UNPROMPTED	3.6%	7	4.9%	2	7.3%	4	1.9%	1	0.0%	0
PROMPTED	34.5%	154	35.4%	40	25.0%	31	44.4%	55	32.6%	28
DISTRICT 7										
UNPROMPTED	6.4%	15	3.7%	2	4.3%	3	20.4%	10	0.0%	0
PROMPTED	55.7%	306	56.3%	71	54.1%	86	50.0%	55	61.0%	94
DISTRICT 8										
UNPROMPTED	6.4%	14	6.3%	3	12.1%	7	1.8%	1	5.2%	3
PROMPTED	47.9%	241	43.1%	47	50.0%	68	50.4%	68	47.2%	58
DISTRICT 9										
UNPROMPTED	6.6%	14	4.7%	2	16.0%	8	3.5%	2	3.2%	2
PROMPTED	37.9%	192	34.3%	36	42.5%	45	37.8%	59	37.1%	52

TABLE 5.7: RECALL OF THE “BUZZED DRIVING IS DRUNK DRIVING” SLOGAN – UNPROMPTED - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		93.4%	6.6%	1,835
SURVEY	SURVEY 1	94.1%	5.9%	407
	SURVEY 2	90.4%	9.6%	479
	SURVEY 3	92.1%	7.9%	456
	SURVEY 4	96.8%	3.2%	493
OSP DISTRICT	DISTRICT 1	93.0%	7.0%	213
	DISTRICT 2	88.4%	11.6%	155
	DISTRICT 3	90.5%	9.5%	232
	DISTRICT 4	92.8%	7.2%	138
	DISTRICT 5	97.0%	3.0%	234
	DISTRICT 6	96.4%	3.6%	196
	DISTRICT 7	93.6%	6.4%	236
	DISTRICT 8	93.6%	6.4%	219
	DISTRICT 9	93.4%	6.6%	212
AGE	25 AND YOUNGER	86.0%	14.0%	50
	26 - 35 YEARS OLD	87.9%	12.1%	91
	36 - 45 YEARS OLD	93.0%	7.0%	201
	46 - 55 YEARS OLD	93.1%	6.9%	495
	56 - 65 YEARS OLD	93.8%	6.2%	657
	66 AND OLDER	95.5%	4.5%	333
SEX	MALE	94.5%	5.5%	785
	FEMALE	92.5%	7.5%	1,050
RACE	CAUCASIAN	93.2%	6.8%	1,673
	AFRICAN AMERICAN	93.1%	6.9%	102
	OTHER	96.2%	3.8%	52
MARITAL STATUS	SINGLE	91.0%	9.0%	211
	MARRIED	93.8%	6.2%	1,344
	OTHER	93.1%	6.9%	277
RESIDENTIAL LOCATION	URBAN	91.7%	8.3%	205
	SUBURBAN	94.4%	5.6%	786
	RURAL	92.8%	7.2%	843
DRIVING AREA	URBAN	93.8%	6.2%	512
	SUBURBAN	93.8%	6.2%	633
	RURAL	92.6%	7.4%	688
VEHICLE TYPE	AUTOMOBILE	93.1%	6.9%	897
	VAN/MINIVAN	94.7%	5.3%	170
	PICKUP TRUCK	94.8%	5.2%	248
	SUV	92.4%	7.6%	498
	OTHER	100.0%	0.0%	22

TABLE 5.8: RECALL OF THE “BUZZED DRIVING IS DRUNK DRIVING” SLOGAN – PROMPTED - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		54.5%	45.5%	4,098
SURVEY	SURVEY 1	54.7%	45.3%	939
	SURVEY 2	52.7%	47.3%	1,058
	SURVEY 3	56.3%	43.7%	1,063
	SURVEY 4	54.3%	45.7%	1,038
OSP DISTRICT	DISTRICT 1	45.5%	54.5%	453
	DISTRICT 2	44.0%	56.0%	300
	DISTRICT 3	62.5%	37.5%	517
	DISTRICT 4	54.9%	45.1%	295
	DISTRICT 5	56.7%	43.3%	527
	DISTRICT 6	65.5%	34.5%	447
	DISTRICT 7	44.3%	55.7%	549
	DISTRICT 8	52.1%	47.9%	503
	DISTRICT 9	62.1%	37.9%	507
AGE	25 AND YOUNGER	51.0%	49.0%	102
	26 - 35 YEARS OLD	42.2%	57.8%	180
	36 - 45 YEARS OLD	56.0%	44.0%	427
	46 - 55 YEARS OLD	51.1%	48.9%	1,078
	56 - 65 YEARS OLD	51.5%	48.5%	1,470
	66 AND OLDER	66.5%	33.5%	831
SEX	MALE	48.7%	51.3%	1,572
	FEMALE	58.2%	41.8%	2,526
RACE	CAUCASIAN	54.6%	45.4%	3,722
	AFRICAN AMERICAN	51.0%	49.0%	245
	OTHER	58.9%	41.1%	112
MARITAL STATUS	SINGLE	49.2%	50.8%	492
	MARRIED	54.6%	45.4%	2,908
	OTHER	58.1%	41.9%	689
RESIDENTIAL LOCATION	URBAN	51.3%	48.7%	493
	SUBURBAN	56.1%	43.9%	1,726
	RURAL	54.0%	46.0%	1,877
DRIVING AREA	URBAN	54.2%	45.8%	1,205
	SUBURBAN	57.1%	42.9%	1,367
	RURAL	52.5%	47.5%	1,515
VEHICLE TYPE	AUTOMOBILE	56.6%	43.4%	2,076
	VAN/MINIVAN	58.6%	41.4%	435
	PICKUP TRUCK	46.4%	53.6%	526
	SUV	53.4%	46.6%	1,015
	OTHER	40.0%	60.0%	45

Prior to the media campaign aimed at reducing drinking and driving, 12.4% of those surveyed could name the “*Drive Sober or Get Pulled Over*” slogan without prompting (Figure 21B). “Prompted” recall was 58.7% prior to the campaign and rose to 69.9% after the campaign. Individual results for the OSP Districts can be found in Table 5.9. Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Tables 5.10 and 5.11.

FIGURE 21B: RECALL OF THE “DRIVE SOBER OR GET PULLED OVER” SLOGAN – 2015

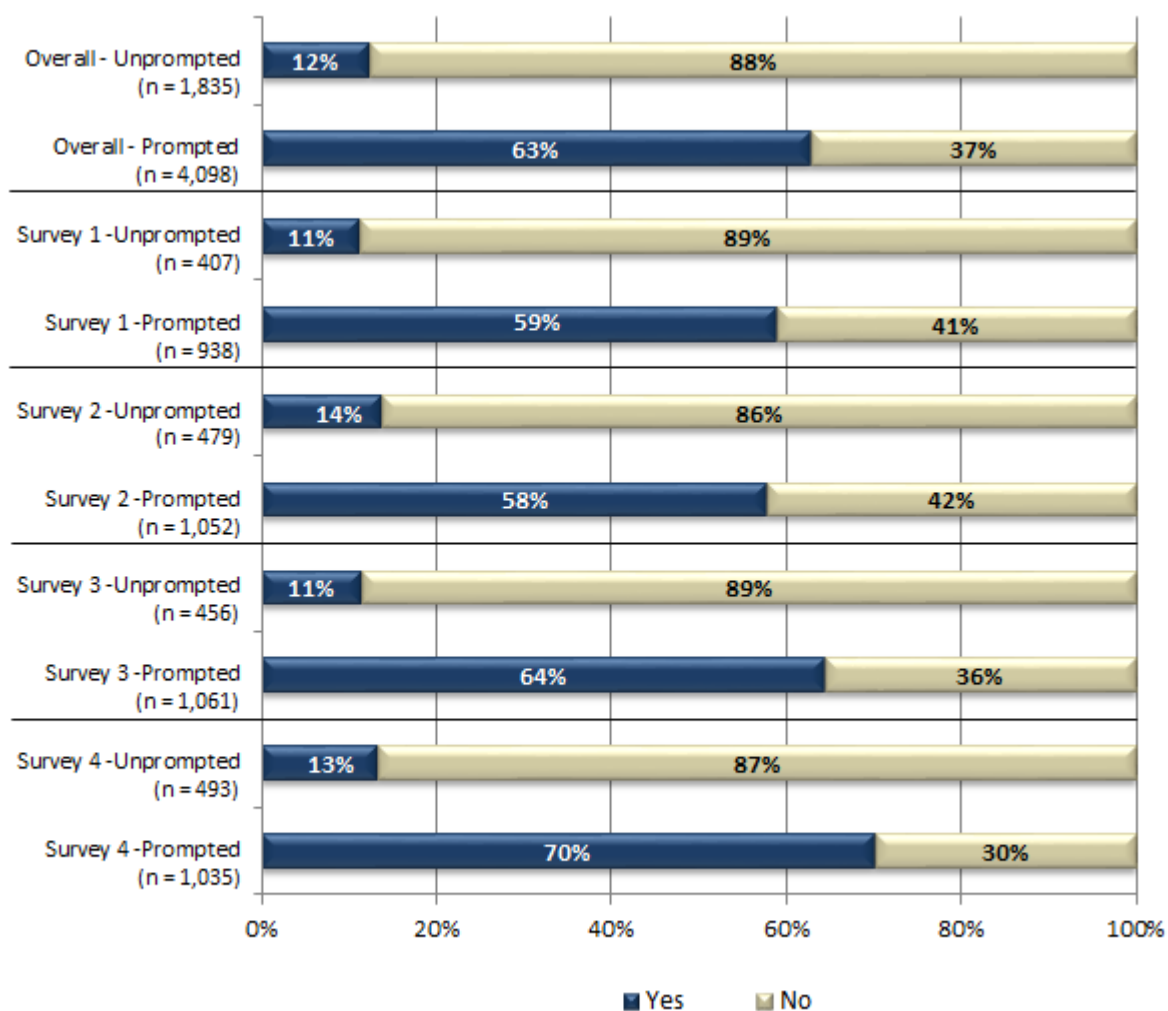


TABLE 5.9: RECALL OF THE “DRIVE SOBER OR GET PULLED OVER” SLOGAN BY REGION – 2015

	OVERALL		SURVEY 1		SURVEY 2		SURVEY 3		SURVEY 4	
	% YES	TOTAL YES	% YES	TOTAL YES	% YES	% YES	% YES	TOTAL YES	% YES	TOTAL YES
DISTRICT 1										
UNPROMPTED	9.9%	21	7.7%	4	21.8%	12	3.6%	2	6.0%	3
PROMPTED	63.4%	287	51.4%	57	66.9%	81	65.5%	78	69.6%	71
DISTRICT 2										
UNPROMPTED	14.8%	23	16.7%	5	15.8%	6	20.7%	6	10.3%	6
PROMPTED	71.6%	214	62.7%	37	66.7%	50	76.3%	45	77.4%	82
DISTRICT 3										
UNPROMPTED	15.1%	35	14.8%	9	15.1%	11	8.9%	5	23.8%	10
PROMPTED	65.9%	344	66.4%	93	56.6%	86	70.2%	99	74.2%	66
DISTRICT 4										
UNPROMPTED	15.2%	21	7.4%	2	22.2%	6	17.2%	5	14.5%	8
PROMPTED	61.6%	180	58.6%	34	55.0%	33	55.0%	33	70.2%	80
DISTRICT 5										
UNPROMPTED	3.4%	8	2.0%	1	7.4%	4	2.8%	2	1.7%	1
PROMPTED	55.3%	292	53.8%	63	48.8%	61	50.9%	82	68.8%	86
DISTRICT 6										
UNPROMPTED	10.2%	20	9.8%	4	12.7%	7	9.3%	5	8.7%	4
PROMPTED	59.3%	264	60.7%	68	51.6%	63	66.9%	83	57.5%	50
DISTRICT 7										
UNPROMPTED	14.4%	34	16.7%	9	13.0%	9	16.3%	8	12.5%	8
PROMPTED	60.5%	328	56.5%	70	55.4%	87	63.6%	70	66.9%	101
DISTRICT 8										
UNPROMPTED	19.2%	42	12.5%	6	15.5%	9	12.7%	7	34.5%	20
PROMPTED	65.1%	327	51.4%	57	60.3%	82	69.7%	92	78.0%	96
DISTRICT 9										
UNPROMPTED	11.3%	24	11.6%	5	4.0%	2	21.1%	12	8.1%	5
PROMPTED	64.6%	325	67.9%	72	60.6%	63	63.9%	99	65.9%	91

TABLE 5.10: RECALL OF THE “DRIVE SOBER OR GET PULLED OVER” SLOGAN – UNPROMPTED - 2015

		No	Yes	TOTAL
ALL RESPONDENTS		87.6%	12.4%	1,835
SURVEY	SURVEY 1	88.9%	11.1%	407
	SURVEY 2	86.2%	13.8%	479
	SURVEY 3	88.6%	11.4%	456
	SURVEY 4	86.8%	13.2%	493
OSP DISTRICT	DISTRICT 1	90.1%	9.9%	213
	DISTRICT 2	85.2%	14.8%	155
	DISTRICT 3	84.9%	15.1%	232
	DISTRICT 4	84.8%	15.2%	138
	DISTRICT 5	96.6%	3.4%	234
	DISTRICT 6	89.8%	10.2%	196
	DISTRICT 7	85.6%	14.4%	236
	DISTRICT 8	80.8%	19.2%	219
	DISTRICT 9	88.7%	11.3%	212
AGE	25 AND YOUNGER	76.0%	24.0%	50
	26 - 35 YEARS OLD	76.9%	23.1%	91
	36 - 45 YEARS OLD	79.1%	20.9%	201
	46 - 55 YEARS OLD	85.1%	14.9%	495
	56 - 65 YEARS OLD	90.4%	9.6%	657
	66 AND OLDER	95.5%	4.5%	333
SEX	MALE	85.9%	14.1%	785
	FEMALE	88.9%	11.1%	1,050
RACE	CAUCASIAN	87.1%	12.9%	1,673
	AFRICAN AMERICAN	92.2%	7.8%	102
	OTHER	90.4%	9.6%	52
MARITAL STATUS	SINGLE	83.9%	16.1%	211
	MARRIED	87.5%	12.5%	1,344
	OTHER	90.6%	9.4%	277
RESIDENTIAL LOCATION	URBAN	91.7%	8.3%	205
	SUBURBAN	86.5%	13.5%	786
	RURAL	87.5%	12.5%	843
DRIVING AREA	URBAN	88.1%	11.9%	512
	SUBURBAN	85.8%	14.2%	633
	RURAL	88.8%	11.2%	688
VEHICLE TYPE	AUTOMOBILE	89.5%	10.5%	897
	VAN/MINIVAN	86.5%	13.5%	170
	PICKUP TRUCK	81.9%	18.1%	248
	SUV	87.3%	12.7%	498
	OTHER	86.4%	13.6%	22

TABLE 5.11: RECALL OF THE “DRIVE SOBER OR GET PULLED OVER” SLOGAN – PROMPTED - 2015

		No	YES	TOTAL
ALL RESPONDENTS		37.3%	62.7%	4,086
SURVEY	SURVEY 1	41.3%	58.7%	938
	SURVEY 2	42.4%	57.6%	1,052
	SURVEY 3	35.8%	64.2%	1,061
	SURVEY 4	30.1%	69.9%	1,035
OSP DISTRICT	DISTRICT 1	36.6%	63.4%	453
	DISTRICT 2	28.4%	71.6%	299
	DISTRICT 3	34.1%	65.9%	522
	DISTRICT 4	38.4%	61.6%	292
	DISTRICT 5	44.7%	55.3%	528
	DISTRICT 6	40.7%	59.3%	445
	DISTRICT 7	39.5%	60.5%	542
	DISTRICT 8	34.9%	65.1%	502
	DISTRICT 9	35.4%	64.6%	503
AGE	25 AND YOUNGER	15.7%	84.3%	102
	26 - 35 YEARS OLD	29.6%	70.4%	179
	36 - 45 YEARS OLD	33.7%	66.3%	418
	46 - 55 YEARS OLD	34.9%	65.1%	1,073
	56 - 65 YEARS OLD	35.8%	64.2%	1,474
	66 AND OLDER	49.6%	50.4%	830
SEX	MALE	32.7%	67.3%	1,567
	FEMALE	40.2%	59.8%	2,519
RACE	CAUCASIAN	36.8%	63.2%	3,708
	AFRICAN AMERICAN	43.7%	56.3%	247
	OTHER	40.7%	59.3%	113
MARITAL STATUS	SINGLE	34.3%	65.7%	490
	MARRIED	35.4%	64.6%	2,896
	OTHER	47.5%	52.5%	691
RESIDENTIAL LOCATION	URBAN	40.2%	59.8%	493
	SUBURBAN	37.3%	62.7%	1,721
	RURAL	36.6%	63.4%	1,870
DRIVING AREA	URBAN	38.2%	61.8%	1,203
	SUBURBAN	36.7%	63.3%	1,366
	RURAL	37.3%	62.7%	1,506
VEHICLE TYPE	AUTOMOBILE	40.3%	59.7%	2,067
	VAN/MINIVAN	37.4%	62.6%	436
	PICKUP TRUCK	33.4%	66.6%	527
	SUV	34.1%	65.9%	1,010
	OTHER	22.2%	77.8%	45

RESPONDENTS' PERSONAL DRINKING AND DRIVING BEHAVIORS

Approximately 12.0% of those surveyed in 2015 said they had driven a motor vehicle within two hours of consuming alcohol in the 60 days prior to completing the survey (Table 5.12). Respondents who were most likely to have driven a motor vehicle within two hours of consuming alcohol were those between the ages of 26 and 35, males, those who reside in and primarily drive in suburban areas, and those who drive pickup trucks. It is important to note that of those, 14.7% said they had done so 5 or more times (Table 5.13).

TABLE 5.12: DRIVEN VEHICLE WITHIN 2 HOURS OF DRINKING ALCOHOL IN PAST 60 DAYS - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		88.0%	12.0%	4,127
SURVEY	SURVEY 1	90.1%	9.9%	953
	SURVEY 2	86.0%	14.0%	1,059
	SURVEY 3	88.9%	11.1%	1,071
	SURVEY 4	87.3%	12.7%	1,044
OSP DISTRICT	DISTRICT 1	88.7%	11.3%	453
	DISTRICT 2	89.7%	10.3%	302
	DISTRICT 3	83.5%	16.5%	527
	DISTRICT 4	89.8%	10.2%	295
	DISTRICT 5	88.2%	11.8%	533
	DISTRICT 6	86.2%	13.8%	449
	DISTRICT 7	89.5%	10.5%	550
	DISTRICT 8	85.6%	14.4%	507
	DISTRICT 9	92.4%	7.6%	511
AGE	25 AND YOUNGER	87.3%	12.7%	102
	26 - 35 YEARS OLD	83.3%	16.7%	180
	36 - 45 YEARS OLD	89.0%	11.0%	429
	46 - 55 YEARS OLD	85.5%	14.5%	1,083
	56 - 65 YEARS OLD	88.3%	11.7%	1,485
	66 AND OLDER	91.4%	8.6%	839
SEX	MALE	80.6%	19.4%	1,586
	FEMALE	92.7%	7.3%	2,541
RACE	CAUCASIAN	87.4%	12.6%	3,749
	AFRICAN AMERICAN	94.3%	5.7%	247
	OTHER	94.7%	5.3%	113
MARITAL STATUS	SINGLE	86.8%	13.2%	494
	MARRIED	87.0%	13.0%	2,931
	OTHER	93.1%	6.9%	694
RESIDENTIAL LOCATION	URBAN	88.5%	11.5%	496
	SUBURBAN	84.8%	15.2%	1,740
	RURAL	90.8%	9.2%	1,889
DRIVING AREA	URBAN	87.2%	12.8%	1,212
	SUBURBAN	84.9%	15.1%	1,378
	RURAL	91.5%	8.5%	1,526
VEHICLE TYPE	AUTOMOBILE	87.7%	12.3%	2,093
	VAN/MINIVAN	92.0%	8.0%	439
	PICKUP TRUCK	84.7%	15.3%	529
	SUV	88.6%	11.4%	1,020
	OTHER	91.1%	8.9%	45

TABLE 5.13: NUMBER OF TIMES DRIVING WITHIN 2 HOURS OF CONSUMING ALCOHOL IN THE PAST 60 DAYS - 2015

		1	2	3	4	5 OR MORE	TOTAL	AVERAGE
ALL RESPONDENTS		27.3%	37.8%	14.0%	6.2%	14.7%	484	2.432
SURVEY	SURVEY 1	44.4%	25.6%	12.2%	3.3%	14.4%	90	2.178
	SURVEY 2	25.0%	43.8%	10.4%	5.6%	15.3%	144	2.424
	SURVEY 3	25.6%	34.2%	18.8%	7.7%	13.7%	117	2.496
	SURVEY 4	19.5%	42.9%	15.0%	7.5%	15.0%	133	2.556
OSP DISTRICT	DISTRICT 1	37.3%	27.5%	9.8%	3.9%	21.6%	51	2.451
	DISTRICT 2	35.5%	41.9%	9.7%	0.0%	12.9%	31	2.129
	DISTRICT 3	22.6%	47.6%	11.9%	3.6%	14.3%	84	2.393
	DISTRICT 4	21.4%	42.9%	14.3%	7.1%	14.3%	28	2.500
	DISTRICT 5	33.9%	25.8%	11.3%	8.1%	21.0%	62	2.565
	DISTRICT 6	16.4%	49.2%	14.8%	9.8%	9.8%	61	2.475
	DISTRICT 7	29.1%	36.4%	12.7%	10.9%	10.9%	55	2.382
	DISTRICT 8	26.0%	35.6%	16.4%	4.1%	17.8%	73	2.521
	DISTRICT 9	28.2%	30.8%	28.2%	7.7%	5.1%	39	2.308
AGE	25 AND YOUNGER	15.4%	38.5%	15.4%	15.4%	15.4%	13	2.769
	26 - 35 YEARS OLD	23.3%	46.7%	10.0%	3.3%	16.7%	30	2.433
	36 - 45 YEARS OLD	34.1%	40.9%	11.4%	6.8%	6.8%	44	2.114
	46 - 55 YEARS OLD	30.5%	39.6%	12.3%	3.9%	13.6%	154	2.305
	56 - 65 YEARS OLD	26.0%	34.7%	16.8%	7.5%	15.0%	173	2.509
	66 AND OLDER	22.9%	35.7%	14.3%	7.1%	20.0%	70	2.657
SEX	MALE	23.4%	36.8%	17.4%	6.0%	16.4%	299	2.552
	FEMALE	33.5%	39.5%	8.6%	6.5%	11.9%	185	2.238
RACE	CAUCASIAN	26.3%	38.4%	14.4%	6.5%	14.4%	464	2.444
	AFRICAN AMERICAN	42.9%	28.6%	7.1%	0.0%	21.4%	14	2.286
	OTHER	66.7%	16.7%	0.0%	0.0%	16.7%	6	1.833
HISPANIC/ LATINO	NO	27.3%	38.2%	14.0%	6.1%	14.5%	477	2.423
	YES	33.3%	16.7%	16.7%	0.0%	33.3%	6	2.833
MARITAL STATUS	SINGLE	35.4%	27.7%	15.4%	4.6%	16.9%	65	2.400
	MARRIED	24.7%	40.9%	14.8%	6.7%	12.9%	372	2.422
	OTHER	36.2%	27.7%	6.4%	4.3%	25.5%	47	2.553
RESIDENTIAL LOCATION	URBAN	28.1%	43.9%	3.5%	7.0%	17.5%	57	2.421
	SUBURBAN	28.2%	37.0%	16.0%	5.3%	13.4%	262	2.385
	RURAL	25.5%	37.0%	14.5%	7.3%	15.8%	165	2.509
DRIVING AREA	URBAN	31.8%	34.4%	12.6%	4.0%	17.2%	151	2.404
	SUBURBAN	24.0%	39.7%	13.2%	8.3%	14.7%	204	2.500
	RURAL	26.6%	39.1%	17.2%	5.5%	11.7%	128	2.367
VEHICLE TYPE	AUTOMOBILE	26.4%	39.4%	14.6%	6.3%	13.4%	254	2.409
	VAN/MINIVAN	45.7%	25.7%	5.7%	2.9%	20.0%	35	2.257
	PICKUP TRUCK	24.7%	37.7%	18.2%	7.8%	11.7%	77	2.442
	SUV	26.1%	37.4%	12.2%	6.1%	18.3%	115	2.530
	OTHER	0.0%	66.7%	33.3%	0.0%	0.0%	3	2.333

CURRENT LAW ENFORCEMENT

In 2015, 62.3% of respondents said that the likelihood of being stopped by law enforcement for driving after drinking was “about as likely” as three months prior, while 25.8% thought it is more likely that a driver would be stopped (Figure 22). Figure 22A shows that respondents in OSP District 2 were more likely to think a driver would be stopped by law enforcement for drinking and driving. Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Table 5.15.

FIGURE 22: LIKELIHOOD OF BEING STOPPED BY LAW ENFORCEMENT FOR DRINKING AND DRIVING COMPARED TO 3 MONTHS AGO 2003 – 2015

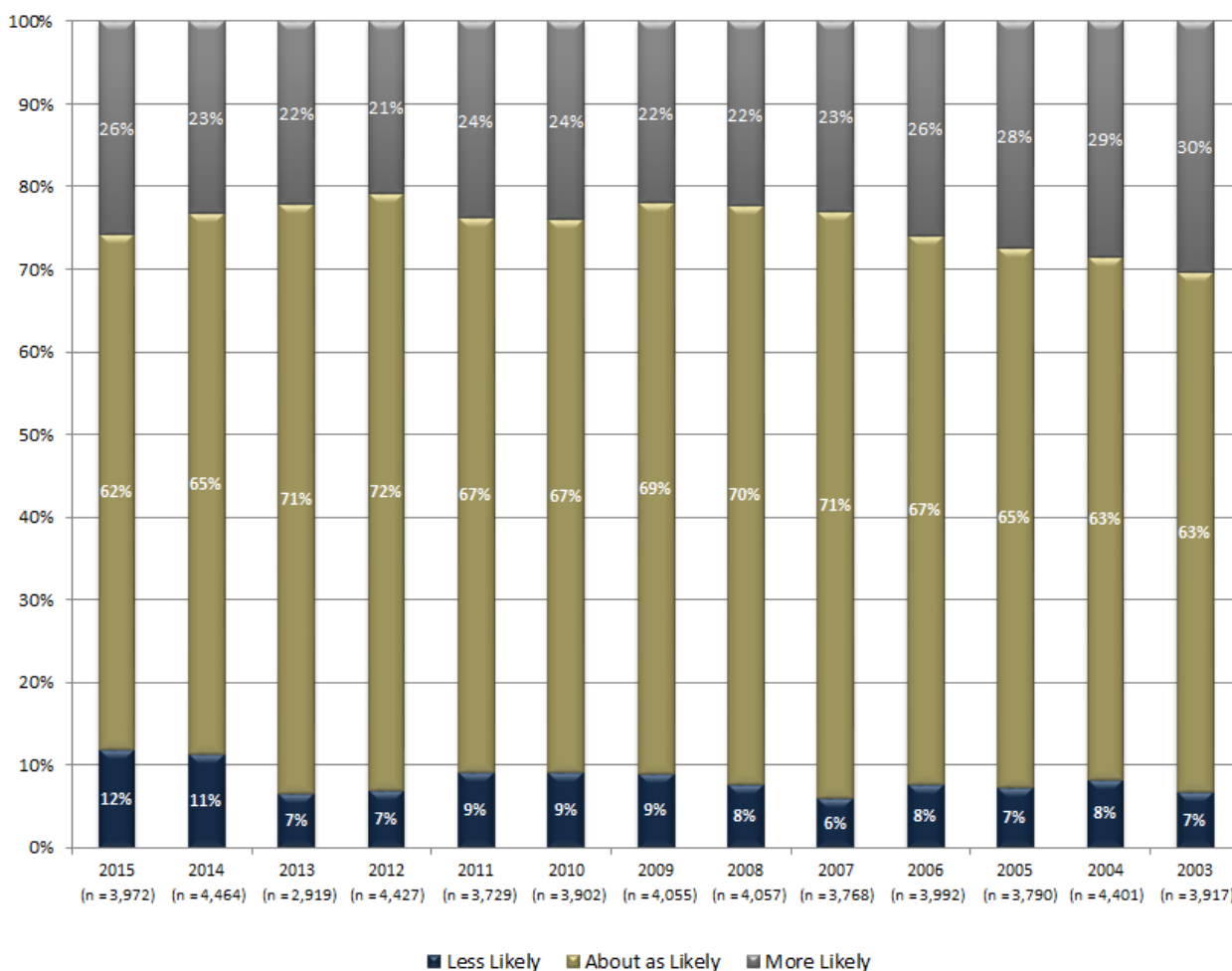


FIGURE 22A: LIKELIHOOD OF BEING STOPPED BY LAW ENFORCEMENT FOR DRINKING AND DRIVING COMPARED TO 3 MONTHS AGO – 2015 [MEAN SCORE]

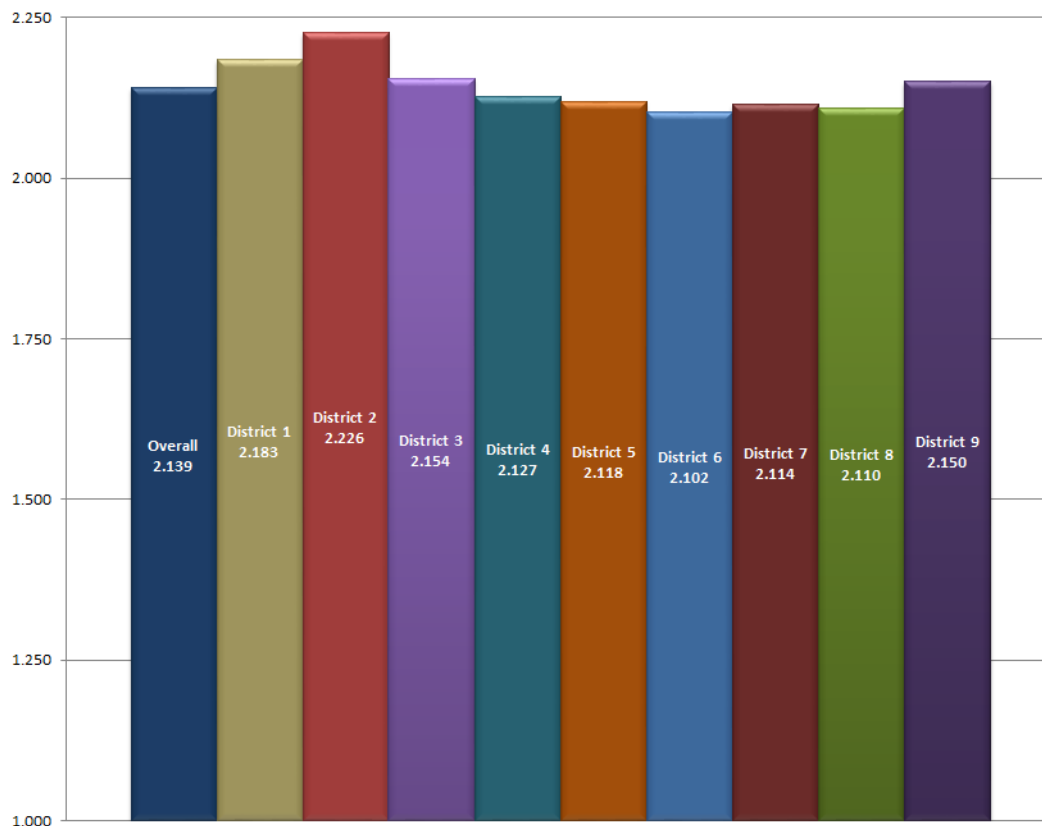


TABLE 5.14: CHANCE OF BEING STOPPED BY LAW ENFORCEMENT FOR DRINKING AND DRIVING COMPARED TO 3 MONTHS AGO – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.144	2.119	2.166	2.127	3,972
OSP DISTRICT	DISTRICT 1	2.219	2.195	2.175	2.139	438
	DISTRICT 2	2.207	2.278	2.316	2.150	287
	DISTRICT 3	2.190	2.089	2.176	2.174	505
	DISTRICT 4	2.200	2.136	2.167	2.064	283
	DISTRICT 5	2.098	2.089	2.107	2.180	516
	DISTRICT 6	2.102	2.109	2.171	1.988	433
	DISTRICT 7	2.071	2.078	2.236	2.101	534
	DISTRICT 8	2.124	2.122	2.060	2.140	490
	DISTRICT 9	2.141	2.060	2.194	2.174	486

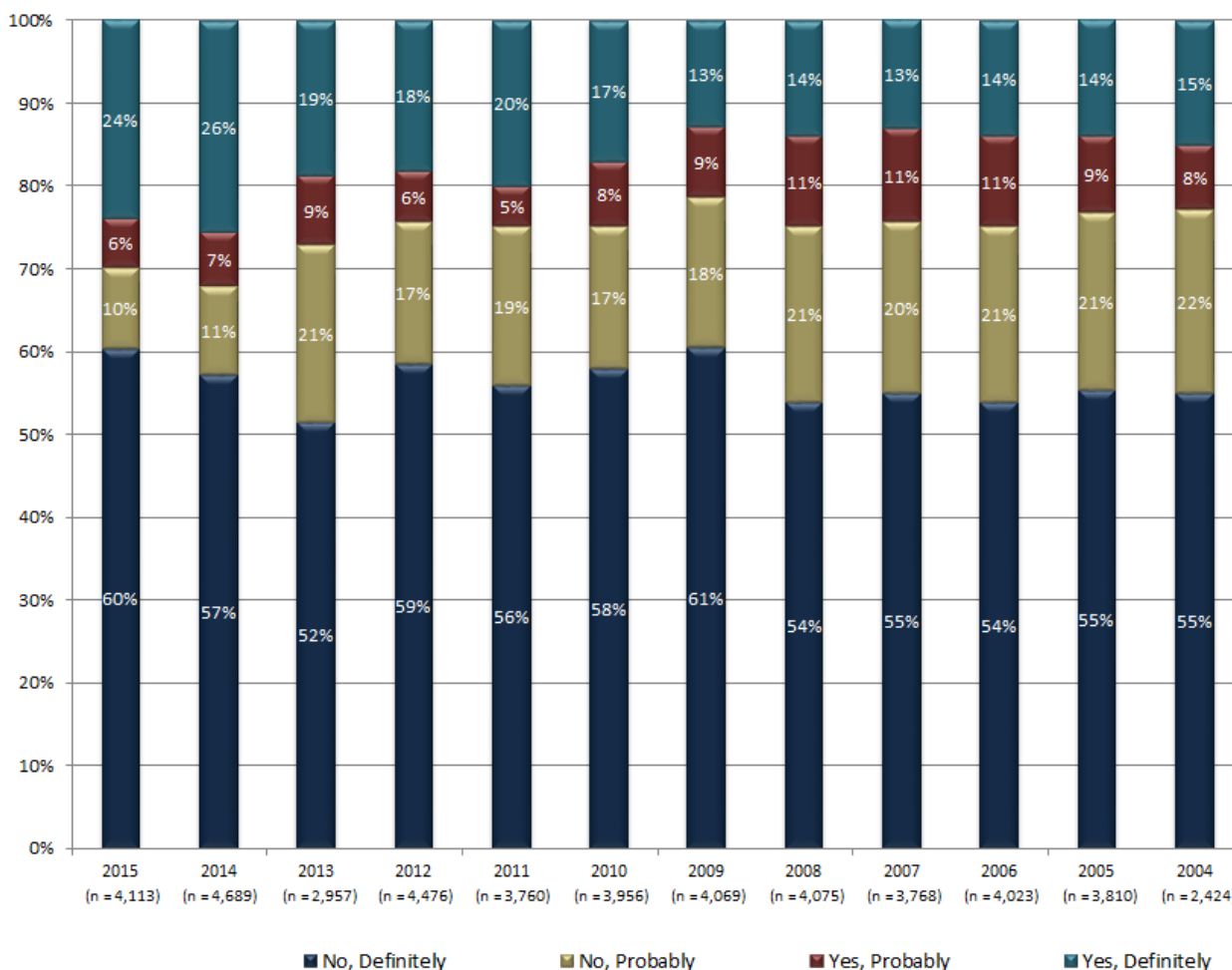
The mean score calculation is based on "More Likely" = 3 to "Less Likely" = 1; therefore, the greater the mean score, the more likely respondent is to find the chance of being stopped for drunk driving more likely than 3 months ago.

**TABLE 5.15: LIKELIHOOD OF A DRIVER BEING STOPPED FOR DRINKING AND DRIVING
COMPARED TO THREE MONTHS AGO - 2015**

		LESS LIKELY	ABOUT AS LIKELY	MORE LIKELY	TOTAL	AVERAGE
ALL RESPONDENTS		11.9%	62.3%	25.8%	3,972	2.139
SURVEY	SURVEY 1	11.9%	61.8%	26.3%	905	2.144
	SURVEY 2	13.0%	62.0%	25.0%	1,021	2.119
	SURVEY 3	10.2%	63.1%	26.7%	1,043	2.166
	SURVEY 4	12.5%	62.4%	25.1%	1,003	2.127
OSP DISTRICT	DISTRICT 1	8.7%	64.4%	26.9%	438	2.183
	DISTRICT 2	8.4%	60.6%	31.0%	287	2.226
	DISTRICT 3	10.5%	63.6%	25.9%	505	2.154
	DISTRICT 4	15.2%	56.9%	27.9%	283	2.127
	DISTRICT 5	13.8%	60.7%	25.6%	516	2.118
	DISTRICT 6	14.1%	61.7%	24.2%	433	2.102
	DISTRICT 7	12.7%	63.1%	24.2%	534	2.114
	DISTRICT 8	12.2%	64.5%	23.3%	490	2.110
	DISTRICT 9	11.1%	62.8%	26.1%	486	2.150
AGE	25 AND YOUNGER	5.0%	59.4%	35.6%	101	2.307
	26 - 35 YEARS OLD	8.0%	68.6%	23.4%	175	2.154
	36 - 45 YEARS OLD	9.5%	72.1%	18.4%	419	2.088
	46 - 55 YEARS OLD	10.2%	65.3%	24.5%	1,062	2.143
	56 - 65 YEARS OLD	13.0%	60.6%	26.4%	1,420	2.134
	66 AND OLDER	15.3%	55.0%	29.8%	786	2.145
SEX	MALE	11.4%	61.5%	27.1%	1,535	2.157
	FEMALE	12.2%	62.9%	24.9%	2,437	2.128
RACE	CAUCASIAN	11.5%	63.7%	24.7%	3,610	2.132
	AFRICAN AMERICAN	14.8%	45.8%	39.4%	236	2.246
	OTHER	16.4%	50.0%	33.6%	110	2.173
MARITAL STATUS	SINGLE	9.2%	56.3%	34.5%	476	2.252
	MARRIED	11.1%	65.5%	23.3%	2,824	2.122
	OTHER	17.1%	52.8%	30.1%	665	2.129
RESIDENTIAL LOCATION	URBAN	12.3%	58.0%	29.7%	471	2.174
	SUBURBAN	11.3%	65.1%	23.6%	1,674	2.123
	RURAL	12.3%	61.0%	26.7%	1,826	2.144
DRIVING AREA	URBAN	13.4%	59.3%	27.3%	1,160	2.140
	SUBURBAN	10.8%	65.8%	23.4%	1,337	2.126
	RURAL	11.6%	61.6%	26.8%	1,466	2.152
VEHICLE TYPE	AUTOMOBILE	11.4%	61.8%	26.8%	1,994	2.154
	VAN/MINI VAN	10.3%	64.2%	25.5%	419	2.153
	PICKUP TRUCK	14.6%	57.3%	28.2%	515	2.136
	SUV	12.3%	65.3%	22.4%	999	2.101
	OTHER	9.1%	59.1%	31.8%	44	2.227

While 60.4% of respondents said they had definitely not seen or heard of special efforts by police to ticket drunk drivers in their community, 30.0% “definitely” or “probably” had witnessed such efforts (Figure 23). Respondents in OSP Districts 1, 2, and 5 were more likely than other districts to claim they have witnessed special efforts to ticket drunk drivers (Figure 22A). Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Table 5.17.

FIGURE 23: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS⁴ 2004 – 2015



⁴ This specific question was not asked in 2003, and only in Surveys 3 and 4 during the 2004 evaluation.

FIGURE 23A: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS - 2015 [MEAN SCORE]

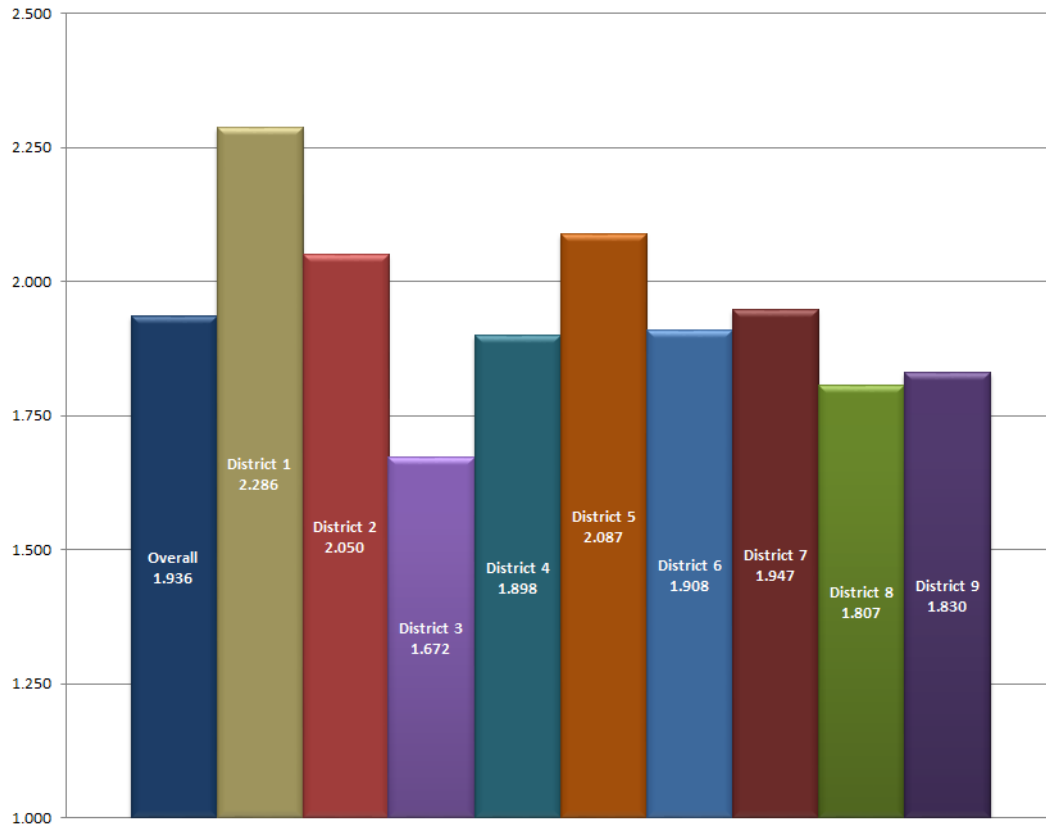


TABLE 5.16: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS - 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		1,703	1,953	1,999	2,065	4,113
OSP DISTRICT	DISTRICT 1	1,946	2,462	2,205	2,544	451
	DISTRICT 2	1,820	2,000	2,016	2,236	303
	DISTRICT 3	1,538	1,796	1,652	1,708	525
	DISTRICT 4	1,603	1,864	1,968	2,026	294
	DISTRICT 5	1,856	2,031	2,174	2,252	531
	DISTRICT 6	1,575	1,927	2,185	1,920	448
	DISTRICT 7	1,829	1,943	2,018	2,000	551
	DISTRICT 8	1,523	1,868	2,030	1,752	503
	DISTRICT 9	1,657	1,679	1,794	2,113	507

The mean score calculation is based on "Yes, Definitely" = 4 to "No, Definitely" = 1; therefore, the greater the mean score, the more likely respondent is to report seeing special efforts to ticket drunk drivers during the past 30 days.

TABLE 5.17: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS - 2015

		NO, DEFINITELY	NO, PROBABLY	YES, PROBABLY	YES, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		60.4%	9.7%	6.0%	24.0%	4,113	1.936
SURVEY	SURVEY 1	66.7%	11.6%	6.3%	15.4%	950	1.703
	SURVEY 2	59.4%	10.2%	6.2%	24.2%	1,058	1.953
	SURVEY 3	60.1%	6.8%	6.2%	26.9%	1,066	1.999
	SURVEY 4	55.9%	10.3%	5.1%	28.7%	1,039	2.065
OSP DISTRICT	DISTRICT 1	47.9%	10.2%	7.3%	34.6%	451	2.286
	DISTRICT 2	53.5%	12.9%	8.9%	24.8%	303	2.050
	DISTRICT 3	69.0%	10.9%	4.2%	16.0%	525	1.672
	DISTRICT 4	64.6%	5.4%	5.4%	24.5%	294	1.898
	DISTRICT 5	55.6%	8.1%	8.5%	27.9%	531	2.087
	DISTRICT 6	60.5%	11.6%	4.5%	23.4%	448	1.908
	DISTRICT 7	61.2%	8.7%	4.4%	25.8%	551	1.947
	DISTRICT 8	64.2%	9.7%	7.2%	18.9%	503	1.807
	DISTRICT 9	64.7%	9.3%	4.3%	21.7%	507	1.830
AGE	25 AND YOUNGER	62.7%	6.9%	3.9%	26.5%	102	1.941
	26 - 35 YEARS OLD	53.3%	10.0%	6.7%	30.0%	180	2.133
	36 - 45 YEARS OLD	57.8%	8.6%	7.5%	26.1%	429	2.019
	46 - 55 YEARS OLD	60.7%	9.8%	6.8%	22.7%	1,081	1.915
	56 - 65 YEARS OLD	59.7%	10.3%	5.7%	24.3%	1,480	1.947
	66 AND OLDER	63.7%	9.1%	4.7%	22.5%	832	1.859
SEX	MALE	57.7%	9.5%	6.6%	26.2%	1,585	2.014
	FEMALE	62.1%	9.7%	5.6%	22.6%	2,528	1.886
RACE	CAUCASIAN	60.5%	9.7%	6.1%	23.7%	3,737	1.930
	AFRICAN AMERICAN	55.3%	10.6%	4.9%	29.3%	246	2.081
	OTHER	67.0%	4.5%	5.4%	23.2%	112	1.848
MARITAL STATUS	SINGLE	58.9%	8.7%	5.5%	26.8%	492	2.002
	MARRIED	60.5%	9.7%	6.3%	23.5%	2,922	1.928
	OTHER	60.9%	10.1%	4.8%	24.2%	691	1.922
RESIDENTIAL LOCATION	URBAN	58.6%	7.2%	7.0%	27.2%	497	2.028
	SUBURBAN	60.2%	10.0%	5.5%	24.3%	1,732	1.939
	RURAL	61.1%	9.9%	6.1%	22.8%	1,882	1.907
DRIVING AREA	URBAN	58.3%	9.9%	8.5%	23.4%	1,207	1.969
	SUBURBAN	60.4%	10.6%	5.2%	23.9%	1,373	1.926
	RURAL	62.2%	8.6%	4.7%	24.4%	1,522	1.914
VEHICLE TYPE	AUTOMOBILE	62.3%	9.6%	6.0%	22.2%	2,082	1.880
	VAN/MINIVAN	61.1%	11.0%	6.9%	21.1%	437	1.879
	PICKUP TRUCK	57.0%	9.1%	6.1%	27.8%	528	2.047
	SUV	57.7%	9.6%	5.7%	27.0%	1,020	2.019
	OTHER	64.4%	8.9%	2.2%	24.4%	45	1.867

RESULTS - PART VI: DISTRACTED DRIVING, SPEEDING, AND OVERALL TRAFFIC SAFETY

GENERAL CELL PHONE USE WHILE DRIVING

As shown in Figure 24, the majority of those surveyed said they see other drivers talking on a cell phone every day (75.0%) or almost every day (14.7%). These results consistent with past evaluations. Drivers in OSP Districts 2, 7, and 9 are more likely to say they see other drivers talk on a cell phone (Figure 24A) Cross-tabulated results by survey; OSP District; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Table 6.2.

FIGURE 24: FREQUENCY OF SEEING OTHER DRIVERS TALK ON A CELL PHONE 2009 – 2015

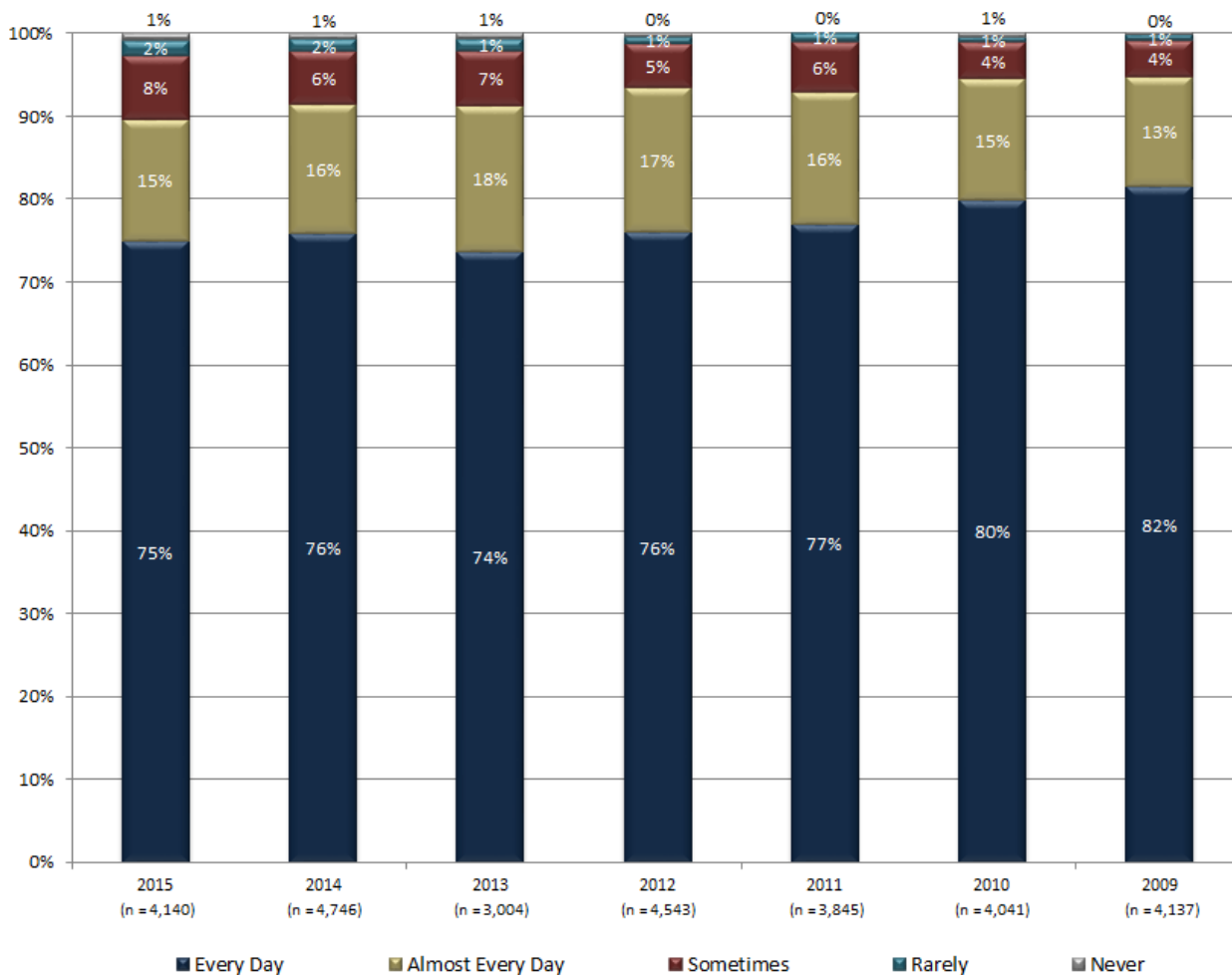


FIGURE 24A: FREQUENCY OF SEEING OTHER DRIVERS TALK ON A CELL PHONE – 2015 [MEAN SCORE]

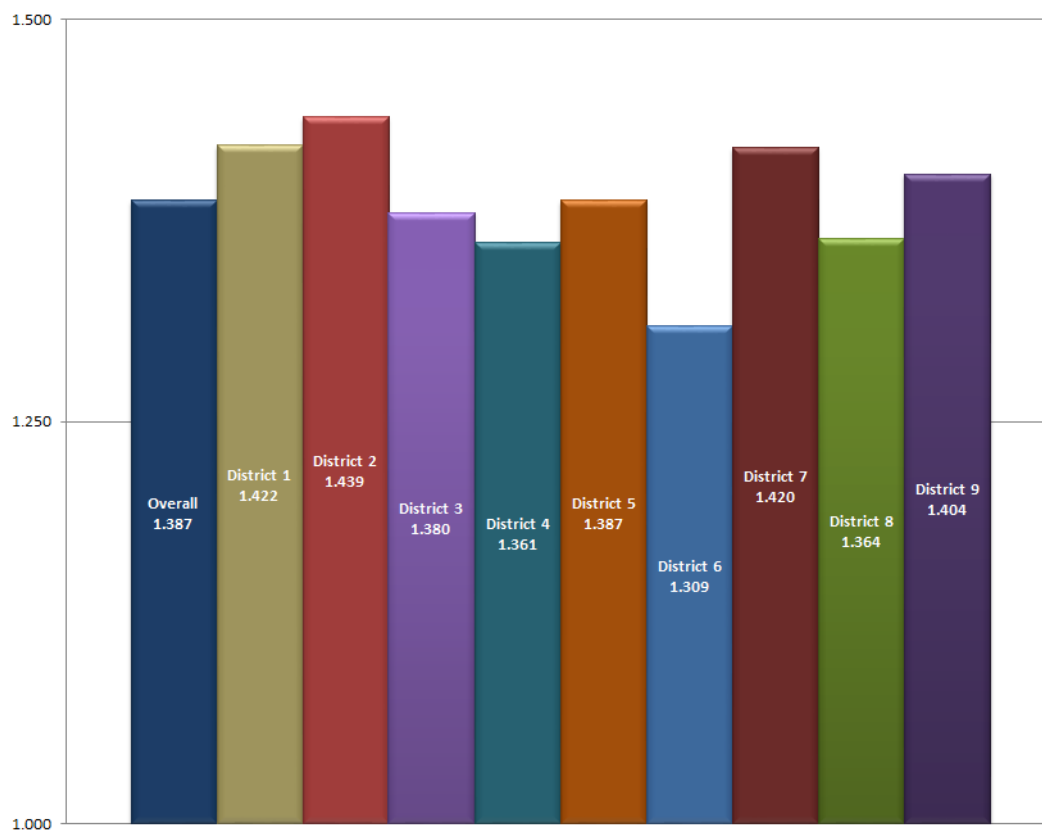


TABLE 6.1: FREQUENCY OF SEEING OTHER DRIVERS TALK ON A CELL PHONE – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		1.405	1.405	1.358	1.382	4,140
OSP DISTRICT	DISTRICT 1	1.447	1.430	1.378	1.437	457
	DISTRICT 2	1.443	1.600	1.377	1.358	303
	DISTRICT 3	1.538	1.342	1.378	1.191	527
	DISTRICT 4	1.345	1.317	1.323	1.414	296
	DISTRICT 5	1.433	1.400	1.385	1.333	537
	DISTRICT 6	1.330	1.323	1.260	1.330	450
	DISTRICT 7	1.388	1.434	1.464	1.403	552
	DISTRICT 8	1.286	1.363	1.356	1.444	506
	DISTRICT 9	1.387	1.495	1.310	1.454	512

The mean score calculation is based on “Never” = 5 to “Every Day” = 1; therefore, the greater the mean score, the more likely respondent is to say they never see other drivers talk on a cell phone without a hands-free device.

TABLE 6.2: FREQUENCY OF SEEING OTHERS TALK ON A CELL PHONE WHILE DRIVING - 2015

		EVERY DAY	ALMOST EVERY DAY	SOMETIMES	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		75.0%	14.7%	7.7%	1.8%	0.8%	4,140	1.387
SURVEY	SURVEY 1	75.1%	13.9%	7.8%	2.0%	1.3%	958	1.405
	SURVEY 2	73.2%	16.0%	8.4%	2.0%	0.5%	1,063	1.405
	SURVEY 3	76.7%	13.3%	8.1%	1.2%	0.7%	1,072	1.358
	SURVEY 4	75.2%	15.5%	6.4%	1.9%	1.1%	1,047	1.382
OSP DISTRICT	DISTRICT 1	75.1%	12.9%	8.3%	2.2%	1.5%	457	1.422
	DISTRICT 2	73.3%	14.5%	8.3%	3.0%	1.0%	303	1.439
	DISTRICT 3	75.9%	14.8%	6.5%	1.1%	1.7%	527	1.380
	DISTRICT 4	76.7%	12.5%	9.1%	1.4%	0.3%	296	1.361
	DISTRICT 5	74.1%	14.7%	9.7%	1.3%	0.2%	537	1.387
	DISTRICT 6	79.6%	12.9%	5.1%	2.0%	0.4%	450	1.309
	DISTRICT 7	73.2%	15.2%	8.7%	2.2%	0.7%	552	1.420
	DISTRICT 8	74.7%	16.8%	6.7%	1.0%	0.8%	506	1.364
	DISTRICT 9	73.4%	16.4%	7.2%	2.1%	0.8%	512	1.404
AGE	25 AND YOUNGER	63.7%	24.5%	10.8%	0.0%	1.0%	102	1.500
	26 - 35 YEARS OLD	79.4%	13.3%	6.7%	0.0%	0.6%	180	1.289
	36 - 45 YEARS OLD	79.1%	12.3%	7.9%	0.7%	0.0%	430	1.302
	46 - 55 YEARS OLD	76.7%	15.1%	6.4%	1.3%	0.6%	1,088	1.340
	56 - 65 YEARS OLD	77.4%	13.4%	6.4%	2.0%	0.8%	1,489	1.355
	66 AND OLDER	67.3%	16.6%	11.2%	3.1%	1.8%	841	1.554
SEX	MALE	75.6%	14.4%	7.6%	1.7%	0.7%	1,591	1.375
	FEMALE	74.7%	14.9%	7.7%	1.8%	0.9%	2,549	1.395
RACE	CAUCASIAN	74.9%	15.1%	7.4%	1.8%	0.8%	3,761	1.384
	AFRICAN AMERICAN	77.7%	10.1%	9.7%	1.2%	1.2%	247	1.381
	OTHER	74.3%	9.7%	11.5%	2.7%	1.8%	113	1.478
MARITAL STATUS	SINGLE	69.3%	15.6%	11.1%	2.0%	2.0%	495	1.519
	MARRIED	76.6%	14.7%	6.7%	1.6%	0.4%	2,940	1.346
	OTHER	72.3%	14.2%	9.6%	2.2%	1.7%	696	1.468
RESIDENTIAL LOCATION	URBAN	74.5%	15.3%	7.4%	2.0%	0.8%	498	1.394
	SUBURBAN	75.2%	14.7%	7.6%	1.6%	1.0%	1,746	1.385
	RURAL	75.0%	14.6%	7.9%	1.8%	0.7%	1,894	1.388
DRIVING AREA	URBAN	75.7%	15.0%	7.3%	1.5%	0.5%	1,217	1.361
	SUBURBAN	75.6%	14.8%	7.4%	1.3%	0.9%	1,381	1.372
	RURAL	74.0%	14.4%	8.2%	2.4%	1.0%	1,531	1.421
VEHICLE TYPE	AUTOMOBILE	71.7%	15.7%	9.2%	2.1%	1.2%	2,098	1.455
	VAN/MINI VAN	74.1%	14.1%	9.5%	2.0%	0.2%	440	1.402
	PICKUP TRUCK	81.4%	11.9%	4.1%	2.3%	0.4%	531	1.284
	SUV	78.1%	14.7%	6.0%	0.6%	0.6%	1,025	1.307
	OTHER	93.3%	4.4%	0.0%	2.2%	0.0%	45	1.111

A little more than eighty percent (80.6%) of respondents claim that driving while talking on a cell phone without a hands-free device is somewhat (38.8%) or very (41.8%) dangerous (Figure 25). Those surveyed in OSP Districts 4 and 7 were more likely to find talking on a cell phone without a hands-free device dangerous (Figure 25A).

FIGURE 25: TALKING ON A CELL PHONE WITHOUT A HANDS-FREE DEVICE WHILE DRIVING IS SAFE OR DANGEROUS 2009 - 2015

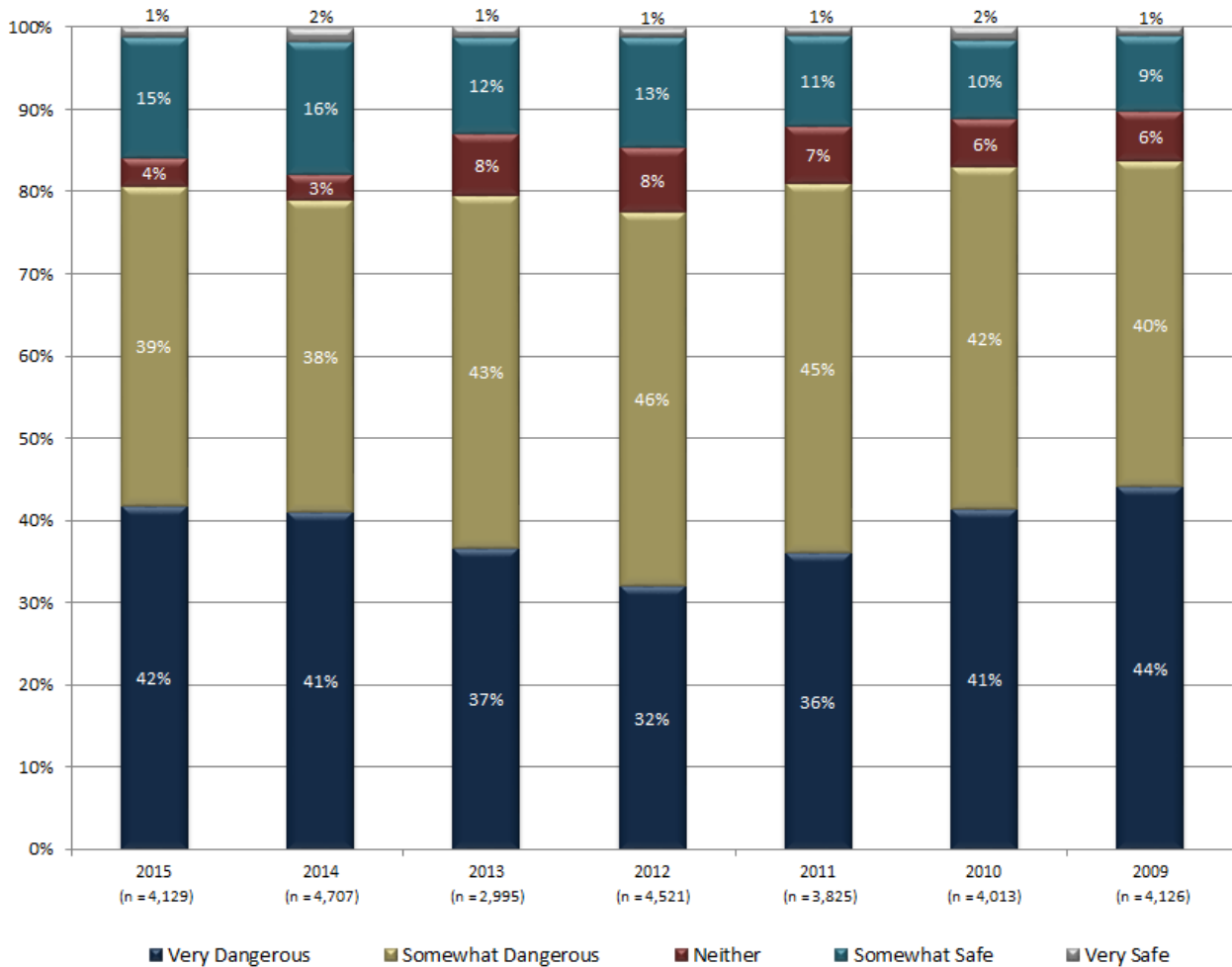


FIGURE 25A: TALKING ON A CELL PHONE WITHOUT A HANDS-FREE DEVICE WHILE DRIVING IS SAFE OR DANGEROUS – 2015
[MEAN SCORE]

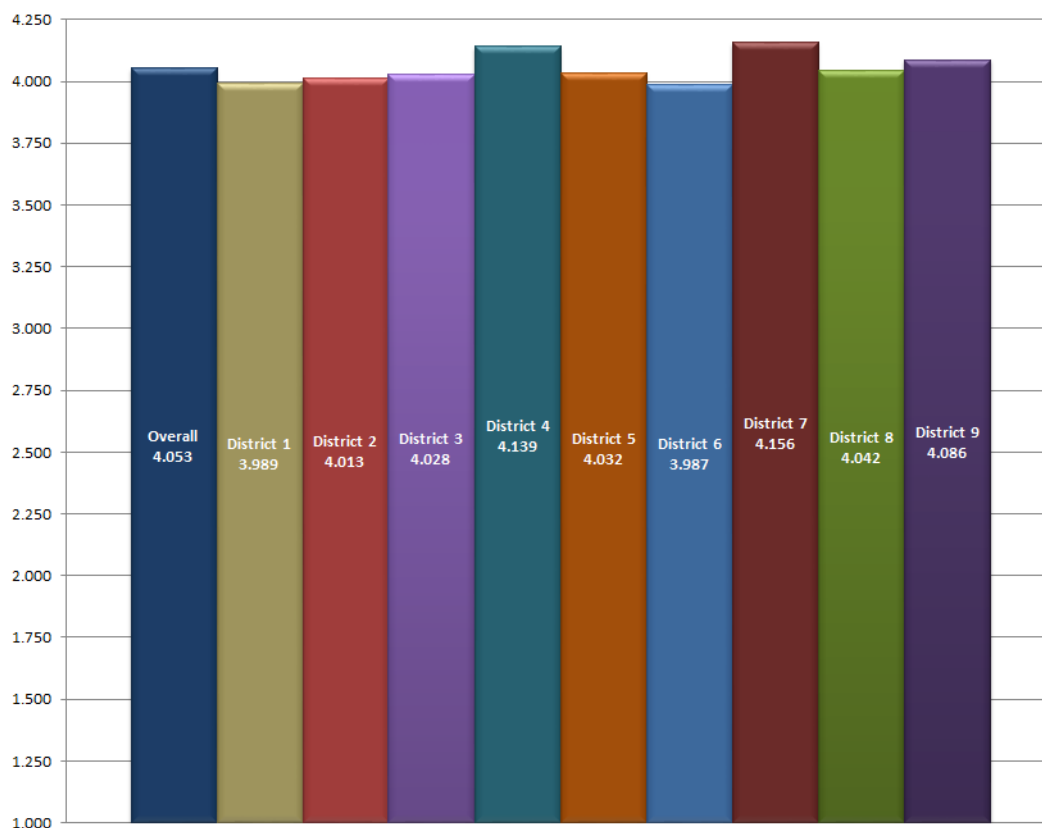


TABLE 6.3: TALKING ON A CELL PHONE WITHOUT A HANDS-FREE DEVICE WHILE DRIVING IS SAFE OR DANGEROUS – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		3.961	3.982	4.088	4.171	4,129
OSP DISTRICT	DISTRICT 1	3.965	3.760	4.161	4.087	455
	DISTRICT 2	3.817	3.933	4.049	4.160	302
	DISTRICT 3	3.944	3.967	4.126	4.112	527
	DISTRICT 4	4.017	3.883	4.129	4.336	296
	DISTRICT 5	3.958	3.969	4.013	4.192	534
	DISTRICT 6	3.885	3.975	3.968	4.159	446
	DISTRICT 7	4.031	4.182	4.273	4.149	552
	DISTRICT 8	4.072	4.081	3.896	4.129	506
	DISTRICT 9	3.914	3.944	4.203	4.191	511

The mean score calculation is based on "Very Dangerous" = 5 to "Very Safe" = 1; therefore, the greater the mean score, the more likely respondent is to feel that talking on a cell phone without a hands-free device while driving is dangerous.

TABLE 6.4: TALKING ON A CELL PHONE WITHOUT A HANDS-FREE DEVICE – SAFE OR DANGEROUS - 2015

		VERY SAFE	SOMEWHAT SAFE	NEITHER	SOMEWHAT DANGEROUS	VERY DANGEROUS	TOTAL	AVERAGE
ALL RESPONDENTS		1.2%	14.7%	3.5%	38.8%	41.8%	4,129	4.053
SURVEY	SURVEY 1	1.3%	16.3%	6.5%	36.9%	39.0%	951	3.961
	SURVEY 2	1.5%	16.9%	3.8%	37.6%	40.2%	1,061	3.982
	SURVEY 3	1.1%	14.8%	2.0%	38.6%	43.6%	1,071	4.088
	SURVEY 4	0.9%	11.2%	2.0%	41.9%	44.1%	1,046	4.171
OSP DISTRICT	DISTRICT 1	1.1%	16.7%	4.0%	38.7%	39.6%	455	3.989
	DISTRICT 2	1.7%	14.6%	2.3%	43.7%	37.7%	302	4.013
	DISTRICT 3	0.9%	15.7%	3.6%	38.9%	40.8%	527	4.028
	DISTRICT 4	2.4%	10.5%	4.4%	36.5%	46.3%	296	4.139
	DISTRICT 5	0.9%	16.3%	3.2%	37.8%	41.8%	534	4.032
	DISTRICT 6	1.1%	15.7%	4.5%	40.8%	37.9%	446	3.987
	DISTRICT 7	1.1%	12.0%	3.1%	38.0%	45.8%	552	4.156
	DISTRICT 8	0.6%	15.8%	2.8%	40.5%	40.3%	506	4.042
	DISTRICT 9	1.6%	14.1%	3.7%	35.4%	45.2%	511	4.086
AGE	25 AND YOUNGER	0.0%	16.7%	7.8%	52.0%	23.5%	102	3.824
	26 - 35 YEARS OLD	0.6%	22.3%	5.0%	42.5%	29.6%	179	3.782
	36 - 45 YEARS OLD	1.4%	18.4%	4.4%	41.6%	34.2%	430	3.888
	46 - 55 YEARS OLD	1.6%	16.9%	4.6%	40.3%	36.6%	1,089	3.936
	56 - 65 YEARS OLD	1.3%	13.0%	2.8%	40.1%	42.8%	1,480	4.101
	66 AND OLDER	0.7%	11.3%	1.7%	30.6%	55.7%	840	4.293
SEX	MALE	1.7%	15.2%	3.3%	39.2%	40.6%	1,585	4.018
	FEMALE	0.9%	14.5%	3.6%	38.5%	42.5%	2,544	4.074
RACE	CAUCASIAN	1.2%	15.2%	3.6%	39.8%	40.2%	3,755	4.026
	AFRICAN AMERICAN	1.2%	7.8%	2.0%	29.4%	59.6%	245	4.384
	OTHER	0.9%	14.4%	2.7%	25.2%	56.8%	111	4.225
MARITAL STATUS	SINGLE	0.8%	14.1%	3.2%	37.8%	44.0%	495	4.101
	MARRIED	1.1%	15.8%	3.9%	41.2%	38.1%	2,933	3.995
	OTHER	1.9%	11.0%	1.9%	29.6%	55.7%	693	4.263
RESIDENTIAL LOCATION	URBAN	1.6%	12.9%	1.8%	33.7%	50.0%	496	4.175
	SUBURBAN	1.0%	14.2%	3.4%	39.2%	42.2%	1,738	4.074
	RURAL	1.2%	15.8%	4.0%	39.7%	39.2%	1,893	4.000
DRIVING AREA	URBAN	1.1%	13.3%	2.8%	37.9%	45.0%	1,210	4.123
	SUBURBAN	1.3%	14.8%	3.9%	39.8%	40.3%	1,376	4.031
	RURAL	1.2%	15.9%	3.7%	38.6%	40.6%	1,532	4.016
VEHICLE TYPE	AUTOMOBILE	1.0%	14.9%	3.4%	37.5%	43.2%	2,092	4.072
	VAN/MINIVAN	1.4%	18.0%	3.9%	40.0%	36.8%	438	3.927
	PICKUP TRUCK	1.7%	14.5%	2.8%	37.7%	43.3%	531	4.064
	SUV	1.3%	13.2%	3.9%	42.0%	39.6%	1,022	4.055
	OTHER	2.2%	15.6%	0.0%	26.7%	55.6%	45	4.178

While respondents were somewhat divided when asked whether or not they find talking on a cell phone with a hands-free device safe or dangerous, more than half (52.7%) said they thought it was safe (Figure 26). In addition, those in OSP District 9 were more apt to say talking on a cell phone with a hands-free device is dangerous (Figure 26A). Table 6.6 contains these results by survey, OSP District, age, sex, race, Hispanic/Latino, marital status, resident location, driving area, and vehicle type.

FIGURE 26: TALKING ON A CELL PHONE WITH A HANDS-FREE DEVICE WHILE DRIVING IS SAFE OR DANGEROUS 2009 – 2015

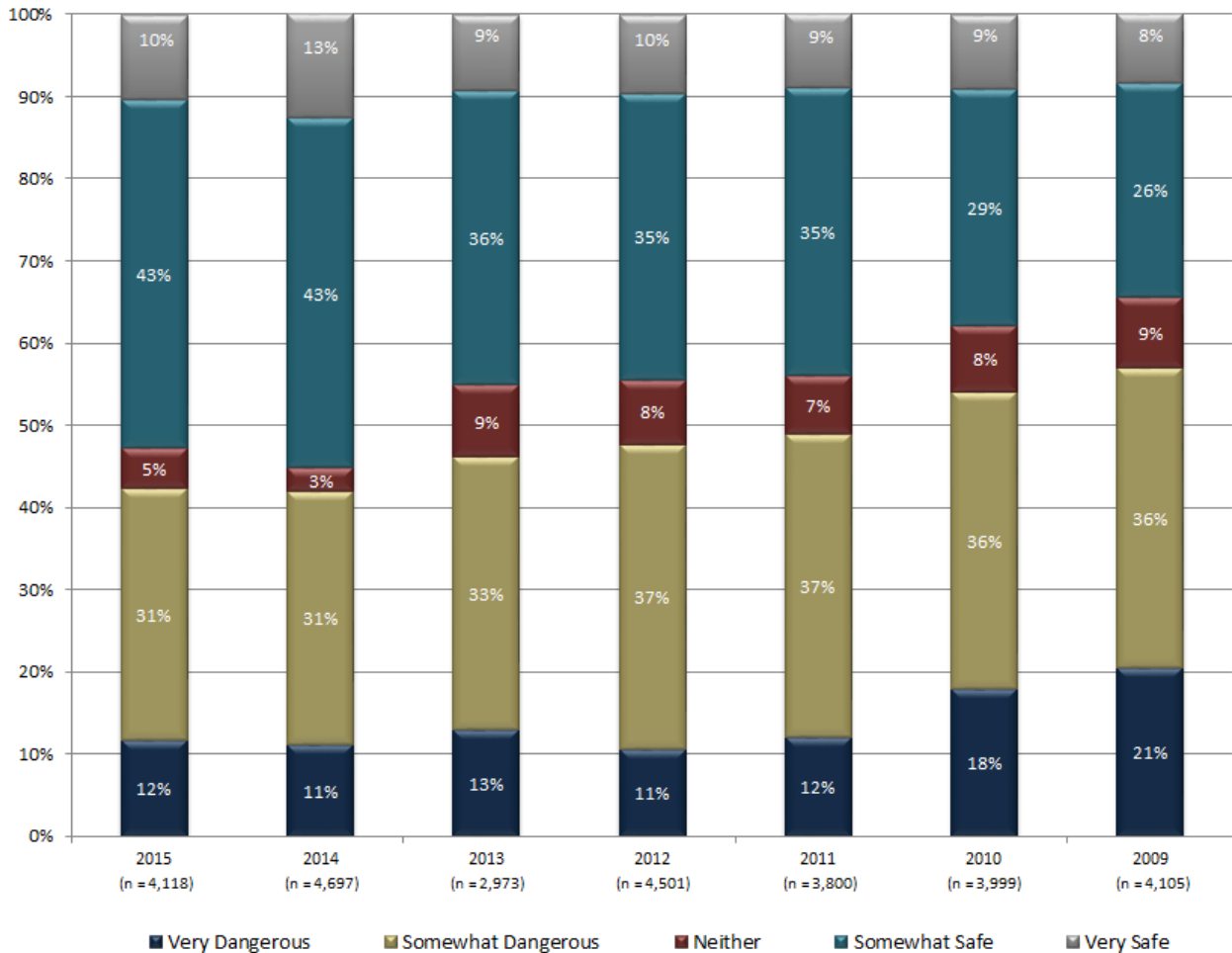


FIGURE 26A: TALKING ON A CELL PHONE WITH A HANDS-FREE DEVICE WHILE DRIVING IS SAFE OR DANGEROUS – 2015 [MEAN SCORE]

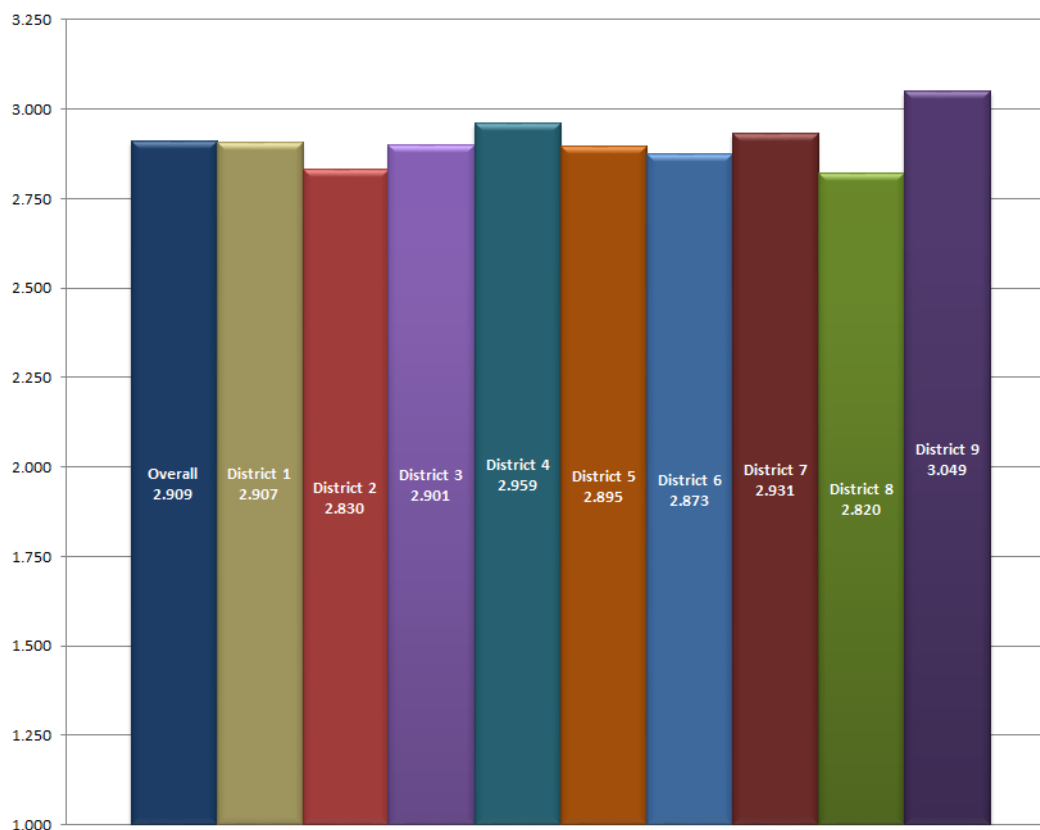


TABLE 6.5: TALKING ON A CELL PHONE WITH A HANDS-FREE DEVICE WHILE DRIVING IS SAFE OR DANGEROUS – 2015 [MEAN SCORE]

		OVERALL	SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.909	2.822	2.904	2.978	2.924	4,118
OSP DISTRICT	DISTRICT 1	2.907	2.770	2.825	3.102	2.931	453
	DISTRICT 2	2.830	2.803	2.658	3.133	2.792	300
	DISTRICT 3	2.901	2.809	3.013	2.909	2.841	524
	DISTRICT 4	2.959	3.000	2.831	2.661	3.165	294
	DISTRICT 5	2.895	2.739	2.868	2.975	2.968	534
	DISTRICT 6	2.873	2.825	2.984	2.821	2.852	448
	DISTRICT 7	2.931	2.884	2.805	3.073	3.000	551
	DISTRICT 8	2.820	2.838	2.874	2.793	2.774	505
	DISTRICT 9	3.049	2.808	3.178	3.228	2.929	509

The mean score calculation is based on "Very Dangerous" = 5 to "Very Safe" = 1; therefore, the greater the mean score, the more likely respondent is to feel that talking on a cell phone with a hands-free device while driving is dangerous.

TABLE 6.6: TALKING ON A CELL PHONE WITH A HANDS-FREE DEVICE – SAFE OR DANGEROUS - 2015

		VERY SAFE	SOMEWHAT SAFE	NEITHER	SOMEWHAT DANGEROUS	VERY DANGEROUS	TOTAL	AVERAGE
ALL RESPONDENTS		10.2%	42.5%	4.9%	30.6%	11.7%	4,118	2.909
SURVEY	SURVEY 1	11.1%	44.8%	5.9%	27.3%	10.9%	950	2.822
	SURVEY 2	12.0%	40.8%	4.7%	29.8%	12.7%	1,057	2.904
	SURVEY 3	7.9%	42.9%	4.8%	32.5%	12.0%	1,069	2.978
	SURVEY 4	10.2%	41.8%	4.4%	32.5%	11.0%	1,042	2.924
OSP DISTRICT	DISTRICT 1	7.9%	46.1%	4.9%	29.4%	11.7%	453	2.907
	DISTRICT 2	12.0%	43.3%	4.3%	30.3%	10.0%	300	2.830
	DISTRICT 3	10.5%	42.2%	6.3%	28.8%	12.2%	524	2.901
	DISTRICT 4	10.9%	39.5%	3.7%	34.7%	11.2%	294	2.959
	DISTRICT 5	10.3%	43.8%	4.5%	28.8%	12.5%	534	2.895
	DISTRICT 6	10.9%	43.5%	4.0%	30.4%	11.2%	448	2.873
	DISTRICT 7	11.1%	40.3%	5.6%	30.5%	12.5%	551	2.931
	DISTRICT 8	10.5%	45.9%	4.2%	29.9%	9.5%	505	2.820
	DISTRICT 9	8.8%	37.9%	5.9%	34.2%	13.2%	509	3.049
AGE	25 AND YOUNGER	14.7%	46.1%	5.9%	25.5%	7.8%	102	2.657
	26 - 35 YEARS OLD	21.3%	46.6%	6.2%	20.2%	5.6%	178	2.421
	36 - 45 YEARS OLD	12.8%	51.5%	3.7%	25.2%	6.8%	429	2.615
	46 - 55 YEARS OLD	11.6%	43.7%	5.6%	29.9%	9.1%	1,086	2.812
	56 - 65 YEARS OLD	8.6%	43.1%	4.7%	31.6%	12.0%	1,481	2.953
	66 AND OLDER	6.7%	34.2%	4.7%	35.7%	18.7%	833	3.255
SEX	MALE	12.5%	42.1%	5.0%	28.9%	11.4%	1,579	2.845
	FEMALE	8.8%	42.8%	4.9%	31.6%	11.9%	2,539	2.949
RACE	CAUCASIAN	10.2%	42.8%	5.1%	31.1%	11.0%	3,742	2.899
	AFRICAN AMERICAN	11.3%	40.1%	3.2%	26.3%	19.0%	247	3.016
	OTHER	9.1%	43.6%	3.6%	25.5%	18.2%	110	3.000
MARITAL STATUS	SINGLE	12.4%	40.7%	4.7%	27.8%	14.4%	492	2.913
	MARRIED	10.5%	44.4%	5.3%	30.4%	9.4%	2,925	2.838
	OTHER	7.5%	36.3%	3.8%	33.2%	19.2%	692	3.204
RESIDENTIAL LOCATION	URBAN	8.9%	41.5%	4.0%	29.4%	16.2%	494	3.024
	SUBURBAN	9.6%	44.4%	5.0%	30.3%	10.8%	1,738	2.883
	RURAL	11.3%	41.1%	5.1%	31.2%	11.4%	1,884	2.903
DRIVING AREA	URBAN	10.3%	41.0%	4.4%	31.3%	13.1%	1,208	2.959
	SUBURBAN	8.8%	44.4%	5.3%	30.6%	10.8%	1,377	2.903
	RURAL	11.6%	42.0%	5.0%	30.2%	11.2%	1,522	2.876
VEHICLE TYPE	AUTOMOBILE	9.6%	41.7%	5.1%	31.3%	12.3%	2,084	2.952
	VAN/MINIVAN	11.0%	43.8%	5.3%	30.1%	9.8%	438	2.840
	PICKUP TRUCK	13.0%	37.6%	4.7%	31.8%	12.9%	529	2.938
	SUV	9.9%	46.3%	4.6%	28.9%	10.4%	1,022	2.836
	OTHER	9.1%	45.5%	4.5%	27.3%	13.6%	44	2.909

Just over one-third (33.9%) of 2015 respondents agree they are able to determine when it is safe to use a cell phone to make a call while driving (Table 6.7). Respondents who tend to agree they can determine when it is safe to make a call on a cell phone include those who are 25 years of age and younger, males, and married respondents.

TABLE 6.7: RESPONDENT FEELS THEY ARE ABLE TO DETERMINE WHEN IT IS SAFE TO USE A CELL PHONE TO MAKE A CALL WHILE DRIVING - 2015

		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
ALL RESPONDENTS		9.9%	24.0%	14.7%	51.4%	4,122	3.077
SURVEY	SURVEY 1	12.9%	23.3%	17.7%	46.1%	948	2.970
	SURVEY 2	10.6%	26.0%	15.4%	48.0%	1,060	3.008
	SURVEY 3	9.0%	23.0%	12.3%	55.7%	1,068	3.147
	SURVEY 4	7.4%	23.4%	13.9%	55.4%	1,046	3.172
OSP DISTRICT	DISTRICT 1	9.5%	27.3%	13.2%	50.0%	454	3.037
	DISTRICT 2	8.6%	24.3%	17.3%	49.8%	301	3.083
	DISTRICT 3	10.2%	25.6%	18.1%	46.2%	520	3.002
	DISTRICT 4	8.8%	18.3%	12.9%	60.0%	295	3.241
	DISTRICT 5	10.4%	24.6%	13.8%	51.1%	536	3.056
	DISTRICT 6	12.7%	27.2%	15.6%	44.5%	449	2.920
	DISTRICT 7	8.9%	22.0%	10.9%	58.3%	551	3.185
	DISTRICT 8	9.7%	25.7%	16.2%	48.3%	505	3.032
	DISTRICT 9	9.4%	19.4%	15.1%	56.2%	511	3.180
AGE	25 AND YOUNGER	17.6%	30.4%	20.6%	31.4%	102	2.657
	26 - 35 YEARS OLD	18.3%	32.2%	16.1%	33.3%	180	2.644
	36 - 45 YEARS OLD	15.0%	35.8%	16.2%	33.0%	427	2.672
	46 - 55 YEARS OLD	12.3%	27.0%	15.7%	45.1%	1,083	2.935
	56 - 65 YEARS OLD	7.9%	23.5%	14.9%	53.7%	1,481	3.144
	66 AND OLDER	4.8%	12.4%	11.6%	71.3%	839	3.493
SEX	MALE	12.6%	23.2%	13.8%	50.4%	1,581	3.020
	FEMALE	8.2%	24.4%	15.3%	52.1%	2,541	3.113
RACE	CAUCASIAN	9.7%	24.6%	15.0%	50.6%	3,744	3.066
	AFRICAN AMERICAN	10.2%	19.1%	14.6%	56.1%	246	3.167
	OTHER	10.6%	17.7%	6.2%	65.5%	113	3.265
MARITAL STATUS	SINGLE	11.2%	25.2%	13.8%	49.8%	492	3.022
	MARRIED	10.7%	26.0%	15.9%	47.4%	2,927	3.000
	OTHER	5.5%	14.7%	10.8%	69.0%	694	3.434
RESIDENTIAL LOCATION	URBAN	9.3%	19.6%	11.5%	59.5%	494	3.213
	SUBURBAN	10.6%	25.1%	14.0%	50.3%	1,740	3.040
	RURAL	9.4%	24.1%	16.2%	50.3%	1,886	3.075
DRIVING AREA	URBAN	9.8%	21.8%	13.8%	54.7%	1,209	3.134
	SUBURBAN	10.8%	24.9%	14.3%	49.9%	1,376	3.033
	RURAL	9.0%	24.7%	15.9%	50.4%	1,526	3.076
VEHICLE TYPE	AUTOMOBILE	9.6%	22.3%	13.8%	54.3%	2,088	3.127
	VAN/MINIVAN	7.8%	27.6%	18.3%	46.3%	438	3.032
	PICKUP TRUCK	12.9%	21.6%	12.9%	52.7%	528	3.053
	SUV	9.5%	27.5%	16.3%	46.7%	1,022	3.002
	OTHER	15.6%	13.3%	8.9%	62.2%	45	3.178

Approximately one-fourth (25.6%) of survey participants think they can safely adapt their driving while using a cell phone to make a call (Table 6.8). Participants 45 years of age and younger, males, and married respondents were more likely to feel they can safely adapt their driving to use a cell phone to make a call.

TABLE 6.8: RESPONDENT CAN SAFELY ADAPT THEIR DRIVING WHILE USING A CELL PHONE TO MAKE A CALL - 2015

		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
ALL RESPONDENTS		6.5%	19.1%	15.6%	58.9%	4,124	3.269
SURVEY	SURVEY 1	7.8%	21.2%	15.8%	55.2%	951	3.184
	SURVEY 2	7.6%	20.8%	16.2%	55.4%	1,062	3.193
	SURVEY 3	5.9%	15.9%	15.7%	62.5%	1,068	3.347
	SURVEY 4	4.6%	18.5%	14.9%	62.0%	1,043	3.343
OSP DISTRICT	DISTRICT 1	4.4%	23.1%	14.5%	58.0%	455	3.262
	DISTRICT 2	6.3%	20.6%	16.3%	56.8%	301	3.236
	DISTRICT 3	5.4%	17.0%	20.1%	57.6%	523	3.298
	DISTRICT 4	6.1%	15.6%	12.9%	65.4%	295	3.376
	DISTRICT 5	7.6%	21.4%	14.5%	56.4%	537	3.197
	DISTRICT 6	9.4%	19.6%	18.3%	52.8%	449	3.145
	DISTRICT 7	5.1%	15.7%	12.4%	66.8%	548	3.409
	DISTRICT 8	8.3%	22.3%	16.0%	53.4%	506	3.144
	DISTRICT 9	5.5%	16.1%	15.3%	63.1%	510	3.361
AGE	25 AND YOUNGER	11.8%	25.5%	18.6%	44.1%	102	2.951
	26 - 35 YEARS OLD	14.4%	30.0%	16.1%	39.4%	180	2.806
	36 - 45 YEARS OLD	8.5%	28.9%	20.0%	42.7%	426	2.969
	46 - 55 YEARS OLD	8.9%	22.4%	16.4%	52.3%	1,086	3.121
	56 - 65 YEARS OLD	4.6%	17.4%	16.7%	61.3%	1,482	3.347
	66 AND OLDER	3.0%	9.5%	10.1%	77.3%	838	3.618
SEX	MALE	8.5%	19.4%	14.4%	57.6%	1,579	3.212
	FEMALE	5.2%	18.8%	16.4%	59.6%	2,545	3.304
RACE	CAUCASIAN	6.4%	19.5%	16.0%	58.0%	3,746	3.257
	AFRICAN AMERICAN	6.1%	15.0%	14.2%	64.8%	247	3.377
	OTHER	7.1%	13.4%	8.0%	71.4%	112	3.438
MARITAL STATUS	SINGLE	6.5%	19.6%	15.3%	58.7%	491	3.261
	MARRIED	7.1%	20.9%	16.9%	55.2%	2,928	3.202
	OTHER	3.7%	11.4%	10.8%	74.1%	696	3.553
RESIDENTIAL LOCATION	URBAN	6.6%	15.9%	13.1%	64.4%	497	3.352
	SUBURBAN	7.0%	19.6%	15.5%	58.0%	1,734	3.243
	RURAL	5.9%	19.5%	16.5%	58.2%	1,891	3.270
DRIVING AREA	URBAN	6.9%	17.4%	14.7%	61.0%	1,209	3.299
	SUBURBAN	6.8%	19.7%	15.8%	57.6%	1,376	3.243
	RURAL	5.7%	19.7%	16.2%	58.4%	1,528	3.273
VEHICLE TYPE	AUTOMOBILE	6.2%	17.7%	14.9%	61.3%	2,090	3.313
	VAN/MINIVAN	6.4%	21.2%	17.4%	55.0%	438	3.210
	PICKUP TRUCK	7.2%	20.6%	12.1%	60.1%	529	3.251
	SUV	6.6%	20.7%	18.6%	54.2%	1,021	3.204
	OTHER	8.9%	8.9%	8.9%	73.3%	45	3.467

When asked about perceived cell phone use by other drivers to text, 55.9% of those surveyed said they see other drivers' texting while driving every day or almost every day (Figure 27). Respondents in OSP District 2 were more likely to say they see other driver's text regularly (Figure 27A).

FIGURE 27: FREQUENCY OF RESPONDENT SEEING OTHERS TEXT WHILE DRIVING 2009 - 2015

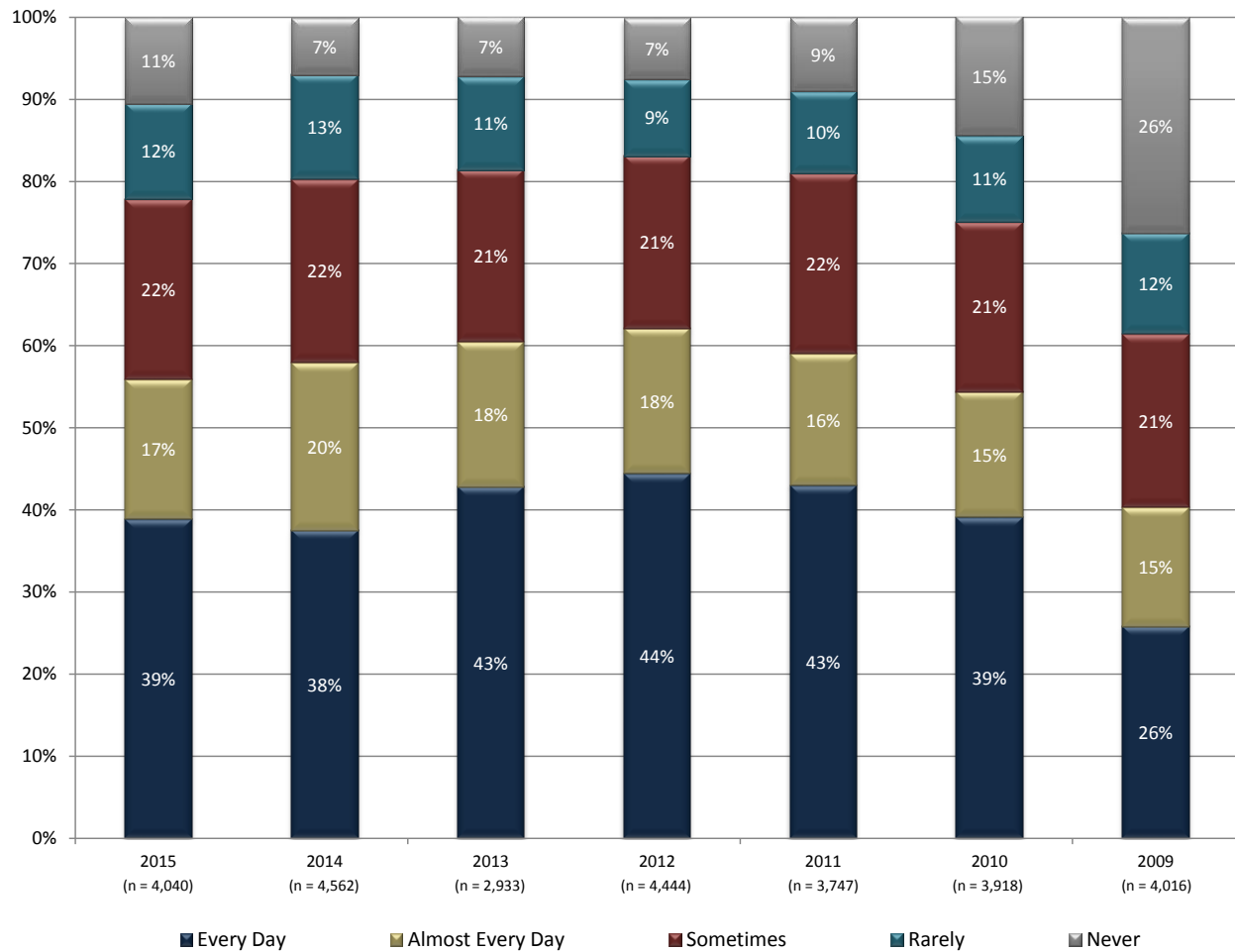


FIGURE 27A: FREQUENCY OF RESPONDENT SEEING OTHERS TEXT WHILE DRIVING – 2015 [MEAN SCORE]

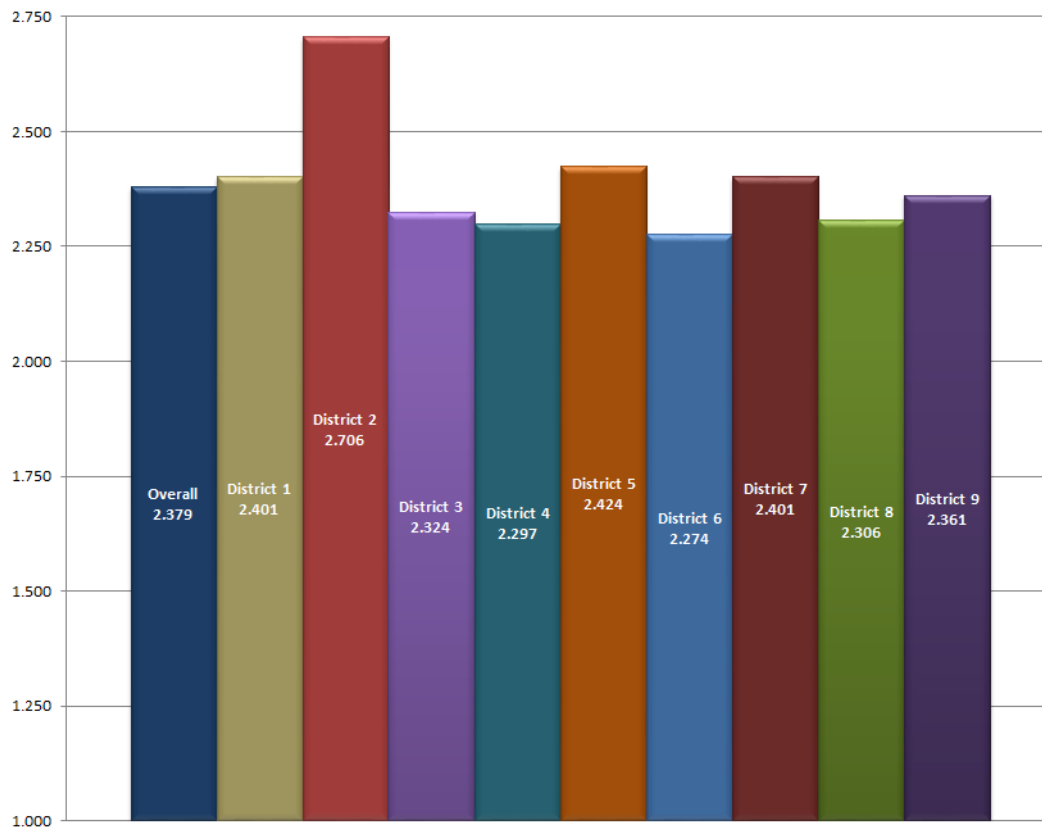


TABLE 6.9: FREQUENCY OF RESPONDENT SEEING OTHERS TEXT WHILE DRIVING – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2,466	2,347	2,330	2,384	4,040
OSP DISTRICT	DISTRICT 1	2,595	2,314	2,297	2,412	449
	DISTRICT 2	2,983	2,800	2,458	2,618	296
	DISTRICT 3	2,514	2,238	2,453	1,966	512
	DISTRICT 4	2,426	2,271	2,167	2,319	286
	DISTRICT 5	2,400	2,383	2,528	2,355	523
	DISTRICT 6	2,294	2,405	2,220	2,138	435
	DISTRICT 7	2,552	2,265	2,318	2,480	538
	DISTRICT 8	2,426	2,248	2,246	2,328	494
	DISTRICT 9	2,181	2,390	2,218	2,631	507

The mean score calculation is based on "Never" = 5 to "Every Day" = 1; therefore, the greater the mean score, the more likely respondent is to say they never see other drivers text on a cell phone while driving.

TABLE 6.10: FREQUENCY OF SEEING OTHERS TEXT WHILE DRIVING - 2015

		EVERY DAY	ALMOST EVERY DAY	SOMETIMES	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		38.9%	17.0%	22.0%	11.6%	10.5%	4,040	2.379
SURVEY	SURVEY 1	34.8%	19.5%	20.6%	14.5%	10.6%	925	2.466
	SURVEY 2	40.2%	15.6%	23.4%	11.1%	9.7%	1,041	2.347
	SURVEY 3	40.8%	16.8%	20.8%	11.7%	9.9%	1,053	2.330
	SURVEY 4	39.3%	16.5%	22.9%	9.3%	12.0%	1,021	2.384
OSP DISTRICT	DISTRICT 1	39.0%	16.9%	20.7%	11.8%	11.6%	449	2.401
	DISTRICT 2	30.4%	14.2%	26.0%	13.2%	16.2%	296	2.706
	DISTRICT 3	40.4%	15.2%	23.2%	13.7%	7.4%	512	2.324
	DISTRICT 4	45.1%	12.6%	20.3%	11.5%	10.5%	286	2.297
	DISTRICT 5	37.7%	17.4%	20.3%	14.1%	10.5%	523	2.424
	DISTRICT 6	40.0%	19.3%	23.4%	7.8%	9.4%	435	2.274
	DISTRICT 7	37.0%	18.0%	24.3%	9.1%	11.5%	538	2.401
	DISTRICT 8	41.1%	18.0%	20.0%	10.9%	9.9%	494	2.306
	DISTRICT 9	38.9%	18.5%	20.3%	12.2%	10.1%	507	2.361
AGE	25 AND YOUNGER	38.6%	27.7%	26.7%	5.9%	1.0%	101	2.030
	26 - 35 YEARS OLD	48.9%	14.4%	25.6%	7.2%	3.9%	180	2.028
	36 - 45 YEARS OLD	45.9%	21.3%	19.0%	9.6%	4.2%	427	2.049
	46 - 55 YEARS OLD	43.8%	17.8%	21.5%	9.8%	7.0%	1,068	2.184
	56 - 65 YEARS OLD	36.9%	16.9%	22.7%	12.1%	11.5%	1,447	2.444
	66 AND OLDER	30.2%	13.0%	21.5%	15.7%	19.6%	808	2.814
SEX	MALE	41.9%	17.3%	21.0%	11.0%	8.8%	1,551	2.274
	FEMALE	37.0%	16.8%	22.6%	11.9%	11.7%	2,489	2.444
RACE	CAUCASIAN	38.6%	17.0%	22.3%	11.8%	10.3%	3,669	2.382
	AFRICAN AMERICAN	43.2%	14.1%	19.9%	10.8%	12.0%	241	2.344
	OTHER	40.5%	20.7%	16.2%	8.1%	14.4%	111	2.351
MARITAL STATUS	SINGLE	38.7%	17.7%	20.2%	12.6%	10.8%	491	2.391
	MARRIED	39.4%	17.7%	22.8%	11.3%	8.8%	2,865	2.324
	OTHER	36.7%	13.5%	20.3%	12.0%	17.5%	675	2.600
RESIDENTIAL LOCATION	URBAN	43.6%	15.9%	21.5%	9.1%	9.9%	484	2.258
	SUBURBAN	38.5%	16.8%	22.3%	12.3%	10.2%	1,711	2.389
	RURAL	38.0%	17.5%	21.8%	11.6%	11.1%	1,843	2.402
DRIVING AREA	URBAN	43.2%	15.7%	21.0%	11.3%	8.8%	1,184	2.269
	SUBURBAN	37.2%	18.3%	23.0%	11.7%	9.7%	1,357	2.384
	RURAL	37.1%	16.8%	21.8%	11.6%	12.7%	1,488	2.460
VEHICLE TYPE	AUTOMOBILE	35.9%	16.1%	21.6%	13.6%	12.9%	2,037	2.515
	VAN/MINIVAN	36.8%	17.6%	24.4%	13.1%	8.2%	427	2.384
	PICKUP TRUCK	46.4%	15.2%	19.6%	9.0%	9.8%	521	2.205
	SUV	40.7%	20.0%	23.5%	8.3%	7.4%	1,009	2.217
	OTHER	64.4%	8.9%	11.1%	8.9%	6.7%	45	1.844

Consistent with previous evaluations, the majority of respondents overall and in each OSP District say that texting while driving is dangerous (Figure 28). Figure 28A shows that both overall and in each OSP District respondents find texting while driving to be dangerous (Figure 28A) Table 6.12 contains these results by survey, OSP District, age, sex, race, marital status, resident location, driving area, and vehicle type.

FIGURE 28: TEXTING WHILE DRIVING IS SAFE OR DANGEROUS 2009 - 2015

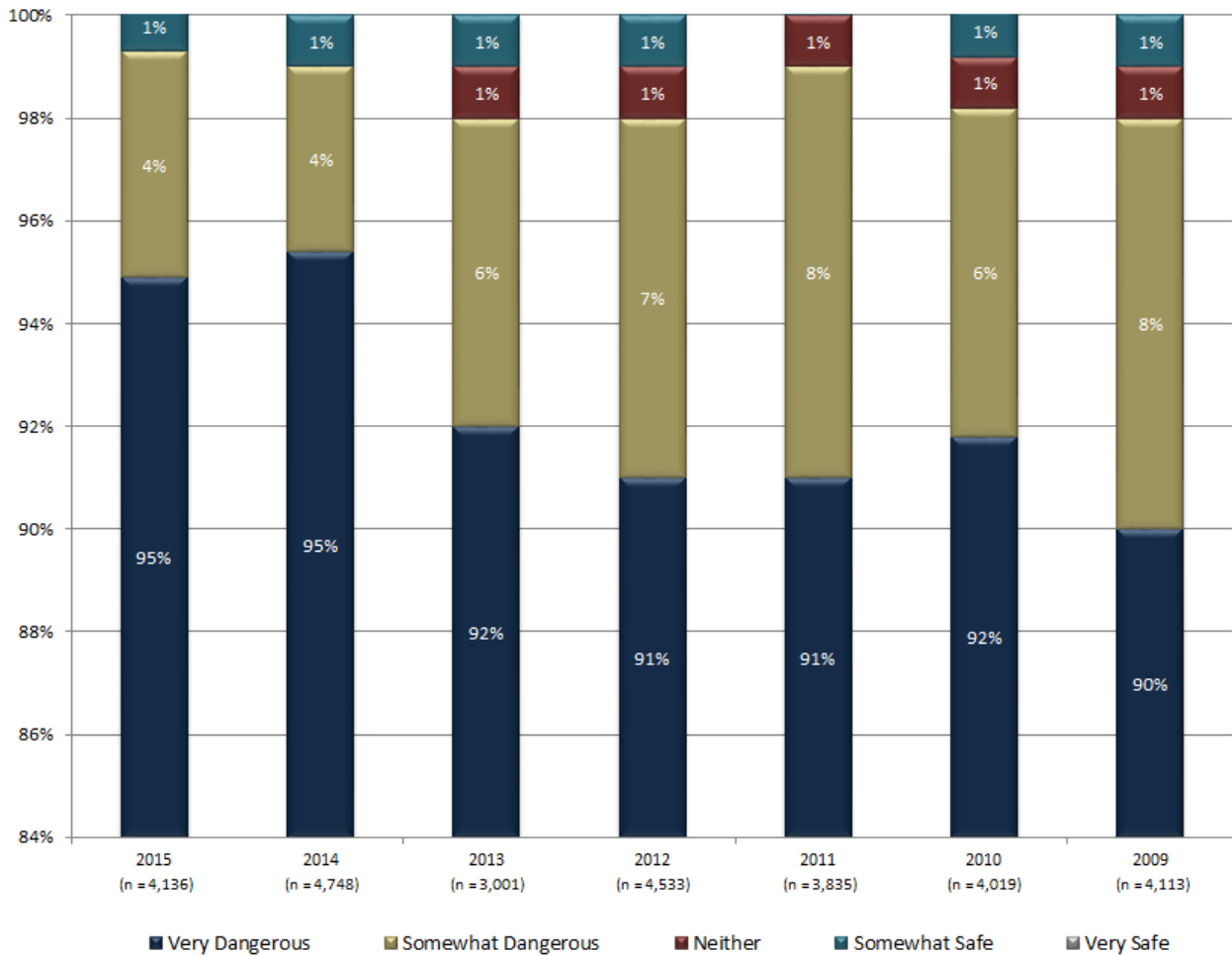


FIGURE 28A: TEXTING WHILE DRIVING IS SAFE OR DANGEROUS 2009 – 2015 [MEAN SCORE]

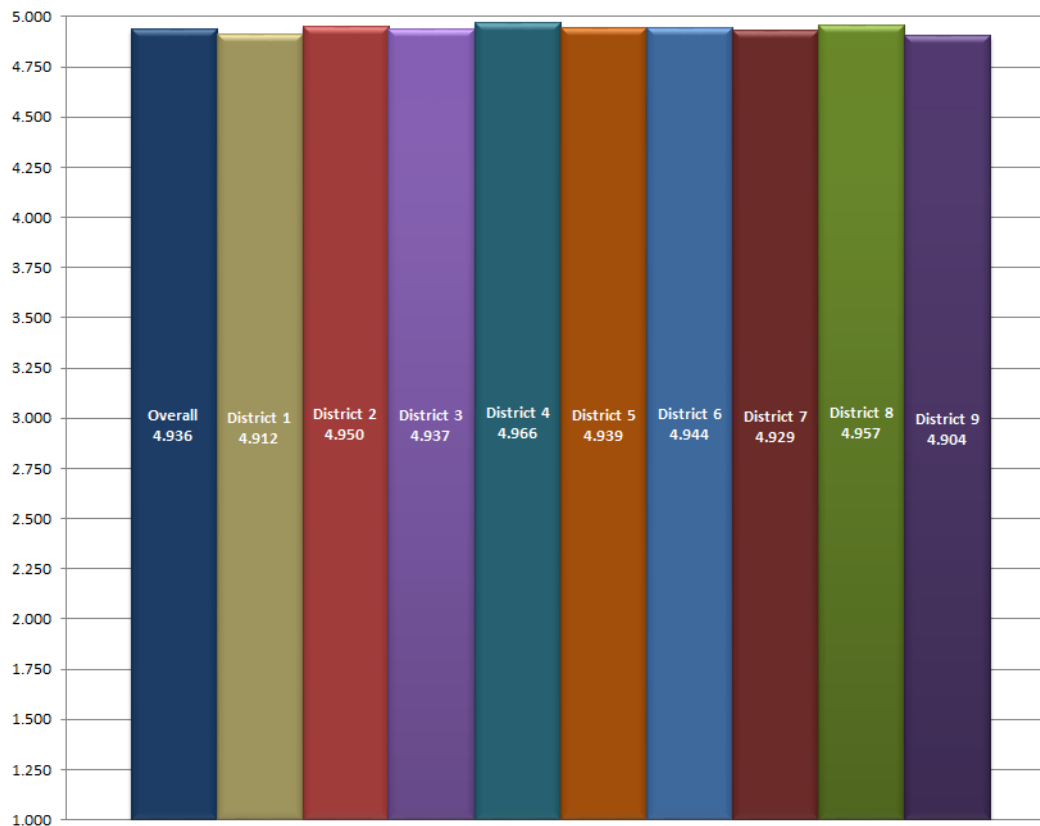


TABLE 6.11: TEXTING WHILE DRIVING IS SAFE OR DANGEROUS – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		4.927	4.908	4.946	4.962	4,136
OSP DISTRICT	DISTRICT 1	4.921	4.860	4.924	4.951	456
	DISTRICT 2	5.000	4.878	4.918	4.991	302
	DISTRICT 3	4.923	4.901	4.972	4.966	526
	DISTRICT 4	4.948	4.933	4.968	4.991	295
	DISTRICT 5	4.950	4.923	4.919	4.968	537
	DISTRICT 6	4.947	4.944	4.927	4.966	450
	DISTRICT 7	4.860	4.937	4.955	4.961	552
	DISTRICT 8	4.964	4.949	4.963	4.952	507
	DISTRICT 9	4.876	4.822	4.962	4.922	511

The mean score calculation is based on "Very Dangerous" = 5 to "Very Safe" = 1; therefore, the greater the mean score, the more likely respondent is to feel that texting on a cell phone while driving is dangerous.

TABLE 6.12: TEXTING WHILE DRIVING – SAFE OR DANGEROUS - 2015

		VERY SAFE	SOMEWHAT SAFE	NEITHER	SOMEWHAT DANGEROUS	VERY DANGEROUS	TOTAL	AVERAGE
ALL RESPONDENTS		0.1%	0.4%	0.2%	4.4%	94.9%	4,136	4.936
SURVEY	SURVEY 1	0.2%	0.6%	0.3%	4.0%	94.9%	955	4.927
	SURVEY 2	0.0%	0.6%	0.5%	6.6%	92.4%	1,063	4.908
	SURVEY 3	0.0%	0.5%	0.1%	3.8%	95.6%	1,072	4.946
	SURVEY 4	0.1%	0.1%	0.0%	3.2%	96.7%	1,046	4.962
OSP DISTRICT	DISTRICT 1	0.2%	0.7%	0.4%	5.0%	93.6%	456	4.912
	DISTRICT 2	0.0%	0.3%	0.0%	4.0%	95.7%	302	4.950
	DISTRICT 3	0.0%	0.4%	0.2%	4.8%	94.7%	526	4.937
	DISTRICT 4	0.0%	0.0%	0.0%	3.4%	96.6%	295	4.966
	DISTRICT 5	0.0%	0.2%	0.4%	4.8%	94.6%	537	4.939
	DISTRICT 6	0.0%	0.2%	0.2%	4.4%	95.1%	450	4.944
	DISTRICT 7	0.2%	0.7%	0.2%	3.8%	95.1%	552	4.929
	DISTRICT 8	0.0%	0.0%	0.2%	3.9%	95.9%	507	4.957
	DISTRICT 9	0.2%	1.2%	0.2%	4.9%	93.5%	511	4.904
AGE	25 AND YOUNGER	0.0%	1.0%	0.0%	5.9%	93.1%	102	4.912
	26 - 35 YEARS OLD	0.0%	0.6%	0.6%	11.7%	87.2%	180	4.856
	36 - 45 YEARS OLD	0.0%	0.0%	0.0%	8.4%	91.6%	430	4.916
	46 - 55 YEARS OLD	0.2%	0.6%	0.1%	4.3%	94.9%	1,088	4.931
	56 - 65 YEARS OLD	0.1%	0.4%	0.3%	3.4%	95.8%	1,488	4.944
	66 AND OLDER	0.0%	0.5%	0.1%	2.5%	96.9%	838	4.958
SEX	MALE	0.0%	0.4%	0.3%	5.5%	93.9%	1,591	4.929
	FEMALE	0.1%	0.5%	0.2%	3.7%	95.5%	2,545	4.940
RACE	CAUCASIAN	0.1%	0.4%	0.2%	4.5%	94.8%	3,759	4.935
	AFRICAN AMERICAN	0.0%	0.4%	0.0%	4.5%	95.1%	245	4.943
	OTHER	0.0%	0.0%	0.0%	2.7%	97.3%	113	4.973
MARITAL STATUS	SINGLE	0.2%	0.2%	0.4%	6.3%	92.9%	495	4.915
	MARRIED	0.1%	0.4%	0.2%	4.4%	94.9%	2,939	4.937
	OTHER	0.0%	0.7%	0.1%	3.2%	96.0%	693	4.944
RESIDENTIAL LOCATION	URBAN	0.4%	0.4%	0.0%	4.2%	95.0%	496	4.929
	SUBURBAN	0.0%	0.3%	0.2%	4.0%	95.6%	1,745	4.948
	RURAL	0.1%	0.6%	0.3%	4.9%	94.2%	1,893	4.926
DRIVING AREA	URBAN	0.2%	0.4%	0.1%	3.5%	95.9%	1,212	4.945
	SUBURBAN	0.0%	0.4%	0.4%	4.9%	94.4%	1,382	4.933
	RURAL	0.1%	0.5%	0.2%	4.6%	94.6%	1,531	4.931
VEHICLE TYPE	AUTOMOBILE	0.0%	0.5%	0.2%	3.8%	95.4%	2,095	4.940
	VAN/MINIVAN	0.0%	0.2%	0.7%	6.2%	92.9%	439	4.918
	PICKUP TRUCK	0.2%	0.4%	0.2%	4.1%	95.1%	531	4.936
	SUV	0.1%	0.4%	0.1%	4.9%	94.5%	1,025	4.934
	OTHER	0.0%	0.0%	0.0%	6.7%	93.3%	45	4.933

The majority of those surveyed in 2015 (96.6%) feel they are unable to determine when it is safe to use a cell phone to text when driving (Table 6.13). Additionally, 98.0% of 2015 survey participants do not think they can safely adapt their driving while using a cell phone to text (Table 6.14).

TABLE 6.13: RESPONDENT FEELS THEY CAN DETERMINE WHEN IT IS SAFE TO TEXT WHILE DRIVING - 2015

		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
ALL RESPONDENTS		0.9%	2.5%	5.8%	90.8%	4,136	3.864
SURVEY	SURVEY 1	1.3%	2.7%	7.4%	88.6%	955	3.834
	SURVEY 2	1.3%	2.4%	7.6%	88.7%	1,063	3.837
	SURVEY 3	0.8%	3.1%	4.7%	91.4%	1,072	3.867
	SURVEY 4	0.4%	1.8%	3.4%	94.4%	1,046	3.918
OSP DISTRICT	DISTRICT 1	0.9%	2.9%	6.4%	89.9%	456	3.853
	DISTRICT 2	0.7%	2.3%	7.3%	89.7%	302	3.861
	DISTRICT 3	1.1%	2.1%	7.0%	89.8%	527	3.854
	DISTRICT 4	0.7%	2.4%	4.7%	92.2%	296	3.885
	DISTRICT 5	1.3%	2.6%	5.0%	91.1%	537	3.858
	DISTRICT 6	0.7%	2.2%	6.0%	91.1%	450	3.876
	DISTRICT 7	1.3%	2.5%	4.3%	91.8%	552	3.868
	DISTRICT 8	0.8%	3.4%	5.7%	90.1%	505	3.851
	DISTRICT 9	0.8%	2.0%	5.7%	91.6%	511	3.881
AGE	25 AND YOUNGER	-	10.8%	9.8%	79.4%	102	3.686
	26 - 35 YEARS OLD	3.4%	8.4%	10.1%	78.2%	179	3.631
	36 - 45 YEARS OLD	1.4%	4.4%	10.5%	83.7%	430	3.765
	46 - 55 YEARS OLD	0.8%	3.4%	5.7%	90.1%	1,088	3.850
	56 - 65 YEARS OLD	1.0%	1.4%	5.0%	92.5%	1,487	3.891
	66 AND OLDER	0.4%	0.0%	3.3%	96.3%	840	3.956
SEX	MALE	1.1%	3.0%	6.1%	89.8%	1,588	3.846
	FEMALE	0.9%	2.2%	5.5%	91.4%	2,548	3.876
RACE	CAUCASIAN	1.0%	2.4%	5.7%	90.9%	3,757	3.866
	AFRICAN AMERICAN	0.8%	2.4%	8.9%	87.9%	247	3.838
	OTHER	0.9%	2.7%	2.7%	93.8%	113	3.894
MARITAL STATUS	SINGLE	1.0%	4.1%	5.9%	89.0%	493	3.830
	MARRIED	0.9%	2.5%	6.3%	90.4%	2,939	3.861
	OTHER	1.2%	1.4%	3.6%	93.8%	695	3.901
RESIDENTIAL LOCATION	URBAN	1.0%	1.6%	5.0%	92.4%	498	3.888
	SUBURBAN	0.9%	2.9%	4.0%	92.2%	1,744	3.876
	RURAL	1.0%	2.3%	7.6%	89.1%	1,892	3.848
DRIVING AREA	URBAN	1.2%	2.6%	5.1%	91.2%	1,212	3.863
	SUBURBAN	0.9%	2.9%	5.6%	90.7%	1,382	3.860
	RURAL	0.8%	2.0%	6.4%	90.8%	1,531	3.872
VEHICLE TYPE	AUTOMOBILE	1.0%	2.5%	5.7%	90.7%	2,096	3.862
	VAN/MINI VAN	1.4%	3.9%	6.4%	88.4%	438	3.817
	PICKUP TRUCK	0.8%	2.3%	4.7%	92.3%	531	3.885
	SUV	0.8%	2.0%	6.0%	91.1%	1,025	3.875
	OTHER	0.0%	0.0%	6.7%	93.3%	45	3.933

TABLE 6.14: RESPONDENT FEELS THEY CAN SAFELY ADAPT THEIR DRIVING WHILE TEXTING - 2015

		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
ALL RESPONDENTS		0.6%	1.4%	5.4%	92.6%	4,134	3.900
SURVEY	SURVEY 1	0.5%	1.4%	6.7%	91.4%	953	3.890
	SURVEY 2	0.8%	1.2%	7.4%	90.5%	1,064	3.876
	SURVEY 3	0.6%	1.9%	4.8%	92.8%	1,072	3.898
	SURVEY 4	0.6%	1.1%	2.7%	95.7%	1,045	3.935
OSP DISTRICT	DISTRICT 1	0.4%	1.3%	5.9%	92.3%	456	3.901
	DISTRICT 2	1.0%	1.3%	5.6%	92.0%	301	3.887
	DISTRICT 3	0.8%	1.3%	7.2%	90.7%	527	3.879
	DISTRICT 4	0.7%	2.0%	4.7%	92.6%	296	3.892
	DISTRICT 5	0.6%	1.5%	4.3%	93.7%	537	3.911
	DISTRICT 6	0.4%	0.7%	6.0%	92.9%	450	3.913
	DISTRICT 7	0.7%	1.6%	4.0%	93.6%	551	3.906
	DISTRICT 8	0.8%	1.4%	5.5%	92.3%	505	3.893
	DISTRICT 9	0.4%	1.4%	5.1%	93.2%	511	3.910
AGE	25 AND YOUNGER	2.0%	4.9%	10.8%	82.4%	102	3.735
	26 - 35 YEARS OLD	2.2%	5.0%	12.8%	80.0%	180	3.706
	36 - 45 YEARS OLD	0.7%	1.2%	10.3%	87.9%	429	3.853
	46 - 55 YEARS OLD	0.6%	2.3%	5.0%	92.2%	1,087	3.888
	56 - 65 YEARS OLD	0.5%	0.8%	4.4%	94.3%	1,486	3.925
	66 AND OLDER	0.5%	0.1%	2.9%	96.5%	840	3.955
SEX	MALE	0.7%	1.8%	6.0%	91.5%	1,588	3.883
	FEMALE	0.6%	1.1%	5.0%	93.3%	2,546	3.910
RACE	CAUCASIAN	0.7%	1.4%	5.4%	92.6%	3,755	3.898
	AFRICAN AMERICAN	0.4%	1.2%	6.9%	91.5%	247	3.895
	OTHER	0.0%	0.0%	3.5%	96.5%	113	3.965
MARITAL STATUS	SINGLE	0.6%	2.6%	5.9%	90.9%	494	3.870
	MARRIED	0.6%	1.3%	5.9%	92.1%	2,936	3.895
	OTHER	0.6%	0.9%	2.7%	95.8%	695	3.938
RESIDENTIAL LOCATION	URBAN	0.8%	0.4%	3.6%	95.2%	497	3.932
	SUBURBAN	0.5%	1.7%	4.3%	93.5%	1,744	3.907
	RURAL	0.7%	1.3%	6.8%	91.2%	1,891	3.885
DRIVING AREA	URBAN	0.8%	1.2%	4.5%	93.4%	1,212	3.905
	SUBURBAN	0.5%	1.5%	5.9%	92.1%	1,381	3.896
	RURAL	0.6%	1.3%	5.6%	92.5%	1,530	3.901
VEHICLE TYPE	AUTOMOBILE	0.7%	1.3%	5.3%	92.6%	2,095	3.900
	VAN/MINIVAN	0.2%	1.4%	6.2%	92.2%	438	3.904
	PICKUP TRUCK	0.8%	1.5%	4.7%	93.0%	530	3.900
	SUV	0.7%	1.5%	5.5%	92.4%	1,025	3.896
	OTHER	0.0%	0.0%	4.4%	95.6%	45	3.956

A new question was added to the survey in 2015 where respondents were asked about the amount of time a driver can take his eyes off the road before driving becomes dangerous. Close to half (46.9%) of those surveyed said 1-2 seconds and 38.3% said it takes a driver less than one second with their eyes off the road for driving to become dangerous (Table 6.15).

TABLE 6.15: NUMBER OF SECONDS A DRIVER CAN TAKE THEIR EYES OFF THE ROAD BEFORE DRIVING BECOMES DANGEROUS - 2015

		LESS THAN 1 SECOND	1-2 SECONDS	3-4 SECONDS	5-10 SECONDS	MORE THAN 10 SECONDS	TOTAL
ALL RESPONDENTS		38.3%	46.9%	11.7%	2.7%	0.5%	4,113
SURVEY	SURVEY 1	38.6%	44.4%	13.0%	3.7%	0.3%	952
	SURVEY 2	38.6%	46.0%	11.6%	3.1%	0.7%	1,056
	SURVEY 3	37.6%	48.4%	11.9%	1.6%	0.5%	1,063
	SURVEY 4	38.3%	48.5%	10.6%	2.3%	0.4%	1,042
OSP DISTRICT	DISTRICT 1	40.9%	43.4%	11.7%	2.7%	1.3%	452
	DISTRICT 2	36.8%	49.0%	12.3%	1.7%	0.3%	302
	DISTRICT 3	35.9%	50.9%	10.2%	2.3%	0.8%	521
	DISTRICT 4	39.7%	43.7%	13.6%	3.1%	0.0%	295
	DISTRICT 5	36.7%	45.5%	13.9%	3.6%	0.4%	532
	DISTRICT 6	37.6%	49.9%	9.2%	3.1%	0.2%	447
	DISTRICT 7	39.1%	47.1%	11.4%	1.8%	0.5%	552
	DISTRICT 8	38.0%	47.1%	10.7%	4.2%	0.0%	503
	DISTRICT 9	40.1%	44.8%	13.4%	1.4%	0.4%	509
AGE	25 AND YOUNGER	39.2%	50.0%	7.8%	2.0%	1.0%	102
	26 - 35 YEARS OLD	49.4%	32.2%	15.0%	3.3%	0.0%	180
	36 - 45 YEARS OLD	38.3%	46.5%	11.4%	3.0%	0.7%	428
	46 - 55 YEARS OLD	36.7%	48.8%	11.6%	2.5%	0.4%	1,083
	56 - 65 YEARS OLD	37.1%	48.6%	11.8%	2.0%	0.5%	1,478
	66 AND OLDER	40.1%	43.9%	11.8%	3.8%	0.4%	833
SEX	MALE	38.6%	47.4%	11.3%	2.2%	0.4%	1,579
	FEMALE	38.0%	46.6%	12.0%	2.9%	0.5%	2,534
RACE	CAUCASIAN	37.3%	47.6%	12.4%	2.5%	0.3%	3,738
	AFRICAN AMERICAN	50.0%	37.7%	6.1%	4.1%	2.0%	244
	OTHER	44.2%	46.0%	4.4%	4.4%	0.9%	113
MARITAL STATUS	SINGLE	41.0%	43.9%	11.2%	3.3%	0.6%	490
	MARRIED	37.2%	48.7%	11.3%	2.4%	0.4%	2,924
	OTHER	40.5%	41.8%	13.9%	3.5%	0.3%	691
RESIDENTIAL LOCATION	URBAN	42.4%	45.9%	8.5%	2.6%	0.6%	495
	SUBURBAN	36.2%	49.2%	11.0%	2.9%	0.6%	1,733
	RURAL	39.0%	45.0%	13.3%	2.4%	0.3%	1,883
DRIVING AREA	URBAN	39.6%	45.5%	11.0%	3.2%	0.7%	1,207
	SUBURBAN	38.5%	48.5%	10.3%	2.1%	0.5%	1,372
	RURAL	37.2%	46.6%	13.4%	2.7%	0.2%	1,523
VEHICLE TYPE	AUTOMOBILE	38.1%	47.1%	11.7%	2.7%	0.4%	2,081
	VAN/MINIVAN	36.1%	48.4%	11.0%	3.9%	0.7%	438
	PICKUP TRUCK	39.3%	45.0%	13.0%	2.3%	0.4%	529
	SUV	38.5%	47.4%	11.6%	2.2%	0.4%	1,019
	OTHER	51.1%	33.3%	11.1%	2.2%	2.2%	45

Most of those surveyed in 2015 (71.5%) said they are somewhat (25.7%) or very (45.8%) uncomfortable when they are riding as a passenger with a driver talking on a cell phone and 74.6% of those believe it is likely they would say something to the driver (Table 6.16 and Table 6.17). Most respondents are uncomfortable when riding as a passenger and their driver is texting and they are very likely to say something to the driver (Tables 6.18 and 6.19).

TABLE 6.16: COMFORT LEVEL WHEN RIDING AS A PASSENGER WITH A DRIVER TALKING ON A CELL PHONE - 2015

		VERY COMFORTABLE	SOMEWHAT COMFORTABLE	UNSURE	SOMEWHAT UNCOMFORTABLE	VERY UNCOMFORTABLE	TOTAL	AVERAGE
ALL RESPONDENTS		6.4%	19.6%	2.6%	25.7%	45.8%	4,136	3.849
SURVEY	SURVEY 1	8.0%	21.6%	3.5%	25.3%	41.7%	955	3.712
	SURVEY 2	7.1%	21.0%	2.5%	25.5%	43.9%	1,063	3.783
	SURVEY 3	5.8%	18.4%	1.7%	27.5%	46.6%	1,071	3.908
	SURVEY 4	4.8%	17.6%	2.9%	24.3%	50.5%	1,047	3.982
OSP DISTRICT	DISTRICT 1	4.8%	19.1%	2.6%	28.5%	45.0%	456	3.897
	DISTRICT 2	5.3%	17.5%	2.0%	31.1%	44.0%	302	3.911
	DISTRICT 3	5.9%	19.8%	2.7%	28.9%	42.8%	526	3.829
	DISTRICT 4	6.8%	19.0%	1.7%	20.7%	51.9%	295	3.919
	DISTRICT 5	6.2%	21.3%	3.5%	22.6%	46.5%	536	3.819
	DISTRICT 6	7.3%	21.3%	2.4%	26.2%	42.8%	451	3.758
	DISTRICT 7	7.1%	15.8%	1.6%	22.1%	53.4%	552	3.991
	DISTRICT 8	6.7%	21.9%	3.4%	30.0%	38.1%	507	3.708
	DISTRICT 9	6.8%	20.0%	2.9%	21.9%	48.3%	511	3.849
AGE	25 AND YOUNGER	5.9%	26.5%	3.9%	31.4%	32.4%	102	3.578
	26 - 35 YEARS OLD	13.4%	29.1%	2.8%	24.6%	30.2%	179	3.291
	36 - 45 YEARS OLD	10.2%	28.8%	3.0%	27.9%	30.0%	430	3.386
	46 - 55 YEARS OLD	7.4%	25.7%	2.9%	25.6%	38.3%	1,088	3.619
	56 - 65 YEARS OLD	5.4%	16.4%	2.5%	27.0%	48.6%	1,487	3.970
	66 AND OLDER	3.2%	9.4%	1.9%	21.9%	63.6%	840	4.332
SEX	MALE	7.8%	19.8%	2.6%	24.1%	45.7%	1,587	3.801
	FEMALE	5.5%	19.5%	2.6%	26.6%	45.8%	2,549	3.879
RACE	CAUCASIAN	6.4%	20.3%	2.7%	26.0%	44.6%	3,758	3.821
	AFRICAN AMERICAN	5.7%	12.2%	1.6%	23.2%	57.3%	246	4.142
	OTHER	5.3%	12.4%	0.9%	19.5%	61.9%	113	4.204
MARITAL STATUS	SINGLE	5.5%	18.0%	2.8%	24.9%	48.8%	494	3.935
	MARRIED	7.0%	21.7%	2.8%	26.7%	41.8%	2,937	3.748
	OTHER	4.3%	12.1%	1.7%	22.1%	59.8%	696	4.210
RESIDENTIAL LOCATION	URBAN	5.2%	15.1%	1.6%	24.5%	53.6%	498	4.062
	SUBURBAN	6.5%	19.9%	3.2%	26.3%	44.1%	1,745	3.815
	RURAL	6.5%	20.5%	2.3%	25.4%	45.3%	1,891	3.824
DRIVING AREA	URBAN	4.7%	17.8%	2.6%	24.6%	50.3%	1,213	3.979
	SUBURBAN	6.8%	20.4%	2.9%	26.6%	43.2%	1,381	3.791
	RURAL	7.1%	20.2%	2.4%	25.7%	44.6%	1,531	3.805
VEHICLE TYPE	AUTOMOBILE	5.7%	18.0%	2.5%	25.5%	48.3%	2,098	3.927
	VAN/MINIVAN	8.0%	23.0%	2.1%	27.1%	39.9%	439	3.679
	PICKUP TRUCK	7.7%	19.1%	2.3%	22.6%	48.3%	530	3.847
	SUV	6.1%	22.4%	3.3%	27.7%	40.6%	1,023	3.743
	OTHER	11.1%	4.4%	0.0%	13.3%	71.1%	45	4.289

TABLE 6.17: LIKELIHOOD OF SAYING SOMETHING TO A DRIVER WHO IS TALKING ON A CELL PHONE - 2015

		VERY UNLIKELY	SOMEWHAT UNLIKELY	UNSURE	SOMEWHAT LIKELY	VERY LIKELY	TOTAL	AVERAGE
ALL RESPONDENTS		10.5%	12.2%	2.6%	20.9%	53.7%	4,136	3.952
SURVEY	SURVEY 1	12.9%	13.3%	4.2%	19.4%	50.3%	955	3.808
	SURVEY 2	10.7%	12.2%	2.1%	20.7%	54.3%	1,063	3.956
	SURVEY 3	8.9%	10.8%	1.9%	25.6%	52.8%	1,071	4.027
	SURVEY 4	9.7%	12.6%	2.6%	17.9%	57.2%	1,047	4.002
OSP DISTRICT	DISTRICT 1	9.2%	11.2%	2.4%	24.1%	53.1%	456	4.007
	DISTRICT 2	11.6%	7.9%	3.0%	23.5%	54.0%	302	4.003
	DISTRICT 3	8.9%	13.5%	2.1%	19.2%	56.4%	527	4.006
	DISTRICT 4	7.5%	12.2%	3.7%	19.0%	57.5%	294	4.068
	DISTRICT 5	10.4%	13.4%	3.2%	20.0%	53.0%	536	3.916
	DISTRICT 6	12.6%	12.2%	2.2%	22.8%	50.1%	451	3.856
	DISTRICT 7	9.8%	10.7%	3.4%	20.1%	56.0%	552	4.018
	DISTRICT 8	10.1%	16.8%	2.4%	20.5%	50.3%	507	3.842
	DISTRICT 9	13.7%	10.2%	1.8%	20.2%	54.2%	511	3.910
AGE	25 AND YOUNGER	14.7%	18.6%	2.0%	24.5%	40.2%	102	3.569
	26 - 35 YEARS OLD	18.4%	14.0%	4.5%	21.8%	41.3%	179	3.536
	36 - 45 YEARS OLD	17.0%	14.0%	2.6%	21.9%	44.7%	430	3.633
	46 - 55 YEARS OLD	11.1%	13.2%	2.9%	22.4%	50.3%	1,087	3.875
	56 - 65 YEARS OLD	8.7%	12.8%	2.4%	21.4%	54.7%	1,488	4.005
	66 AND OLDER	6.9%	7.7%	2.4%	17.4%	65.6%	840	4.270
SEX	MALE	12.7%	13.2%	2.6%	20.6%	50.9%	1,587	3.838
	FEMALE	9.1%	11.6%	2.7%	21.1%	55.5%	2,549	4.023
RACE	CAUCASIAN	10.7%	12.7%	2.6%	21.5%	52.5%	3,757	3.923
	AFRICAN AMERICAN	9.3%	6.9%	2.8%	16.6%	64.4%	247	4.198
	OTHER	6.2%	4.4%	1.8%	15.9%	71.7%	113	4.425
MARITAL STATUS	SINGLE	11.1%	11.7%	1.8%	20.9%	54.5%	494	3.957
	MARRIED	11.1%	12.9%	3.0%	22.2%	50.9%	2,938	3.889
	OTHER	7.6%	9.8%	1.7%	15.7%	65.2%	696	4.211
RESIDENTIAL LOCATION	URBAN	9.3%	8.5%	1.8%	21.5%	59.0%	497	4.125
	SUBURBAN	10.4%	13.8%	3.2%	20.0%	52.7%	1,745	3.907
	RURAL	10.9%	11.8%	2.4%	21.7%	53.3%	1,892	3.947
DRIVING AREA	URBAN	9.3%	12.0%	2.2%	21.0%	55.5%	1,213	4.014
	SUBURBAN	10.7%	12.8%	3.2%	20.9%	52.4%	1,381	3.915
	RURAL	11.2%	11.8%	2.4%	21.0%	53.6%	1,531	3.938
VEHICLE TYPE	AUTOMOBILE	9.6%	12.4%	2.6%	21.3%	54.1%	2,097	3.978
	VAN/MINIVAN	12.8%	11.6%	3.2%	21.6%	50.8%	439	3.861
	PICKUP TRUCK	10.8%	12.1%	1.7%	18.7%	56.8%	530	3.987
	SUV	11.3%	12.1%	3.0%	21.1%	52.4%	1,024	3.912
	OTHER	6.7%	13.3%	0.0%	20.0%	60.0%	45	4.133

TABLE 6.18: COMFORT LEVEL WHEN RIDING AS A PASSENGER WHILE THE DRIVER TEXTS - 2015

		VERY COMFORTABLE	SOMEWHAT COMFORTABLE	UNSURE	SOMEWHAT UNCOMFORTABLE	VERY UNCOMFORTABLE	TOTAL	AVERAGE
ALL RESPONDENTS		0.7%	0.4%	0.0%	2.9%	96.0%	4,135	4.930
SURVEY	SURVEY 1	1.3%	0.4%	0.0%	3.5%	94.9%	955	4.903
	SURVEY 2	0.6%	0.4%	0.0%	2.6%	96.4%	1,064	4.940
	SURVEY 3	0.8%	0.7%	0.0%	3.5%	95.0%	1,070	4.912
	SURVEY 4	0.3%	0.2%	0.0%	1.9%	97.6%	1,046	4.964
OSP DISTRICT	DISTRICT 1	0.2%	0.7%	0.0%	2.6%	96.5%	456	4.945
	DISTRICT 2	0.7%	0.3%	0.0%	2.6%	96.4%	302	4.937
	DISTRICT 3	0.6%	0.6%	0.0%	2.7%	96.2%	527	4.934
	DISTRICT 4	1.4%	0.3%	0.0%	2.4%	95.9%	296	4.912
	DISTRICT 5	0.9%	0.0%	0.0%	3.7%	95.3%	535	4.925
	DISTRICT 6	0.4%	0.0%	0.0%	3.6%	96.0%	450	4.947
	DISTRICT 7	1.4%	0.7%	0.0%	2.4%	95.5%	552	4.897
	DISTRICT 8	0.2%	0.4%	0.0%	3.6%	95.8%	506	4.945
	DISTRICT 9	0.8%	0.6%	0.0%	2.0%	96.7%	511	4.932
AGE	25 AND YOUNGER	1.0%	1.0%	0.0%	5.9%	92.2%	102	4.873
	26 - 35 YEARS OLD	2.2%	1.7%	0.0%	10.1%	86.0%	179	4.760
	36 - 45 YEARS OLD	1.4%	0.5%	0.0%	6.0%	92.1%	430	4.870
	46 - 55 YEARS OLD	0.7%	0.6%	0.0%	3.3%	95.4%	1,089	4.921
	56 - 65 YEARS OLD	0.4%	0.2%	0.0%	1.8%	97.6%	1,487	4.960
	66 AND OLDER	0.6%	0.2%	0.0%	0.6%	98.6%	838	4.963
SEX	MALE	1.0%	0.4%	0.0%	3.8%	94.7%	1,589	4.908
	FEMALE	0.5%	0.4%	0.0%	2.2%	96.8%	2,546	4.944
RACE	CAUCASIAN	0.7%	0.5%	0.0%	2.9%	95.9%	3,757	4.928
	AFRICAN AMERICAN	1.2%	0.0%	0.0%	2.4%	96.3%	246	4.927
	OTHER	0.0%	0.0%	0.0%	0.9%	99.1%	113	4.991
MARITAL STATUS	SINGLE	1.8%	0.2%	0.0%	4.7%	93.3%	494	4.874
	MARRIED	0.5%	0.5%	0.0%	2.7%	96.4%	2,939	4.940
	OTHER	0.9%	0.3%	0.0%	2.5%	96.4%	693	4.932
RESIDENTIAL LOCATION	URBAN	0.6%	0.2%	0.0%	1.6%	97.6%	498	4.954
	SUBURBAN	0.5%	0.5%	0.0%	3.3%	95.7%	1,743	4.932
	RURAL	1.0%	0.4%	0.0%	2.7%	95.9%	1,892	4.922
DRIVING AREA	URBAN	0.7%	0.3%	0.0%	2.1%	96.9%	1,212	4.943
	SUBURBAN	0.5%	0.5%	0.0%	2.8%	96.2%	1,381	4.936
	RURAL	1.0%	0.3%	0.0%	3.5%	95.2%	1,531	4.916
VEHICLE TYPE	AUTOMOBILE	0.6%	0.3%	0.0%	3.1%	96.0%	2,095	4.936
	VAN/MINIVAN	0.7%	0.2%	0.0%	3.9%	95.2%	439	4.927
	PICKUP TRUCK	1.5%	0.4%	0.0%	2.8%	95.3%	531	4.900
	SUV	0.6%	0.7%	0.0%	2.1%	96.7%	1,024	4.936
	OTHER	2.2%	0.0%	0.0%	0.0%	97.8%	45	4.911

TABLE 6.19: LIKELIHOOD OF SAYING SOMETHING TO A DRIVER WHO IS TEXTING - 2015

		VERY UNLIKELY	SOMEWHAT UNLIKELY	UNSURE	SOMEWHAT LIKELY	VERY LIKELY	TOTAL	AVERAGE
ALL RESPONDENTS		1.3%	0.7%	0.4%	4.2%	93.4%	4,137	4.876
SURVEY	SURVEY 1	2.5%	0.9%	0.9%	4.4%	91.2%	955	4.808
	SURVEY 2	0.9%	0.7%	0.2%	3.7%	94.5%	1,064	4.902
	SURVEY 3	1.2%	1.0%	0.3%	4.9%	92.5%	1,071	4.866
	SURVEY 4	0.7%	0.3%	0.2%	3.8%	95.0%	1,047	4.923
OSP DISTRICT	DISTRICT 1	1.3%	0.9%	0.4%	4.4%	93.0%	456	4.868
	DISTRICT 2	1.0%	0.0%	0.3%	4.0%	94.7%	302	4.914
	DISTRICT 3	0.8%	1.9%	0.0%	3.8%	93.5%	527	4.875
	DISTRICT 4	1.4%	0.3%	0.3%	3.7%	94.3%	296	4.892
	DISTRICT 5	1.5%	0.7%	0.4%	3.9%	93.5%	536	4.871
	DISTRICT 6	0.9%	0.2%	1.1%	5.3%	92.4%	450	4.882
	DISTRICT 7	2.2%	1.1%	0.4%	4.0%	92.4%	552	4.833
	DISTRICT 8	1.4%	0.4%	0.4%	5.7%	92.1%	507	4.868
	DISTRICT 9	1.2%	0.4%	0.2%	2.9%	95.3%	511	4.908
AGE	25 AND YOUNGER	0.0%	2.9%	1.0%	8.8%	87.3%	102	4.804
	26 - 35 YEARS OLD	1.7%	2.8%	0.6%	11.2%	83.8%	179	4.726
	36 - 45 YEARS OLD	1.6%	0.7%	0.5%	7.2%	90.0%	430	4.833
	46 - 55 YEARS OLD	1.9%	0.4%	0.4%	3.9%	93.5%	1,089	4.866
	56 - 65 YEARS OLD	0.9%	0.6%	0.1%	3.0%	95.4%	1,488	4.915
	66 AND OLDER	1.2%	0.7%	0.7%	3.3%	94.0%	839	4.883
SEX	MALE	1.6%	1.2%	0.6%	5.3%	91.3%	1,589	4.836
	FEMALE	1.1%	0.4%	0.3%	3.5%	94.7%	2,548	4.901
RACE	CAUCASIAN	1.3%	0.7%	0.4%	4.4%	93.2%	3,759	4.875
	AFRICAN AMERICAN	1.6%	0.8%	0.8%	1.6%	95.1%	246	4.878
	OTHER	0.9%	0.9%	0.0%	1.8%	96.5%	113	4.920
MARITAL STATUS	SINGLE	1.0%	1.4%	1.0%	5.5%	91.1%	494	4.842
	MARRIED	1.2%	0.7%	0.3%	4.0%	93.8%	2,939	4.884
	OTHER	1.9%	0.4%	0.1%	4.2%	93.4%	695	4.868
RESIDENTIAL LOCATION	URBAN	1.2%	1.4%	0.4%	3.0%	94.0%	498	4.871
	SUBURBAN	1.5%	0.5%	0.5%	4.9%	92.5%	1,744	4.864
	RURAL	1.1%	0.7%	0.3%	3.9%	94.0%	1,893	4.889
DRIVING AREA	URBAN	1.5%	0.7%	0.7%	3.6%	93.6%	1,213	4.871
	SUBURBAN	1.1%	0.7%	0.3%	4.7%	93.2%	1,381	4.882
	RURAL	1.4%	0.8%	0.3%	4.1%	93.5%	1,532	4.875
VEHICLE TYPE	AUTOMOBILE	1.1%	0.8%	0.3%	4.8%	92.9%	2,097	4.876
	VAN/MINIVAN	0.5%	0.7%	0.7%	4.3%	93.8%	439	4.904
	PICKUP TRUCK	2.8%	0.8%	0.6%	3.6%	92.3%	531	4.817
	SUV	1.2%	0.6%	0.3%	3.5%	94.4%	1,024	4.895
	OTHER	2.2%	0.0%	0.0%	0.0%	97.8%	45	4.911

LAWS REGARDING CELL PHONE USE AND DRIVING

Ohio enacted a law regarding cell phone use while driving which states that *all drivers younger than 18 years of age are banned from using a cell phone while behind the wheel, and all drivers, regardless of age, are banned from texting while driving*. Just over half (54.9%) of those surveyed in 2015 said “yes, definitely” or “yes, probably” when asked if they were aware of this law (Figure 29). While more respondents than in previous years are aware of cell phone use laws, there are still many Ohioans who do not know such a law exists. Survey participants who reside in OSP Districts 4, 5, and 7 are more likely to say they are aware of a law regarding cell phone use while driving (Figure 29A). Respondents 25 years of age and younger, females, and those who are single were apt be aware of such a law (Table 6.21).

FIGURE 29: OHIO HAS A LAW BANNING CELL PHONE USE WHILE DRIVING 2013 - 2015

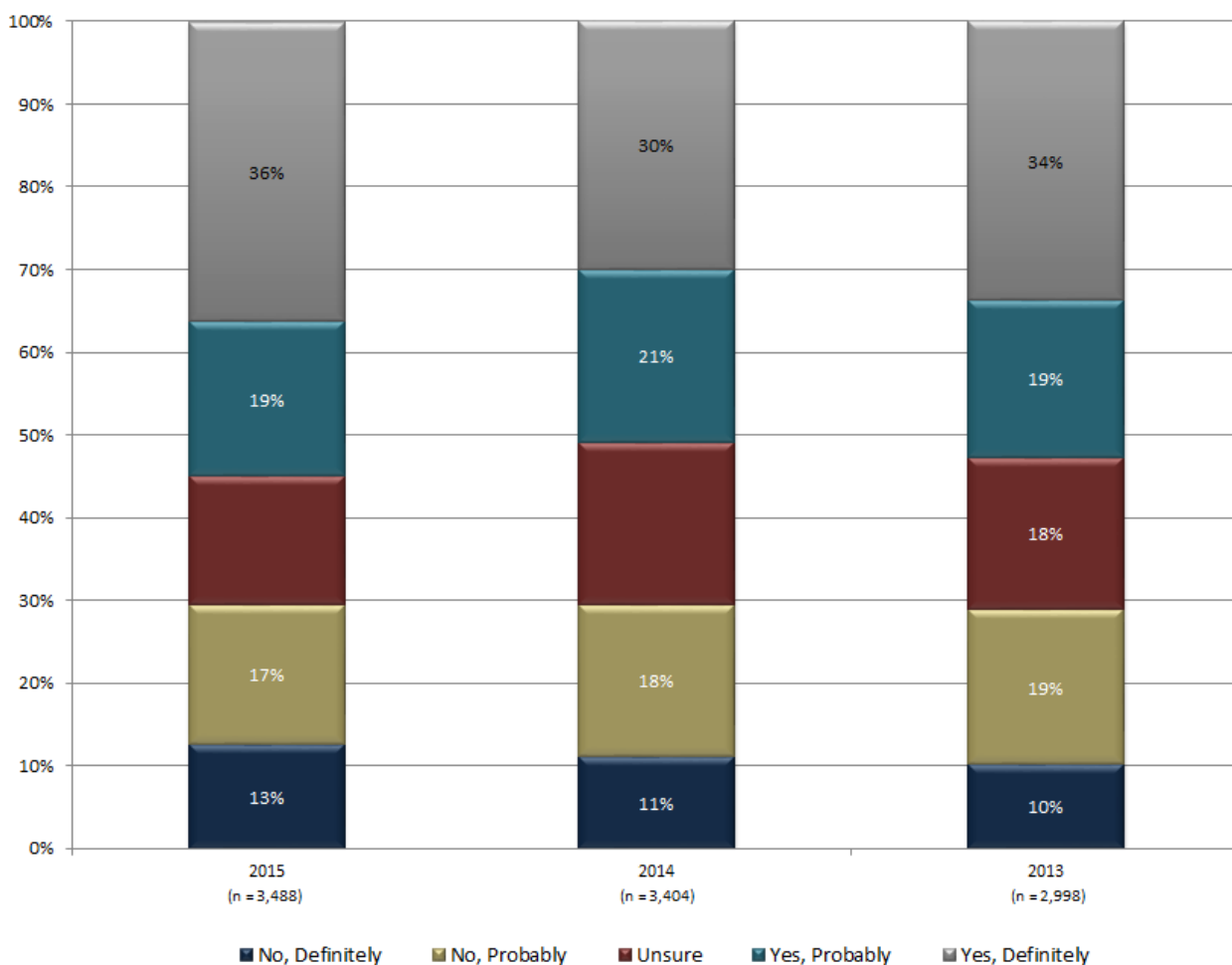


FIGURE 29A: OHIO HAS A LAW BANNING CELL PHONE USE WHILE DRIVING – 2015 [MEAN SCORE]

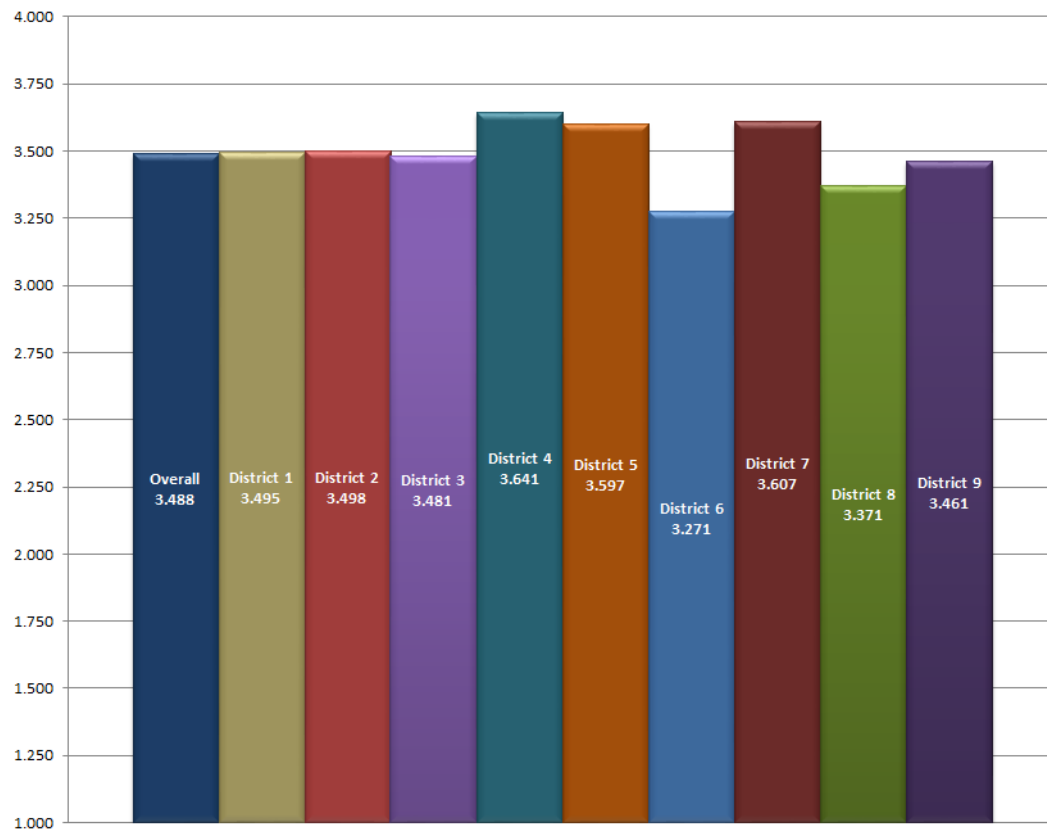


TABLE 6.20: OHIO HAS A LAW BANNING CELL PHONE USE WHILE DRIVING - 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		3.422	3.475	3.516	3.534	4,138
OSP DISTRICT	DISTRICT 1	3.307	3.446	3.597	3.641	457
	DISTRICT 2	3.557	3.227	3.508	3.651	303
	DISTRICT 3	3.380	3.454	3.371	3.865	526
	DISTRICT 4	3.655	3.780	3.597	3.586	295
	DISTRICT 5	3.555	3.600	3.627	3.595	536
	DISTRICT 6	3.183	3.569	3.234	3.023	450
	DISTRICT 7	3.605	3.459	3.955	3.513	552
	DISTRICT 8	3.384	3.368	3.252	3.492	507
	DISTRICT 9	3.321	3.439	3.59+	3.440	512

The mean score calculation is based on "Yes Definitely" = 5 to "No, Definitely" = 1; therefore, the greater the mean score, the more likely respondent is to know about Ohio's law regarding cell phone use and driving.

TABLE 6.21: OHIO HAS A LAW BANNING CELL PHONE USE WHILE DRIVING - 2015

		NO, DEFINITELY	NO, PROBABLY	UNSURE	YES, PROBABLY	YES, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		12.7%	16.8%	15.5%	18.7%	36.2%	4,138	3.488
SURVEY	SURVEY 1	12.3%	18.4%	18.1%	17.1%	34.1%	956	3.422
	SURVEY 2	12.7%	18.4%	14.2%	18.2%	36.5%	1,062	3.475
	SURVEY 3	13.0%	15.8%	15.1%	18.5%	37.6%	1,073	3.516
	SURVEY 4	12.7%	14.9%	15.0%	21.1%	36.3%	1,047	3.534
OSP DISTRICT	DISTRICT 1	11.4%	18.2%	17.1%	16.4%	37.0%	457	3.495
	DISTRICT 2	11.6%	14.2%	18.8%	23.8%	31.7%	303	3.498
	DISTRICT 3	12.2%	18.6%	14.3%	18.8%	36.1%	526	3.481
	DISTRICT 4	11.5%	12.5%	17.3%	17.6%	41.0%	295	3.641
	DISTRICT 5	13.1%	16.2%	9.7%	20.0%	41.0%	536	3.597
	DISTRICT 6	18.9%	15.8%	16.2%	17.6%	31.6%	450	3.271
	DISTRICT 7	10.0%	16.5%	16.5%	17.0%	40.0%	552	3.607
	DISTRICT 8	13.0%	20.9%	14.2%	19.7%	32.1%	507	3.371
	DISTRICT 9	12.7%	15.8%	18.4%	18.9%	34.2%	512	3.461
AGE	25 AND YOUNGER	6.9%	6.9%	3.9%	19.6%	62.7%	102	4.245
	26 - 35 YEARS OLD	13.3%	13.9%	17.8%	16.1%	38.9%	180	3.533
	36 - 45 YEARS OLD	14.5%	17.0%	15.2%	18.6%	34.7%	429	3.422
	46 - 55 YEARS OLD	14.2%	16.8%	13.5%	17.8%	37.6%	1,089	3.478
	56 - 65 YEARS OLD	12.7%	18.6%	15.9%	18.3%	34.4%	1,488	3.431
	66 AND OLDER	10.4%	15.5%	18.7%	21.2%	34.3%	840	3.536
SEX	MALE	13.9%	16.6%	15.8%	19.0%	34.7%	1,590	3.440
	FEMALE	12.0%	17.0%	15.4%	18.6%	37.1%	2,548	3.518
RACE	CAUCASIAN	13.0%	17.1%	15.4%	19.1%	35.4%	3,760	3.468
	AFRICAN AMERICAN	10.6%	13.0%	15.4%	15.4%	45.5%	246	3.724
	OTHER	8.8%	15.9%	21.2%	15.9%	38.1%	113	3.584
MARITAL STATUS	SINGLE	11.1%	11.7%	12.9%	20.0%	44.2%	495	3.745
	MARRIED	13.5%	19.1%	15.6%	18.2%	33.7%	2,939	3.394
	OTHER	10.8%	11.1%	17.4%	20.3%	40.4%	695	3.685
RESIDENTIAL LOCATION	URBAN	12.7%	16.5%	12.3%	17.1%	41.4%	497	3.581
	SUBURBAN	14.0%	17.8%	14.8%	19.0%	34.3%	1,744	3.417
	RURAL	11.5%	16.0%	17.0%	18.9%	36.5%	1,895	3.528
DRIVING AREA	URBAN	12.4%	15.2%	16.0%	18.7%	37.6%	1,215	3.538
	SUBURBAN	13.4%	18.0%	14.7%	18.6%	35.4%	1,380	3.445
	RURAL	12.3%	17.2%	15.7%	19.0%	35.8%	1,532	3.486
VEHICLE TYPE	AUTOMOBILE	12.2%	16.1%	15.8%	19.3%	36.7%	2,097	3.522
	VAN/MINIVAN	13.2%	17.3%	17.7%	18.4%	33.4%	440	3.416
	PICKUP TRUCK	13.9%	17.5%	13.0%	17.1%	38.4%	531	3.486
	SUV	12.8%	18.2%	15.4%	18.4%	35.3%	1,024	3.451
	OTHER	15.6%	11.1%	13.3%	24.4%	35.6%	45	3.533

Virtually all respondents (99.7%) claim to have never received a ticket or a warning for cell phone use while driving (Tables 6.22 through 6.24).

TABLE 6.22: RECEIVED A TICKET OR WARNING FOR CELL PHONE USE WHILE DRIVING - 2015

		TICKET – TALKING	WARNING – TALKING	TICKET – TEXTING	WARNING – TEXTING	No	TOTAL
ALL RESPONDENTS		0.1%	0.2%	0.0%	0.0%	99.7%	4,142
SURVEY	SURVEY 1	0.0%	0.1%	0.0%	0.0%	99.9%	958
	SURVEY 2	0.0%	0.3%	0.0%	0.0%	99.7%	1,064
	SURVEY 3	0.2%	0.1%	0.0%	0.0%	99.7%	1,073
	SURVEY 4	0.1%	0.3%	0.0%	0.1%	99.5%	1,047
OSP DISTRICT	DISTRICT 1	0.2%	0.0%	0.0%	0.2%	99.6%	457
	DISTRICT 2	0.0%	0.0%	0.0%	0.0%	100.0%	303
	DISTRICT 3	0.0%	0.4%	0.0%	0.0%	99.6%	527
	DISTRICT 4	0.0%	1.0%	0.0%	0.0%	99.0%	296
	DISTRICT 5	0.2%	0.2%	0.0%	0.0%	99.6%	537
	DISTRICT 6	0.0%	0.2%	0.0%	0.0%	99.8%	451
	DISTRICT 7	0.0%	0.0%	0.0%	0.0%	100.0%	552
	DISTRICT 8	0.2%	0.0%	0.0%	0.0%	99.8%	507
	DISTRICT 9	0.0%	0.2%	0.0%	0.0%	99.8%	512
AGE	25 AND YOUNGER	0.0%	0.0%	0.0%	0.0%	100.0%	102
	26 - 35 YEARS OLD	0.6%	1.1%	0.0%	0.0%	98.3%	180
	36 - 45 YEARS OLD	0.0%	0.0%	0.0%	0.0%	100.0%	430
	46 - 55 YEARS OLD	0.0%	0.3%	0.0%	0.0%	99.7%	1,089
	56 - 65 YEARS OLD	0.1%	0.2%	0.0%	0.1%	99.6%	1,489
	66 AND OLDER	0.0%	0.0%	0.0%	0.0%	100.0%	842
SEX	MALE	0.1%	0.3%	0.0%	0.1%	99.6%	1,591
	FEMALE	0.0%	0.2%	0.0%	0.0%	99.8%	2,551
RACE	CAUCASIAN	0.1%	0.1%	0.0%	0.0%	99.8%	3,763
	AFRICAN AMERICAN	0.0%	1.2%	0.0%	0.0%	98.8%	247
	OTHER	0.0%	0.0%	0.0%	0.0%	100.0%	113
MARITAL STATUS	SINGLE	0.4%	0.4%	0.0%	0.0%	99.2%	495
	MARRIED	0.0%	0.2%	0.0%	0.0%	99.7%	2,941
	OTHER	0.0%	0.0%	0.0%	0.0%	100.0%	697
RESIDENTIAL LOCATION	URBAN	0.2%	0.4%	0.0%	0.0%	99.4%	498
	SUBURBAN	0.1%	0.2%	0.0%	0.1%	99.6%	1,747
	RURAL	0.0%	0.1%	0.0%	0.0%	99.9%	1,895
DRIVING AREA	URBAN	0.1%	0.3%	0.0%	0.1%	99.5%	1,217
	SUBURBAN	0.1%	0.1%	0.0%	0.0%	99.7%	1,382
	RURAL	0.0%	0.1%	0.0%	0.0%	99.9%	1,532
VEHICLE TYPE	AUTOMOBILE	0.1%	0.2%	0.0%	0.0%	99.7%	2,100
	VAN/MINIVAN	0.0%	0.0%	0.0%	0.0%	100.0%	440
	PICKUP TRUCK	0.0%	0.4%	0.0%	0.0%	99.6%	531
	SUV	0.1%	0.2%	0.0%	0.1%	99.6%	1,025
	OTHER	0.0%	0.0%	0.0%	0.0%	100.0%	45

TABLE 6.23: WHEN WARNING RECEIVED FOR USING A CELL PHONE WHILE DRIVING - 2015

		DAYS AGO	WEEKS AGO	MONTHS AGO	YEARS AGO	TOTAL
ALL RESPONDENTS		0.0%	0.0%	11.1%	88.9%	9
SURVEY	SURVEY 1	0.0%	0.0%	0.0%	100.0%	1
	SURVEY 2	0.0%	0.0%	0.0%	100.0%	3
	SURVEY 3	0.0%	0.0%	100.0%	0.0%	1
	SURVEY 4	0.0%	0.0%	0.0%	100.0%	4
OSP DISTRICT	DISTRICT 1	0.0%	0.0%	0.0%	100.0%	1
	DISTRICT 2	-	-	-	-	-
	DISTRICT 3	0.0%	0.0%	0.0%	100.0%	2
	DISTRICT 4	0.0%	0.0%	33.3%	66.7%	3
	DISTRICT 5	0.0%	0.0%	0.0%	100.0%	1
	DISTRICT 6	0.0%	0.0%	0.0%	100.0%	1
	DISTRICT 7	-	-	-	-	-
	DISTRICT 8	-	-	-	-	-
	DISTRICT 9	0.0%	0.0%	0.0%	100.0%	1
AGE	25 AND YOUNGER	-	-	-	-	-
	26 - 35 YEARS OLD	0.0%	0.0%	50.0%	50.0%	2
	36 - 45 YEARS OLD	-	-	-	-	-
	46 - 55 YEARS OLD	0.0%	0.0%	0.0%	100.0%	3
	56 - 65 YEARS OLD	0.0%	0.0%	0.0%	100.0%	4
	66 AND OLDER	-	-	-	-	-
SEX	MALE	0.0%	0.0%	20.0%	80.0%	5
	FEMALE	0.0%	0.0%	0.0%	100.0%	4
RACE	CAUCASIAN	0.0%	0.0%	16.7%	83.3%	6
	AFRICAN AMERICAN	0.0%	0.0%	0.0%	100.0%	3
	OTHER	-	-	-	-	-
MARITAL STATUS	SINGLE	0.0%	0.0%	50.0%	50.0%	2
	MARRIED	0.0%	0.0%	0.0%	100.0%	7
	OTHER	-	-	-	-	-
RESIDENTIAL LOCATION	URBAN	0.0%	0.0%	0.0%	100.0%	2
	SUBURBAN	0.0%	0.0%	20.0%	80.0%	5
	RURAL	0.0%	0.0%	0.0%	100.0%	2
DRIVING AREA	URBAN	0.0%	0.0%	20.0%	80.0%	5
	SUBURBAN	0.0%	0.0%	0.0%	100.0%	2
	RURAL	0.0%	0.0%	0.0%	100.0%	2
VEHICLE TYPE	AUTOMOBILE	0.0%	0.0%	0.0%	100.0%	4
	VAN/MINIVAN	-	-	-	-	-
	PICKUP TRUCK	0.0%	0.0%	0.0%	100.0%	2
	SUV	0.0%	0.0%	33.3%	66.7%	3
	OTHER	-	-	-	-	-

TABLE 6.24: WHEN TICKET RECEIVED FOR USING A CELL PHONE WHILE DRIVING - 2015

		DAYS AGO	WEEKS AGO	MONTHS AGO	YEARS AGO	TOTAL
ALL RESPONDENTS		0.0%	11.1%	0.0%	88.9%	9
SURVEY	SURVEY 1	0.0%	0.0%	0.0%	100.0%	1
	SURVEY 2	0.0%	0.0%	0.0%	100.0%	3
	SURVEY 3	0.0%	50.0%	0.0%	50.0%	2
	SURVEY 4	0.0%	0.0%	0.0%	100.0%	3
OSP DISTRICT	DISTRICT 1	-	-	-	-	-
	DISTRICT 2	-	-	-	-	-
	DISTRICT 3	0.0%	0.0%	0.0%	100.0%	2
	DISTRICT 4	0.0%	50.0%	0.0%	50.0%	2
	DISTRICT 5	0.0%	0.0%	0.0%	100.0%	2
	DISTRICT 6	0.0%	0.0%	0.0%	100.0%	1
	DISTRICT 7	-	-	-	-	-
	DISTRICT 8	0.0%	0.0%	0.0%	100.0%	1
	DISTRICT 9	0.0%	0.0%	0.0%	100.0%	1
AGE	25 AND YOUNGER	-	-	-	-	-
	26 - 35 YEARS OLD	0.0%	33.3%	0.0%	66.7%	3
	36 - 45 YEARS OLD	-	-	-	-	-
	46 - 55 YEARS OLD	0.0%	0.0%	0.0%	100.0%	2
	56 - 65 YEARS OLD	0.0%	0.0%	0.0%	100.0%	4
	66 AND OLDER	-	-	-	-	-
SEX	MALE	0.0%	16.7%	0.0%	83.3%	6
	FEMALE	0.0%	0.0%	0.0%	100.0%	3
RACE	CAUCASIAN	0.0%	16.7%	0.0%	83.3%	6
	AFRICAN AMERICAN	0.0%	0.0%	0.0%	100.0%	3
	OTHER	-	-	-	-	-
MARITAL STATUS	SINGLE	0.0%	25.0%	0.0%	75.0%	4
	MARRIED	0.0%	0.0%	0.0%	100.0%	5
	OTHER	-	-	-	-	-
RESIDENTIAL LOCATION	URBAN	0.0%	0.0%	0.0%	100.0%	2
	SUBURBAN	0.0%	20.0%	0.0%	80.0%	5
	RURAL	0.0%	0.0%	0.0%	100.0%	2
DRIVING AREA	URBAN	0.0%	25.0%	0.0%	75.0%	4
	SUBURBAN	0.0%	0.0%	0.0%	100.0%	3
	RURAL	0.0%	0.0%	0.0%	100.0%	2
VEHICLE TYPE	AUTOMOBILE	0.0%	0.0%	0.0%	100.0%	5
	VAN/MINIVAN	-	-	-	-	-
	PICKUP TRUCK	0.0%	0.0%	0.0%	100.0%	2
	SUV	0.0%	50.0%	0.0%	50.0%	2
	OTHER	-	-	-	-	-

SLOGANS REGARDING CELL PHONE USE WHILE DRIVING

Those surveyed in 2014 were asked if they were familiar with the “Stay Alive! Don’t Text and Drive” slogan. Close to eighty-five percent (84.8%) maintained they had probably (6.4%) or definitely (78.4%) seen or heard the slogan. The question was repeated in 2015 and 87.7% said they have probably (5.3%) or definitely (82.4%) seen or heard the slogan (Table 6.25).

TABLE 6.25: RECALL SEEING OR HEARING THE SLOGAN “STAY ALIVE! DON’T TEXT AND DRIVE” - 2015

		NO, DEFINITELY NOT	NO, PROBABLY NOT	UNSURE	YES, PROBABLY	YES, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		7.2%	3.9%	1.1%	5.3%	82.4%	4,139	4.518
SURVEY	SURVEY 1	6.9%	4.6%	1.7%	6.1%	80.8%	956	4.492
	SURVEY 2	8.6%	4.2%	0.7%	5.0%	81.6%	1,064	4.468
	SURVEY 3	6.2%	4.2%	1.3%	5.3%	82.9%	1,072	4.545
	SURVEY 4	7.1%	2.8%	0.9%	5.1%	84.2%	1,047	4.566
OSP DISTRICT	DISTRICT 1	7.4%	3.1%	0.9%	4.4%	84.2%	457	4.549
	DISTRICT 2	5.6%	3.0%	1.3%	7.0%	83.1%	302	4.589
	DISTRICT 3	6.6%	4.7%	1.3%	4.4%	82.9%	527	4.522
	DISTRICT 4	7.1%	3.0%	1.7%	4.4%	83.8%	296	4.547
	DISTRICT 5	6.7%	3.7%	0.9%	6.5%	82.1%	536	4.535
	DISTRICT 6	8.2%	4.7%	0.7%	4.4%	82.0%	451	4.475
	DISTRICT 7	9.3%	3.4%	1.3%	4.5%	81.5%	551	4.456
	DISTRICT 8	6.1%	4.9%	1.4%	7.5%	80.1%	507	4.505
	DISTRICT 9	7.0%	4.1%	0.8%	5.1%	83.0%	512	4.529
AGE	25 AND YOUNGER	6.9%	3.9%	1.0%	2.9%	85.3%	102	4.559
	26 - 35 YEARS OLD	7.8%	3.9%	0.6%	1.7%	86.1%	180	4.544
	36 - 45 YEARS OLD	4.4%	1.9%	0.0%	4.0%	89.7%	428	4.727
	46 - 55 YEARS OLD	5.8%	3.1%	1.2%	4.3%	85.6%	1,089	4.608
	56 - 65 YEARS OLD	5.8%	3.1%	1.0%	5.4%	84.7%	1,488	4.601
	66 AND OLDER	12.7%	7.4%	1.9%	8.1%	70.0%	842	4.152
SEX	MALE	7.9%	4.1%	1.3%	5.2%	81.5%	1,591	4.482
	FEMALE	6.8%	3.8%	1.0%	5.4%	83.0%	2,548	4.541
RACE	CAUCASIAN	6.9%	3.6%	1.0%	5.3%	83.1%	3,760	4.542
	AFRICAN AMERICAN	9.3%	7.7%	2.0%	6.5%	74.5%	247	4.291
	OTHER	13.3%	7.1%	2.7%	2.7%	74.3%	113	4.177
MARITAL STATUS	SINGLE	8.3%	4.3%	0.8%	4.7%	82.0%	494	4.478
	MARRIED	6.5%	3.5%	1.0%	5.2%	83.8%	2,940	4.564
	OTHER	9.3%	5.7%	1.7%	6.2%	77.0%	696	4.358
RESIDENTIAL LOCATION	URBAN	8.0%	3.6%	1.8%	5.2%	81.3%	498	4.482
	SUBURBAN	6.9%	4.3%	0.9%	5.8%	82.0%	1,746	4.517
	RURAL	7.2%	3.7%	1.1%	4.9%	83.0%	1,893	4.528
DRIVING AREA	URBAN	5.9%	4.4%	1.2%	6.3%	82.2%	1,216	4.544
	SUBURBAN	7.8%	3.9%	1.3%	5.2%	81.8%	1,382	4.492
	RURAL	7.6%	3.6%	0.9%	4.7%	83.1%	1,530	4.521
VEHICLE TYPE	AUTOMOBILE	7.9%	4.7%	1.1%	5.3%	81.0%	2,100	4.469
	VAN/MINI VAN	6.6%	3.6%	0.5%	6.8%	82.5%	440	4.550
	PICKUP TRUCK	8.7%	3.4%	1.5%	5.1%	81.3%	530	4.470
	SUV	5.6%	2.8%	1.2%	5.0%	85.4%	1,023	4.619
	OTHER	2.2%	2.2%	0.0%	4.4%	91.1%	45	4.800

ENFORCEMENT OF CELL PHONE USE WHILE DRIVING LAWS

When asked if they had seen, heard or read anything about the enforcement of cell phone use while driving laws during the past 30 days, 85.1% of respondents said that they had not (Table 6.26). Additionally, 31.1% of those surveyed said the chances of receiving a ticket for cell phone use was somewhat (28.2%) or very (40.7%) unlikely (Table 6.27).

TABLE 6.26: SAW, HEARD, OR READ ANYTHING ABOUT CELL PHONE LAW ENFORCEMENT BY POLICE IN PAST 30 DAYS - 2015

		NO, DEFINITELY	NO, PROBABLY	YES, PROBABLY	YES, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		75.9%	9.2%	4.5%	10.4%	4,115	1.493
SURVEY	SURVEY 1	75.4%	10.6%	5.3%	8.7%	945	1.472
	SURVEY 2	74.0%	9.0%	5.1%	11.9%	1,059	1.549
	SURVEY 3	78.5%	6.9%	3.6%	10.9%	1,070	1.470
	SURVEY 4	75.6%	10.7%	3.9%	9.8%	1,041	1.479
OSP DISTRICT	DISTRICT 1	75.7%	11.5%	3.8%	9.1%	453	1.461
	DISTRICT 2	70.9%	12.3%	7.0%	9.9%	302	1.560
	DISTRICT 3	77.4%	8.6%	3.8%	10.1%	523	1.467
	DISTRICT 4	78.3%	9.8%	2.4%	9.5%	295	1.431
	DISTRICT 5	75.0%	8.3%	4.7%	12.1%	531	1.539
	DISTRICT 6	81.1%	7.1%	3.3%	8.5%	449	1.392
	DISTRICT 7	71.5%	8.6%	4.9%	15.0%	548	1.633
	DISTRICT 8	77.1%	10.7%	5.1%	7.1%	506	1.423
	DISTRICT 9	76.2%	7.9%	5.1%	10.8%	508	1.506
AGE	25 AND YOUNGER	68.6%	6.9%	4.9%	19.6%	102	1.755
	26 - 35 YEARS OLD	69.4%	5.6%	8.9%	16.1%	180	1.717
	36 - 45 YEARS OLD	74.9%	11.0%	3.3%	10.8%	426	1.500
	46 - 55 YEARS OLD	75.2%	9.6%	4.9%	10.3%	1,084	1.504
	56 - 65 YEARS OLD	76.5%	9.5%	4.0%	10.0%	1,480	1.475
	66 AND OLDER	78.7%	8.5%	4.4%	8.4%	834	1.426
SEX	MALE	75.0%	9.0%	4.5%	11.5%	1,578	1.526
	FEMALE	76.5%	9.4%	4.5%	9.7%	2,537	1.473
RACE	CAUCASIAN	76.5%	9.2%	4.4%	10.0%	3,737	1.478
	AFRICAN AMERICAN	69.2%	8.5%	6.9%	15.4%	247	1.684
	OTHER	73.5%	9.7%	2.7%	14.2%	113	1.575
MARITAL STATUS	SINGLE	72.4%	7.9%	5.5%	14.2%	493	1.615
	MARRIED	77.1%	9.5%	4.5%	9.0%	2,921	1.454
	OTHER	73.4%	9.1%	3.9%	13.6%	693	1.576
RESIDENTIAL LOCATION	URBAN	76.7%	8.3%	3.9%	11.2%	493	1.495
	SUBURBAN	78.2%	8.6%	4.0%	9.3%	1,740	1.444
	RURAL	73.6%	10.1%	5.1%	11.2%	1,880	1.538
DRIVING AREA	URBAN	76.1%	9.4%	4.4%	10.1%	1,208	1.485
	SUBURBAN	77.3%	9.4%	4.6%	8.6%	1,377	1.446
	RURAL	74.5%	8.9%	4.4%	12.2%	1,520	1.543
VEHICLE TYPE	AUTOMOBILE	76.4%	9.3%	4.3%	10.1%	2,084	1.480
	VAN/MINIVAN	75.9%	10.0%	5.0%	9.1%	439	1.474
	PICKUP TRUCK	74.2%	9.7%	4.0%	12.1%	527	1.541
	SUV	76.3%	8.3%	5.0%	10.4%	1,019	1.496
	OTHER	66.7%	15.6%	2.2%	15.6%	45	1.667

TABLE 6.27: CHANCES OF RECEIVING A TICKET FOR USING A CELL PHONE WHILE DRIVING - 2015

		VERY UNLIKELY	SOMEWHAT UNLIKELY	SOMEWHAT LIKELY	VERY LIKELY	TOTAL	AVERAGE
ALL RESPONDENTS		40.7%	28.2%	22.2%	8.9%	4,081	1.993
SURVEY	SURVEY 1	39.5%	29.2%	22.3%	8.9%	941	2.006
	SURVEY 2	41.1%	29.5%	21.5%	7.8%	1,046	1.961
	SURVEY 3	42.8%	25.4%	22.5%	9.2%	1,060	1.982
	SURVEY 4	39.2%	28.8%	22.5%	9.5%	1,034	2.023
OSP DISTRICT	DISTRICT 1	40.0%	32.6%	19.2%	8.3%	448	1.958
	DISTRICT 2	40.3%	28.0%	23.7%	8.0%	300	1.993
	DISTRICT 3	37.3%	28.1%	26.2%	8.5%	520	2.058
	DISTRICT 4	42.3%	28.2%	22.0%	7.6%	291	1.948
	DISTRICT 5	38.4%	30.9%	22.4%	8.3%	531	2.006
	DISTRICT 6	48.6%	27.3%	17.1%	7.0%	444	1.824
	DISTRICT 7	39.1%	23.2%	24.1%	13.5%	547	2.121
	DISTRICT 8	42.7%	30.3%	19.6%	7.4%	501	1.916
	DISTRICT 9	39.3%	25.9%	25.1%	9.8%	499	2.054
AGE	25 AND YOUNGER	20.6%	27.5%	34.3%	17.6%	102	2.490
	26 - 35 YEARS OLD	35.4%	28.7%	27.5%	8.4%	178	2.090
	36 - 45 YEARS OLD	37.7%	27.4%	26.2%	8.7%	424	2.059
	46 - 55 YEARS OLD	41.3%	31.1%	19.9%	7.8%	1,082	1.941
	56 - 65 YEARS OLD	41.1%	29.8%	20.8%	8.2%	1,464	1.961
	66 AND OLDER	44.2%	21.8%	23.4%	10.6%	821	2.004
SEX	MALE	45.5%	27.9%	19.0%	7.6%	1,562	1.886
	FEMALE	37.7%	28.4%	24.2%	9.7%	2,519	2.059
RACE	CAUCASIAN	41.0%	28.8%	22.2%	8.0%	3,709	1.972
	AFRICAN AMERICAN	34.2%	19.8%	26.7%	19.3%	243	2.313
	OTHER	44.5%	25.5%	13.6%	16.4%	110	2.018
MARITAL STATUS	SINGLE	36.1%	26.2%	26.2%	11.5%	485	2.132
	MARRIED	41.6%	29.7%	21.5%	7.2%	2,901	1.943
	OTHER	40.4%	22.9%	22.6%	14.1%	686	2.105
RESIDENTIAL LOCATION	URBAN	39.5%	26.6%	20.7%	13.3%	489	2.078
	SUBURBAN	42.2%	29.4%	21.2%	7.1%	1,724	1.933
	RURAL	39.6%	27.5%	23.6%	9.3%	1,867	2.026
DRIVING AREA	URBAN	41.9%	28.1%	20.1%	9.9%	1,199	1.981
	SUBURBAN	40.8%	30.3%	22.0%	7.0%	1,366	1.951
	RURAL	39.7%	26.4%	24.3%	9.6%	1,507	2.038
VEHICLE TYPE	AUTOMOBILE	41.5%	27.4%	22.9%	8.3%	2,065	1.981
	VAN/MINIVAN	35.9%	32.2%	22.7%	9.3%	432	2.053
	PICKUP TRUCK	43.7%	25.5%	20.3%	10.5%	522	1.977
	SUV	39.7%	29.7%	21.5%	9.0%	1,017	1.999
	OTHER	40.9%	25.0%	27.3%	6.8%	44	2.000

SPEED LIMIT

Close to one-third (31.1%) of those surveyed said they drive at least 5 mph over the posted limit on local roads “always” or “most of the time” (Figure 30). Those 25 years and younger, males, single respondents, those who live and drive primarily in suburban areas, and respondents who drive SUV’s are more likely to say they drive at least 5 mph over the posted speed limit on local roads (Table 6.29). Drivers in OSP Districts 2, 7, and 9 are more likely to say they drive at least 5 mph over the posted speed limit on local roads (Figure 30A).

FIGURE 30: FREQUENCY OF DRIVING AT LEAST 5MPH OVER THE POSTED SPEED LIMIT ON LOCAL ROADS 2010 - 2015

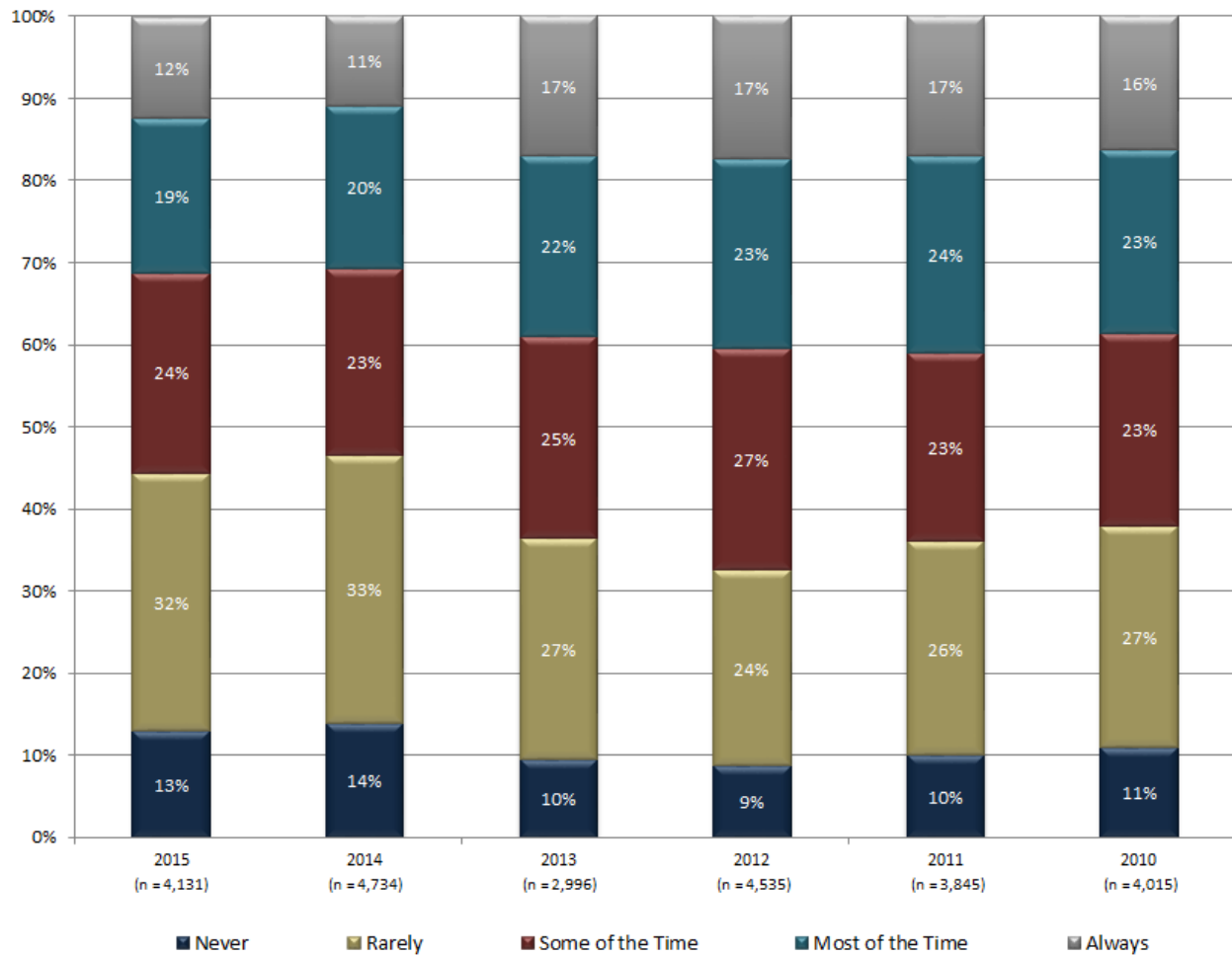


FIGURE 30A: FREQUENCY OF DRIVING AT LEAST 5MPH OVER THE POSTED SPEED LIMIT ON LOCAL ROADS - 2015 [MEAN SCORE]

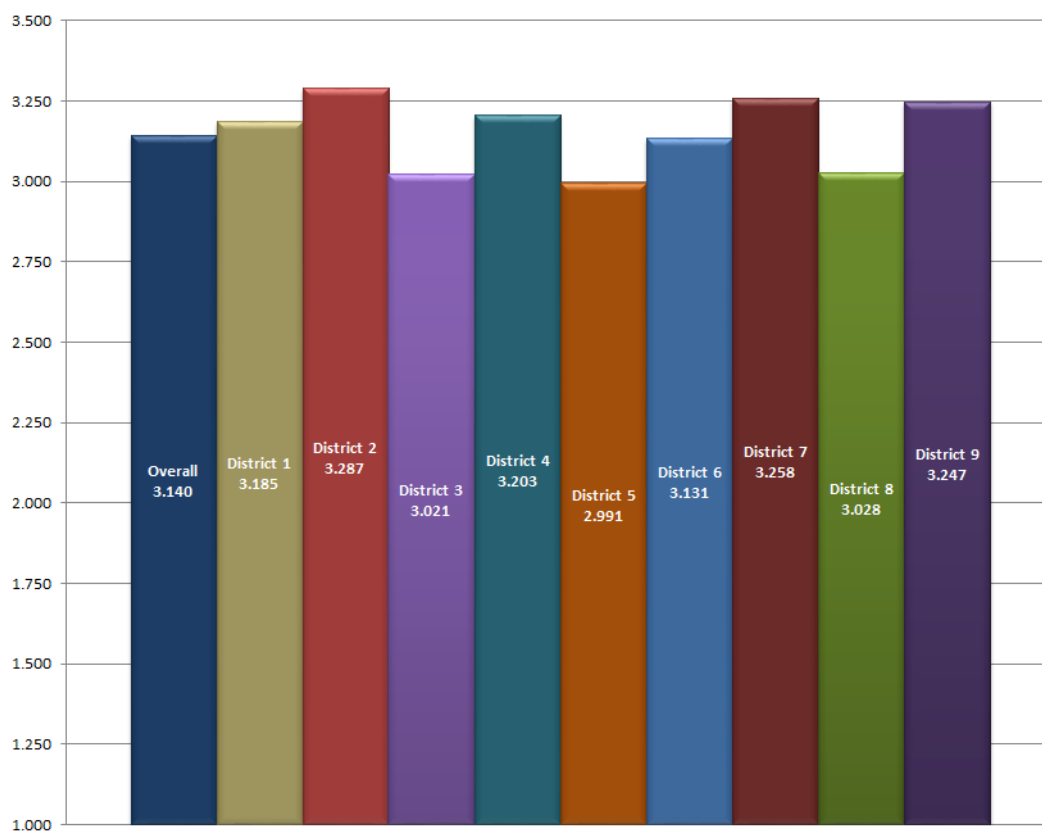


TABLE 6.28: FREQUENCY OF DRIVING AT LEAST 5MPH OVER THE POSTED SPEED LIMIT ON LOCAL ROADS - 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		3.102	3.134	3.139	3.181	4,131
OSP DISTRICT	DISTRICT 1	3.179	3.067	3.311	3.184	454
	DISTRICT 2	3.283	3.307	3.233	3.305	300
	DISTRICT 3	2.930	3.026	3.077	3.067	527
	DISTRICT 4	3.207	3.167	3.161	3.243	295
	DISTRICT 5	2.750	3.092	2.969	3.143	537
	DISTRICT 6	3.211	3.105	3.081	3.136	450
	DISTRICT 7	3.357	3.176	3.358	3.188	551
	DISTRICT 8	2.938	3.059	3.059	3.040	506
	DISTRICT 9	3.236	3.336	3.158	3.286	511

The mean score calculation is based on "Never" = 5 to "Always" = 1; therefore, the greater the mean score, the more likely respondent is to drive at least 5 mph over the posted speed limit on local roads.

TABLE 6.29: FREQUENCY OF DRIVING AT LEAST 5MPH OVER THE POSTED SPEED LIMIT ON LOCAL ROADS - 2015

		ALWAYS	MOST OF THE TIME	HALF OF THE TIME	RARELY	Never	TOTAL	AVERAGE
ALL RESPONDENTS		12.3%	18.8%	24.4%	31.5%	12.9%	4,131	3.140
SURVEY	SURVEY 1	14.2%	18.8%	23.2%	30.6%	13.3%	954	3.102
	SURVEY 2	12.4%	18.5%	25.2%	30.8%	13.0%	1,062	3.134
	SURVEY 3	11.6%	21.2%	23.6%	28.9%	14.7%	1,071	3.139
	SURVEY 4	11.2%	16.7%	25.7%	35.7%	10.7%	1,044	3.181
OSP DISTRICT	DISTRICT 1	11.5%	18.5%	24.7%	30.8%	14.5%	454	3.185
	DISTRICT 2	10.7%	15.3%	22.7%	37.3%	14.0%	300	3.287
	DISTRICT 3	14.0%	20.7%	24.9%	30.0%	10.4%	527	3.021
	DISTRICT 4	11.9%	15.6%	27.8%	29.8%	14.9%	295	3.203
	DISTRICT 5	15.5%	22.3%	21.4%	29.2%	11.5%	537	2.991
	DISTRICT 6	11.1%	19.8%	26.0%	31.1%	12.0%	450	3.131
	DISTRICT 7	11.4%	16.3%	23.0%	33.4%	15.8%	551	3.258
	DISTRICT 8	13.0%	19.4%	28.3%	30.4%	8.9%	506	3.028
AGE	DISTRICT 9	10.4%	18.6%	22.5%	33.1%	15.5%	511	3.247
	25 AND YOUNGER	21.6%	35.3%	21.6%	17.6%	3.9%	102	2.471
	26 - 35 YEARS OLD	26.1%	20.6%	23.3%	21.1%	8.9%	180	2.661
	36 - 45 YEARS OLD	17.1%	24.6%	26.1%	24.9%	7.3%	426	2.805
	46 - 55 YEARS OLD	13.4%	18.6%	27.8%	30.1%	10.1%	1,088	3.050
	56 - 65 YEARS OLD	10.4%	16.7%	25.1%	34.2%	13.6%	1,484	3.238
SEX	66 AND OLDER	7.6%	17.4%	19.1%	35.9%	20.0%	841	3.433
	MALE	13.8%	20.1%	23.9%	30.8%	11.4%	1,589	3.059
RACE	FEMALE	11.3%	18.0%	24.8%	31.9%	13.9%	2,542	3.190
	CAUCASIAN	12.1%	19.3%	24.7%	31.6%	12.3%	3,754	3.129
	AFRICAN AMERICAN	13.0%	14.6%	23.1%	29.6%	19.8%	247	3.287
MARITAL STATUS	OTHER	16.1%	12.5%	20.5%	30.4%	20.5%	112	3.268
	SINGLE	15.6%	21.5%	22.3%	25.8%	14.8%	493	3.026
	MARRIED	12.7%	18.8%	25.4%	32.0%	11.1%	2,934	3.099
RESIDENTIAL LOCATION	OTHER	7.9%	16.4%	22.3%	34.1%	19.3%	695	3.404
	URBAN	12.9%	15.5%	24.8%	31.7%	15.1%	496	3.206
	SUBURBAN	12.3%	20.8%	25.5%	30.2%	11.2%	1,742	3.072
DRIVING AREA	RURAL	12.1%	17.9%	23.4%	32.7%	14.0%	1,891	3.185
	URBAN	13.3%	19.1%	23.4%	31.8%	12.4%	1,214	3.110
	SUBURBAN	11.9%	21.4%	25.5%	28.7%	12.4%	1,375	3.084
VEHICLE TYPE	RURAL	11.8%	16.3%	24.4%	33.6%	13.8%	1,531	3.212
	AUTOMOBILE	12.1%	19.0%	24.4%	30.7%	13.8%	2,094	3.152
	VAN/MINIVAN	10.0%	15.5%	27.7%	33.0%	13.9%	440	3.252
	PICKUP TRUCK	14.7%	17.5%	20.6%	34.0%	13.2%	530	3.134
	SUV	12.3%	20.5%	25.9%	31.1%	10.2%	1,022	3.064
OTHER		13.6%	20.5%	9.1%	36.4%	20.5%	44	3.295

Less than half (45.5%) of respondents claim to have seen, read, or heard anything about speed enforcement by police in the 30 days prior to the survey, which is slightly higher than it was during the 2014 evaluation (Figure 31). Those more likely to say they have seen, heard, or read anything about speed enforcement recently include drivers 25 years of age and younger, males, married respondents, those who live in in suburban areas, and pickup truck drivers (Table 6.31). In addition, respondents living in OSP Districts 4 and 5 were more apt to claim they have seen, heard, or read anything about speed enforcement in the 30 days prior to the survey (Figure 31A).

FIGURE 31: SAW, HEARD, OR READ ANYTHING ABOUT SPEED ENFORCEMENT BY POLICE IN PAST 30 DAYS 2010 – 2015

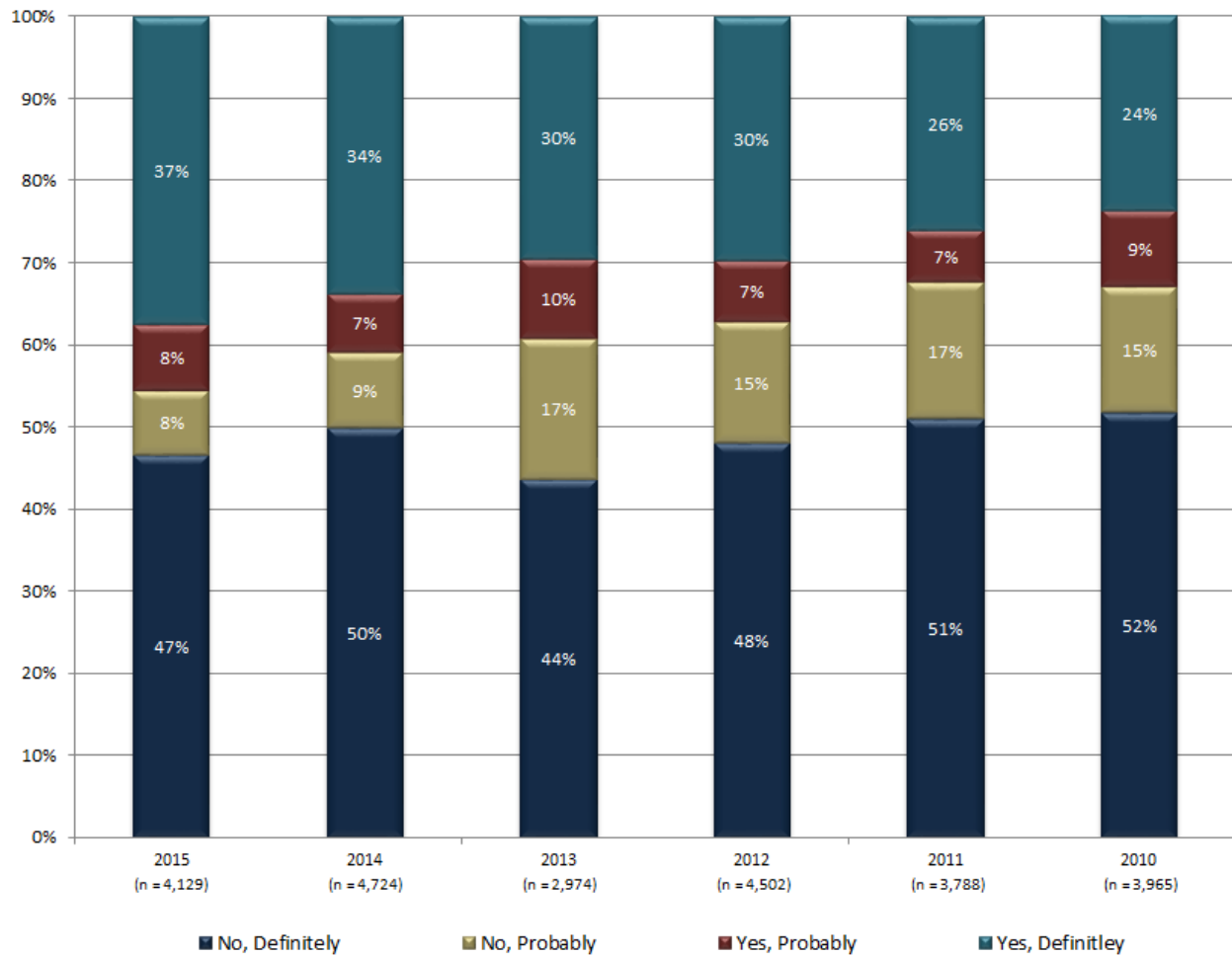


FIGURE 31A: SAW, HEARD, OR READ ANYTHING ABOUT SPEED ENFORCEMENT BY POLICE IN PAST 30 DAYS – 2015 [MEAN SCORE]

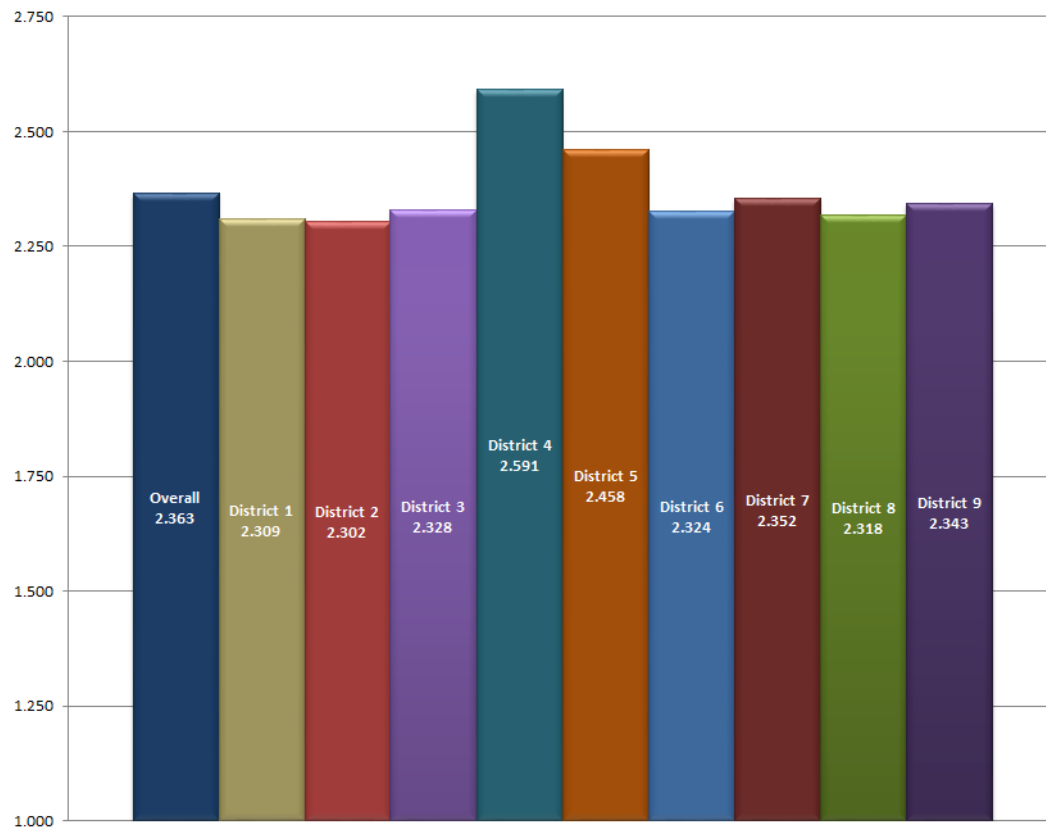


TABLE 6.30: SAW, HEARD, OR READ ANYTHING ABOUT SPEED ENFORCEMENT BY POLICE IN PAST 30 DAYS – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.192	2.341	2.349	2.556	4,129
OSP DISTRICT	DISTRICT 1	2.333	2.488	2.092	2.320	457
	DISTRICT 2	2.133	2.173	2.475	2.390	301
	DISTRICT 3	2.211	2.329	2.211	2.697	525
	DISTRICT 4	2.172	2.450	2.565	2.888	296
	DISTRICT 5	2.367	2.469	2.404	2.603	537
	DISTRICT 6	2.104	2.250	2.504	2.466	450
	DISTRICT 7	2.312	2.226	2.349	2.516	549
	DISTRICT 8	2.126	2.441	2.252	2.427	506
	DISTRICT 9	1.874	2.243	2.437	2.657	508

The mean score calculation is based on "Yes, Definitely" = 5 to "No, Definitely" = 1; therefore, the greater the mean score, the more likely respondent is to have been exposed to some type of speed enforcement in the 30 days prior to the survey.

TABLE 6.31: SAW, HEARD, OR READ ANYTHING ABOUT SPEED ENFORCEMENT BY POLICE IN PAST 30 DAYS - 2015

		NO, DEFINITELY	NO, PROBABLY	YES, PROBABLY	YES, DEFINITELY	TOTAL	AVERAGE
ALL RESPONDENTS		46.6%	7.9%	8.1%	37.4%	4,129	2.363
SURVEY	SURVEY 1	50.9%	9.1%	9.8%	30.2%	951	2.192
	SURVEY 2	47.3%	8.1%	7.9%	36.7%	1,064	2.341
	SURVEY 3	48.0%	6.7%	7.6%	37.7%	1,070	2.349
	SURVEY 4	40.4%	7.9%	7.5%	44.3%	1,044	2.556
OSP DISTRICT	DISTRICT 1	46.4%	9.8%	10.3%	33.5%	457	2.309
	DISTRICT 2	47.8%	9.3%	7.6%	35.2%	301	2.302
	DISTRICT 3	46.9%	8.4%	9.9%	34.9%	525	2.328
	DISTRICT 4	38.9%	7.8%	8.8%	44.6%	296	2.591
	DISTRICT 5	43.8%	8.0%	6.9%	41.3%	537	2.458
	DISTRICT 6	49.1%	6.0%	8.2%	36.7%	450	2.324
	DISTRICT 7	46.8%	8.9%	6.6%	37.7%	549	2.352
	DISTRICT 8	47.0%	8.5%	10.1%	34.4%	506	2.318
	DISTRICT 9	50.2%	4.9%	5.3%	39.6%	508	2.343
AGE	25 AND YOUNGER	42.2%	9.8%	11.8%	36.3%	102	2.422
	26 - 35 YEARS OLD	46.1%	5.1%	8.4%	40.4%	178	2.433
	36 - 45 YEARS OLD	48.7%	7.9%	6.1%	37.3%	429	2.319
	46 - 55 YEARS OLD	46.5%	8.2%	8.5%	36.9%	1,088	2.357
	56 - 65 YEARS OLD	45.1%	8.1%	7.7%	39.2%	1,484	2.409
	66 AND OLDER	49.3%	7.5%	9.2%	34.0%	838	2.279
SEX	MALE	44.1%	7.8%	8.4%	39.8%	1,589	2.439
	FEMALE	48.1%	8.0%	8.0%	35.9%	2,540	2.316
RACE	CAUCASIAN	46.7%	7.9%	8.1%	37.2%	3,751	2.359
	AFRICAN AMERICAN	45.3%	8.1%	8.9%	37.7%	247	2.389
	OTHER	44.6%	5.4%	6.2%	43.8%	112	2.491
MARITAL STATUS	SINGLE	47.8%	6.9%	9.3%	36.0%	494	2.336
	MARRIED	45.7%	8.1%	8.2%	38.1%	2,934	2.387
	OTHER	49.6%	7.7%	7.1%	35.7%	692	2.289
RESIDENTIAL LOCATION	URBAN	48.4%	6.7%	8.3%	36.7%	496	2.333
	SUBURBAN	45.1%	8.3%	7.4%	39.2%	1,741	2.407
	RURAL	47.4%	7.9%	8.8%	35.9%	1,890	2.332
DRIVING AREA	URBAN	45.2%	8.0%	9.2%	37.6%	1,215	2.393
	SUBURBAN	46.0%	7.7%	7.6%	38.7%	1,379	2.391
	RURAL	48.2%	8.1%	7.8%	35.9%	1,524	2.314
VEHICLE TYPE	AUTOMOBILE	48.1%	8.3%	8.0%	35.7%	2,093	2.313
	VAN/MINIVAN	45.2%	7.3%	11.2%	36.3%	438	2.386
	PICKUP TRUCK	45.6%	6.0%	7.3%	41.1%	531	2.439
	SUV	44.7%	8.0%	7.8%	39.5%	1,021	2.421
	OTHER	46.7%	17.8%	2.2%	33.3%	45	2.222

When asked what they felt the chances are they would receive a ticket for driving over the speed limit, 26.4% said the chances were “very likely” and an additional 45.1% felt their chances of being ticketed were “somewhat likely” (Figure 32). Respondents 25 years of age and younger, females, those who are single, and those who live and primarily drive in rural areas were more apt than others to say the chances of receiving a ticket for speeding were likely (Table 6.33). Additionally, survey participants residing in OSP District 2, 7, and 9 were more apt to believe the chances of receiving a speeding ticket were likely (Figure 32A).

FIGURE 32: CHANCES OF RECEIVING A TICKET FOR SPEEDING 2010 - 2015

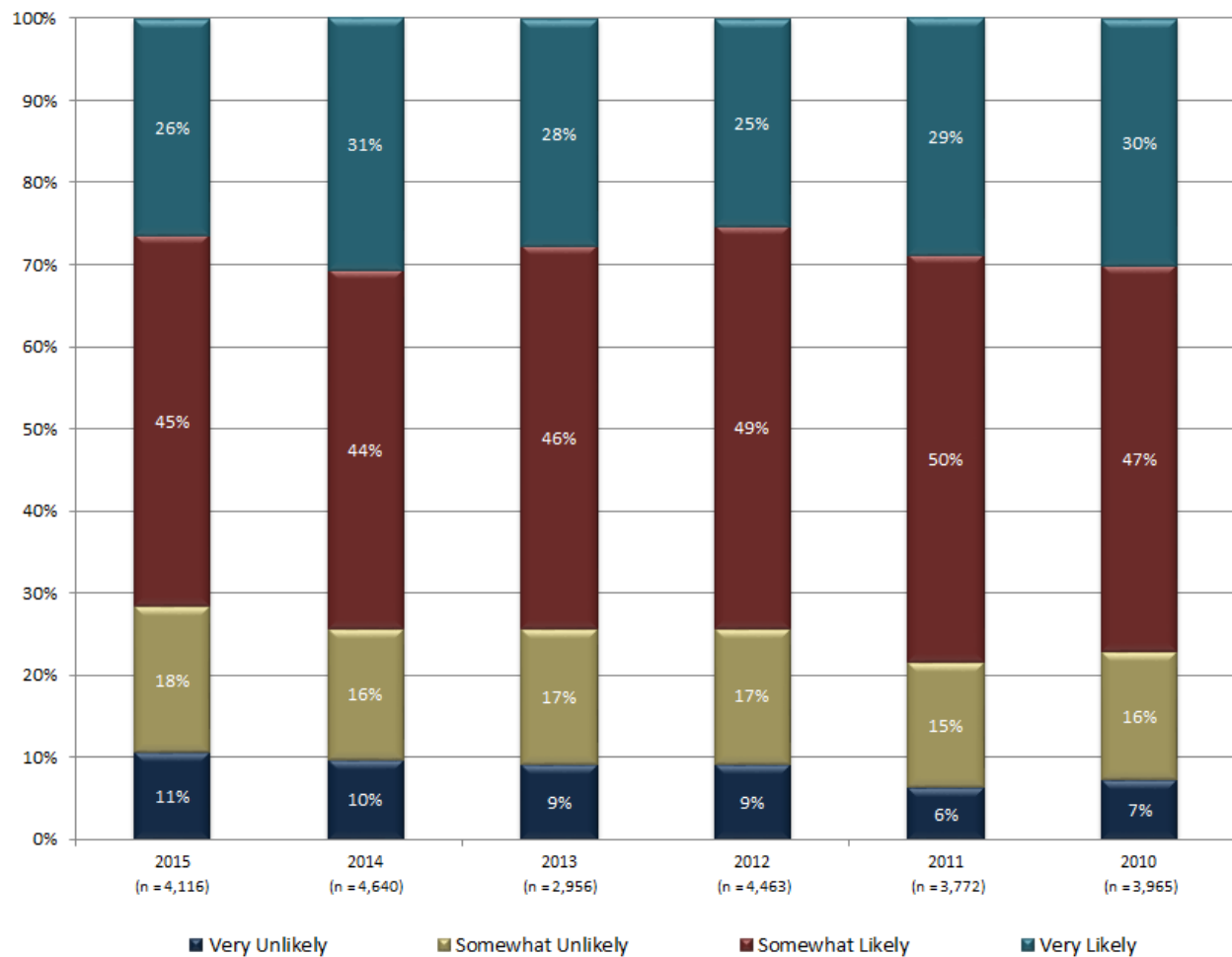


FIGURE 32A: CHANCES OF RECEIVING A TICKET FOR SPEEDING – 2015 [MEAN SCORE]

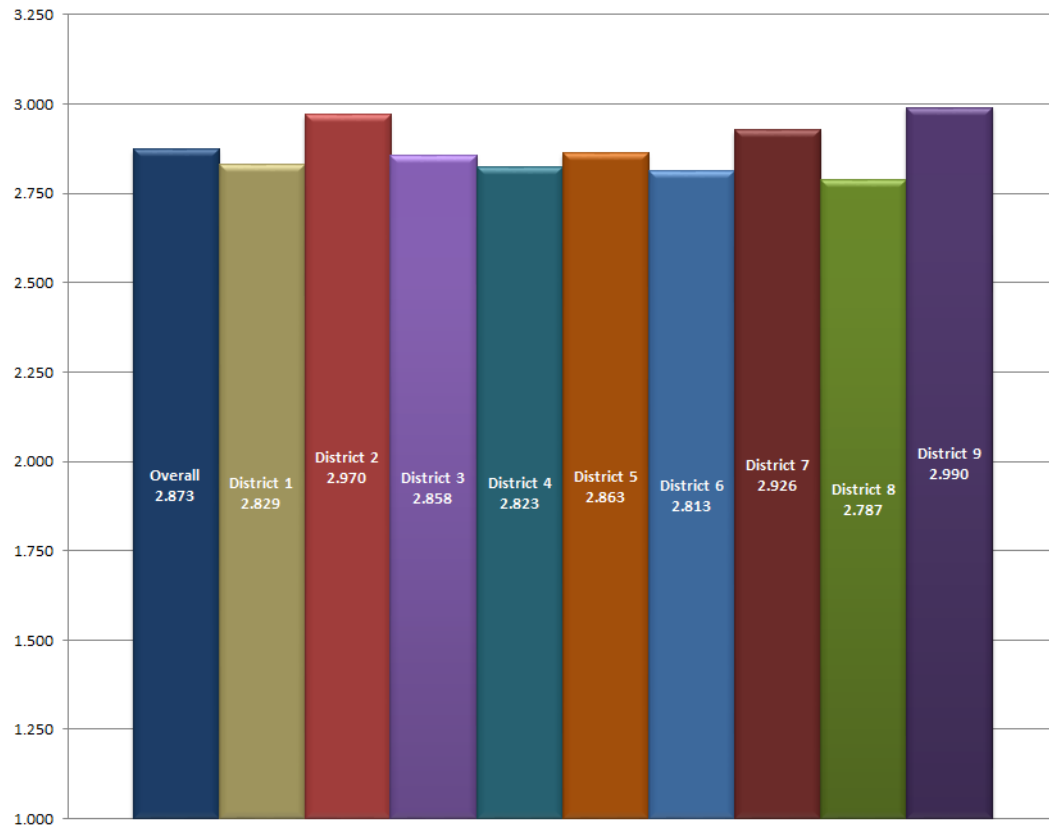


TABLE 6.32: CHANCES OF RECEIVING A TICKET FOR SPEEDING – 2015 [MEAN SCORE]

		SURVEY 1	SURVEY 2	SURVEY 3	SURVEY 4	TOTAL
ALL RESPONDENTS		2.872	2.920	2.826	2.875	4,116
OSP DISTRICT	DISTRICT 1	2.789	2.950	2.805	2.757	455
	DISTRICT 2	2.983	3.080	2.783	2.990	300
	DISTRICT 3	2.830	2.921	2.796	2.897	522
	DISTRICT 4	2.741	2.867	2.721	2.896	294
	DISTRICT 5	2.991	2.800	2.832	2.846	531
	DISTRICT 6	2.823	2.758	2.710	3.023	449
	DISTRICT 7	2.844	3.069	2.955	2.838	551
	DISTRICT 8	2.786	2.897	2.739	2.718	506
	DISTRICT 9	3.076	2.944	2.994	2.957	508

The mean score calculation is based on "Very Likely" = 5 to "Very Unlikely" = 1; therefore, the greater the mean score, the more apt respondent is to think the chances of receiving a ticket for speeding are likely.

TABLE 6.33: CHANCES OF RECEIVING A TICKET FOR SPEEDING - 2015

		VERY UNLIKELY	SOMEWHAT UNLIKELY	SOMEWHAT LIKELY	VERY LIKELY	TOTAL	AVERAGE
ALL RESPONDENTS		10.6%	17.9%	45.1%	26.4%	4,116	2.873
SURVEY	SURVEY 1	10.7%	16.6%	47.7%	25.1%	948	2.872
	SURVEY 2	8.5%	18.3%	46.1%	27.2%	1,063	2.920
	SURVEY 3	12.3%	19.6%	41.4%	26.7%	1,067	2.826
	SURVEY 4	11.0%	17.0%	45.7%	26.4%	1,038	2.875
OSP DISTRICT	DISTRICT 1	10.8%	18.9%	47.0%	23.3%	455	2.829
	DISTRICT 2	9.7%	15.0%	44.0%	31.3%	300	2.970
	DISTRICT 3	10.3%	18.2%	46.7%	24.7%	522	2.858
	DISTRICT 4	12.2%	18.0%	44.9%	24.8%	294	2.823
	DISTRICT 5	11.3%	17.1%	45.6%	26.0%	531	2.863
	DISTRICT 6	12.0%	19.2%	44.3%	24.5%	449	2.813
	DISTRICT 7	9.6%	16.5%	45.2%	28.7%	551	2.929
	DISTRICT 8	10.7%	22.9%	43.5%	22.9%	506	2.787
	DISTRICT 9	9.3%	14.4%	44.5%	31.9%	508	2.990
AGE	25 AND YOUNGER	4.9%	9.8%	58.8%	26.5%	102	3.069
	26 - 35 YEARS OLD	6.7%	15.6%	48.9%	28.9%	180	3.000
	36 - 45 YEARS OLD	8.5%	14.8%	45.5%	31.2%	426	2.995
	46 - 55 YEARS OLD	8.6%	18.5%	45.6%	27.3%	1,084	2.916
	56 - 65 YEARS OLD	11.5%	19.0%	45.3%	24.1%	1,481	2.820
	66 AND OLDER	14.3%	18.0%	41.7%	26.0%	834	2.795
SEX	MALE	14.5%	20.5%	41.6%	23.5%	1,576	2.740
	FEMALE	8.2%	16.3%	47.4%	28.2%	2,540	2.956
RACE	CAUCASIAN	10.5%	18.5%	45.9%	25.1%	3,739	2.857
	AFRICAN AMERICAN	10.2%	11.4%	38.2%	40.2%	246	3.085
	OTHER	15.9%	14.2%	31.9%	38.1%	113	2.920
MARITAL STATUS	SINGLE	9.3%	14.6%	42.9%	33.1%	492	2.998
	MARRIED	10.7%	18.9%	46.5%	23.9%	2,922	2.835
	OTHER	11.0%	16.2%	40.5%	32.3%	693	2.942
RESIDENTIAL LOCATION	URBAN	12.5%	17.2%	40.2%	30.1%	495	2.879
	SUBURBAN	11.2%	19.7%	45.3%	23.7%	1,735	2.816
	RURAL	9.5%	16.4%	46.3%	27.8%	1,884	2.924
DRIVING AREA	URBAN	11.1%	18.7%	44.0%	26.2%	1,212	2.854
	SUBURBAN	10.6%	19.1%	45.1%	25.2%	1,374	2.848
	RURAL	10.3%	16.1%	46.1%	27.5%	1,519	2.908
VEHICLE TYPE	AUTOMOBILE	10.2%	18.8%	44.6%	26.4%	2,090	2.872
	VAN/MINIVAN	9.8%	16.7%	46.7%	26.8%	437	2.904
	PICKUP TRUCK	13.1%	17.7%	44.0%	25.1%	525	2.811
	SUV	10.6%	16.8%	46.3%	26.3%	1,018	2.883
	OTHER	4.4%	15.6%	42.2%	37.8%	45	3.133

DRIVING BEHAVIORS AND CHANGES TO IMPROVE PERSONAL SAFETY

This part of the survey concluded by asking respondents about their own personal driving behaviors, as well as what changes they would make to those behaviors to make them safer drivers. The majority of those surveyed said they “never” check social media websites, engage in personal hygiene, or use a cell phone to text (Table 6.34). In contrast, most respondents claim to talk to their passengers most or all of the time while driving. Cross-tabulated results by survey, OSP District, age, sex, race, marital status, resident location, driving area, and vehicle type are located in Tables 6.35 through 6.43.

TABLE 6.34: PERSONAL DRIVING HABITS - 2015

WHILE DRIVING, HOW OFTEN DO YOU...	ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
CHECK SOCIAL MEDIA WEBSITES	0.1%	0.1%	0.7%	1.6%	97.5%	4,139	4.962
ENGAGE IN PERSONAL HYGIENE	0.2%	0.1%	2.2%	4.0%	93.4%	4,141	4.903
USE A CELL PHONE TO TEXT	0.2%	0.1%	3.0%	6.4%	90.2%	4,141	4.864
READ, INCLUDING MAPS	0.2%	0.2%	3.9%	11.7%	84.1%	4,141	4.793
USE A NAVIGATION OR GPS SYSTEM	1.8%	1.9%	22.9%	21.5%	51.9%	4,140	4.199
USE A CELL PHONE TO MAKE/RECEIVE A CALL	3.5%	4.4%	27.4%	20.4%	44.4%	4,142	3.979
EAT AND/OR DRINK	7.2%	8.0%	46.2%	21.2%	17.4%	4,141	3.337
ADJUST THE RADIO/CD OR MP3 PLAYER	12.2%	9.8%	34.0%	29.4%	14.5%	4,142	3.239
TALK TO PASSENGERS	41.6%	24.6%	25.7%	5.7%	2.3%	4,141	2.026

TABLE 6.35: FREQUENCY OF ADJUSTING THE RADIO/CD PLAYER/MP3 PLAYER WHILE DRIVING - 2015

		ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		12.2%	9.9%	34.0%	29.4%	14.5%	4,142	3.239
SURVEY	SURVEY 1	12.8%	11.4%	33.3%	30.0%	12.5%	958	3.180
	SURVEY 2	11.7%	9.7%	34.6%	30.4%	13.6%	1,064	3.244
	SURVEY 3	11.6%	10.2%	34.5%	28.7%	15.0%	1,073	3.253
	SURVEY 4	12.8%	8.5%	33.7%	28.5%	16.5%	1,047	3.274
OSP DISTRICT	DISTRICT 1	8.8%	7.7%	38.1%	31.3%	14.2%	457	3.346
	DISTRICT 2	10.6%	8.9%	34.0%	33.0%	13.5%	303	3.300
	DISTRICT 3	12.9%	11.2%	34.7%	27.1%	14.0%	527	3.182
	DISTRICT 4	10.5%	9.8%	34.8%	31.4%	13.5%	296	3.277
	DISTRICT 5	15.5%	11.5%	31.3%	27.2%	14.5%	537	3.138
	DISTRICT 6	12.0%	12.0%	35.9%	27.7%	12.4%	451	3.166
	DISTRICT 7	13.8%	8.9%	30.3%	31.2%	15.9%	552	3.266
	DISTRICT 8	15.8%	9.1%	38.5%	24.7%	12.0%	507	3.081
	DISTRICT 9	8.4%	9.6%	30.3%	33.0%	18.8%	512	3.441
AGE	25 AND YOUNGER	30.4%	28.4%	26.5%	9.8%	4.9%	102	2.304
	26 - 35 YEARS OLD	27.2%	15.6%	35.6%	14.4%	7.2%	180	2.589
	36 - 45 YEARS OLD	20.7%	17.0%	37.0%	18.6%	6.7%	430	2.737
	46 - 55 YEARS OLD	14.8%	9.9%	38.9%	27.1%	9.3%	1,089	3.062
	56 - 65 YEARS OLD	8.5%	8.6%	34.2%	35.0%	13.7%	1,489	3.367
	66 AND OLDER	5.9%	5.2%	26.5%	33.4%	29.0%	842	3.742
SEX	MALE	13.6%	10.4%	36.1%	27.3%	12.6%	1,591	3.148
	FEMALE	11.4%	9.6%	32.7%	30.7%	15.6%	2,551	3.296
RACE	CAUCASIAN	12.5%	10.0%	34.0%	29.7%	13.8%	3,763	3.223
	AFRICAN AMERICAN	12.1%	9.3%	34.4%	24.3%	19.8%	247	3.304
	OTHER	6.2%	7.1%	30.1%	30.1%	26.5%	113	3.637
MARITAL STATUS	SINGLE	16.8%	13.1%	30.5%	23.0%	16.6%	495	3.095
	MARRIED	12.6%	10.4%	36.3%	29.3%	11.3%	2,941	3.162
	OTHER	7.3%	5.3%	26.8%	34.0%	26.5%	697	3.671
RESIDENTIAL LOCATION	URBAN	10.8%	7.2%	34.5%	30.3%	17.1%	498	3.355
	SUBURBAN	13.8%	10.6%	35.3%	27.8%	12.4%	1,747	3.144
	RURAL	11.2%	9.9%	32.7%	30.6%	15.7%	1,895	3.296
DRIVING AREA	URBAN	12.2%	8.2%	34.9%	27.9%	16.8%	1,217	3.289
	SUBURBAN	13.2%	11.3%	34.0%	29.3%	12.2%	1,382	3.161
	RURAL	11.4%	9.9%	33.4%	30.6%	14.6%	1,532	3.271
VEHICLE TYPE	AUTOMOBILE	13.2%	9.1%	31.7%	29.3%	16.6%	2,100	3.269
	VAN/MINIVAN	12.0%	10.0%	35.0%	28.2%	14.8%	440	3.236
	PICKUP TRUCK	11.1%	8.7%	34.5%	29.8%	16.0%	531	3.309
	SUV	11.0%	11.7%	38.4%	30.2%	8.6%	1,025	3.137
	OTHER	8.9%	17.8%	26.7%	20.0%	26.7%	45	3.378

TABLE 6.36: FREQUENCY OF CHECKING SOCIAL MEDIA WEBSITES WHILE DRIVING - 2015

		ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		0.1%	0.1%	0.7%	1.6%	97.5%	4,139	4.962
SURVEY	SURVEY 1	0.2%	0.1%	0.9%	1.7%	97.1%	958	4.953
	SURVEY 2	0.1%	0.4%	0.7%	1.9%	97.0%	1,063	4.953
	SURVEY 3	0.0%	0.1%	0.7%	1.6%	97.7%	1,071	4.968
	SURVEY 4	0.0%	0.0%	0.8%	1.1%	98.1%	1,047	4.973
OSP DISTRICT	DISTRICT 1	0.0%	0.0%	1.1%	2.0%	96.9%	455	4.958
	DISTRICT 2	0.0%	0.3%	0.0%	1.0%	98.7%	303	4.980
	DISTRICT 3	0.0%	0.2%	0.6%	1.9%	97.3%	526	4.964
	DISTRICT 4	0.0%	0.7%	0.7%	1.4%	97.3%	296	4.953
	DISTRICT 5	0.2%	0.2%	1.1%	1.9%	96.6%	537	4.946
	DISTRICT 6	0.0%	0.0%	0.9%	1.3%	97.8%	451	4.969
	DISTRICT 7	0.0%	0.0%	0.9%	1.6%	97.5%	552	4.966
	DISTRICT 8	0.2%	0.0%	0.6%	1.4%	97.8%	507	4.966
	DISTRICT 9	0.2%	0.2%	0.6%	1.4%	97.7%	512	4.961
AGE	25 AND YOUNGER	0.0%	1.0%	6.9%	6.9%	85.3%	102	4.765
	26 - 35 YEARS OLD	0.0%	0.6%	2.8%	5.0%	91.7%	180	4.878
	36 - 45 YEARS OLD	0.2%	0.2%	2.1%	2.8%	94.7%	430	4.914
	46 - 55 YEARS OLD	0.1%	0.2%	0.5%	1.8%	97.4%	1,087	4.963
	56 - 65 YEARS OLD	0.1%	0.1%	0.2%	0.8%	98.9%	1,488	4.983
	66 AND OLDER	0.0%	0.0%	0.2%	0.6%	99.2%	842	4.989
SEX	MALE	0.1%	0.2%	0.6%	1.3%	97.9%	1,589	4.968
	FEMALE	0.1%	0.1%	0.9%	1.8%	97.2%	2,550	4.958
RACE	CAUCASIAN	0.1%	0.1%	0.8%	1.6%	97.4%	3,761	4.962
	AFRICAN AMERICAN	0.0%	0.8%	0.0%	1.6%	97.6%	246	4.959
	OTHER	0.0%	0.0%	0.9%	0.9%	98.2%	113	4.973
MARITAL STATUS	SINGLE	0.0%	0.4%	1.8%	1.8%	96.0%	494	4.933
	MARRIED	0.1%	0.1%	0.6%	1.7%	97.5%	2,939	4.964
	OTHER	0.0%	0.3%	0.6%	0.7%	98.4%	697	4.973
RESIDENTIAL LOCATION	URBAN	0.2%	0.2%	0.8%	1.4%	97.4%	498	4.956
	SUBURBAN	0.0%	0.3%	0.6%	1.9%	97.2%	1,746	4.960
	RURAL	0.1%	0.0%	0.8%	1.3%	97.7%	1,893	4.966
DRIVING AREA	URBAN	0.2%	0.2%	0.7%	1.3%	97.6%	1,217	4.961
	SUBURBAN	0.0%	0.2%	0.9%	2.0%	96.9%	1,382	4.955
	RURAL	0.0%	0.0%	0.5%	1.4%	98.0%	1,529	4.975
VEHICLE TYPE	AUTOMOBILE	0.1%	0.1%	0.9%	1.7%	97.2%	2,098	4.958
	VAN/MINIVAN	0.0%	0.0%	0.5%	1.4%	98.2%	440	4.977
	PICKUP TRUCK	0.2%	0.2%	0.0%	0.4%	99.2%	530	4.983
	SUV	0.0%	0.2%	1.0%	2.0%	96.9%	1,025	4.955
	OTHER	0.0%	0.0%	2.2%	2.2%	95.6%	45	4.933

TABLE 6.37: FREQUENCY OF USING A GPS/NAVIGATION SYSTEM WHILE DRIVING - 2015

		ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		1.8%	1.9%	22.9%	21.5%	51.9%	4,140	4.199
SURVEY	SURVEY 1	2.0%	1.5%	26.1%	22.8%	47.7%	958	4.127
	SURVEY 2	1.9%	2.4%	23.0%	20.4%	52.3%	1,064	4.187
	SURVEY 3	2.1%	1.7%	23.4%	23.2%	49.6%	1,071	4.166
	SURVEY 4	1.1%	1.9%	19.5%	19.6%	57.9%	1,047	4.311
OSP DISTRICT	DISTRICT 1	1.8%	3.1%	21.3%	22.2%	51.6%	455	4.189
	DISTRICT 2	1.3%	1.0%	22.8%	25.1%	49.8%	303	4.211
	DISTRICT 3	1.3%	1.3%	28.3%	20.3%	48.8%	527	4.139
	DISTRICT 4	2.4%	3.0%	22.3%	22.6%	49.7%	296	4.142
	DISTRICT 5	1.3%	1.3%	23.6%	24.8%	49.0%	537	4.188
	DISTRICT 6	2.4%	2.7%	24.6%	20.2%	50.1%	451	4.129
	DISTRICT 7	1.6%	1.6%	19.0%	20.1%	57.6%	552	4.304
	DISTRICT 8	1.4%	1.4%	24.9%	22.9%	49.5%	507	4.178
	DISTRICT 9	2.5%	2.0%	19.5%	17.0%	59.0%	512	4.279
AGE	25 AND YOUNGER	2.9%	5.9%	48.0%	20.6%	22.5%	102	3.539
	26 - 35 YEARS OLD	2.8%	3.3%	32.8%	26.1%	35.0%	180	3.872
	36 - 45 YEARS OLD	3.3%	2.3%	34.2%	22.6%	37.7%	430	3.891
	46 - 55 YEARS OLD	2.0%	1.7%	24.9%	24.3%	47.0%	1,089	4.126
	56 - 65 YEARS OLD	1.3%	1.9%	20.0%	21.2%	55.5%	1,489	4.277
	66 AND OLDER	1.1%	1.1%	14.6%	16.8%	66.4%	840	4.464
SEX	MALE	2.8%	2.8%	24.1%	22.4%	47.9%	1,591	4.099
	FEMALE	1.1%	1.3%	22.2%	20.9%	54.5%	2,549	4.262
RACE	CAUCASIAN	1.7%	1.9%	22.9%	22.1%	51.3%	3,761	4.194
	AFRICAN AMERICAN	2.4%	1.2%	23.1%	15.8%	57.5%	247	4.247
	OTHER	1.8%	1.8%	24.8%	10.6%	61.1%	113	4.274
MARITAL STATUS	SINGLE	1.8%	3.2%	24.6%	18.8%	51.5%	495	4.149
	MARRIED	1.9%	1.9%	24.8%	22.8%	48.7%	2,941	4.145
	OTHER	1.3%	0.9%	14.2%	17.4%	66.2%	695	4.463
RESIDENTIAL LOCATION	URBAN	1.6%	1.8%	20.5%	19.7%	56.3%	497	4.274
	SUBURBAN	1.9%	2.3%	25.3%	22.1%	48.3%	1,746	4.125
	RURAL	1.6%	1.5%	21.4%	21.4%	54.1%	1,895	4.248
DRIVING AREA	URBAN	1.7%	2.1%	21.5%	19.4%	55.2%	1,216	4.242
	SUBURBAN	1.8%	2.0%	25.2%	22.9%	48.1%	1,382	4.136
	RURAL	1.7%	1.6%	22.1%	21.9%	52.6%	1,532	4.221
VEHICLE TYPE	AUTOMOBILE	1.5%	1.9%	20.3%	21.5%	54.8%	2,098	4.262
	VAN/MINIVAN	0.7%	1.6%	23.9%	23.4%	50.5%	440	4.214
	PICKUP TRUCK	3.0%	2.1%	22.0%	21.1%	51.8%	531	4.166
	SUV	2.0%	2.0%	28.7%	21.0%	46.4%	1,025	4.080
	OTHER	6.7%	0.0%	17.8%	15.6%	60.0%	45	4.222

TABLE 6.38: FREQUENCY OF READING, INCLUDING MAPS, WHILE DRIVING - 2015

		ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		0.2%	0.2%	3.9%	11.7%	84.1%	4,141	4.793
SURVEY	SURVEY 1	0.4%	0.2%	4.3%	10.5%	84.6%	958	4.786
	SURVEY 2	0.0%	0.1%	4.1%	10.5%	85.2%	1,064	4.809
	SURVEY 3	0.3%	0.1%	3.5%	14.1%	82.0%	1,072	4.774
	SURVEY 4	0.0%	0.3%	3.6%	11.6%	84.5%	1,047	4.803
OSP DISTRICT	DISTRICT 1	0.2%	0.4%	3.1%	11.8%	84.5%	457	4.799
	DISTRICT 2	0.0%	0.0%	3.0%	9.9%	87.1%	303	4.842
	DISTRICT 3	0.2%	0.4%	3.6%	13.5%	82.4%	527	4.774
	DISTRICT 4	0.3%	0.3%	3.0%	11.5%	84.8%	296	4.801
	DISTRICT 5	0.2%	0.0%	3.7%	12.1%	84.0%	537	4.797
	DISTRICT 6	0.2%	0.2%	5.3%	14.9%	79.4%	451	4.729
	DISTRICT 7	0.0%	0.0%	2.9%	8.0%	89.1%	552	4.862
	DISTRICT 8	0.0%	0.2%	5.5%	12.8%	81.4%	506	4.755
	DISTRICT 9	0.4%	0.0%	4.3%	10.7%	84.6%	512	4.791
AGE	25 AND YOUNGER	0.0%	0.0%	6.9%	6.9%	86.3%	102	4.794
	26 - 35 YEARS OLD	1.1%	0.0%	5.6%	16.1%	77.2%	180	4.683
	36 - 45 YEARS OLD	0.5%	0.0%	8.6%	14.0%	77.0%	430	4.670
	46 - 55 YEARS OLD	0.1%	0.2%	3.9%	13.4%	82.4%	1,088	4.779
	56 - 65 YEARS OLD	0.1%	0.2%	3.3%	11.8%	84.6%	1,489	4.805
	66 AND OLDER	0.0%	0.2%	1.9%	7.7%	90.1%	842	4.878
SEX	MALE	0.3%	0.3%	3.9%	14.0%	81.5%	1,591	4.760
	FEMALE	0.1%	0.1%	3.9%	10.3%	85.7%	2,550	4.814
RACE	CAUCASIAN	0.1%	0.2%	3.8%	12.1%	83.7%	3,762	4.791
	AFRICAN AMERICAN	0.4%	0.0%	4.0%	8.1%	87.4%	247	4.822
	OTHER	0.9%	0.0%	3.5%	6.2%	89.4%	113	4.832
MARITAL STATUS	SINGLE	0.4%	0.2%	4.8%	9.3%	85.3%	495	4.788
	MARRIED	0.2%	0.2%	3.9%	12.9%	82.8%	2,940	4.779
	OTHER	0.0%	0.0%	3.0%	8.6%	88.4%	697	4.854
RESIDENTIAL LOCATION	URBAN	0.4%	0.0%-	3.4%	11.8%	84.3%	498	4.797
	SUBURBAN	0.2%	0.3%	4.8%	12.7%	82.0%	1,747	4.760
	RURAL	0.1%	0.1%	3.2%	10.8%	85.9%	1,894	4.823
DRIVING AREA	URBAN	0.2%	0.3%	4.1%	10.7%	84.7%	1,217	4.795
	SUBURBAN	0.2%	0.2%	4.7%	13.0%	81.8%	1,381	4.760
	RURAL	0.1%	0.0%	2.9%	11.2%	85.8%	1,532	4.827
VEHICLE TYPE	AUTOMOBILE	0.1%	0.2%	3.6%	10.9%	85.1%	2,099	4.807
	VAN/MINIVAN	0.2%	0.0%	5.2%	13.6%	80.9%	440	4.750
	PICKUP TRUCK	0.2%	0.2%	2.8%	10.4%	86.4%	531	4.827
	SUV	0.2%	0.1%	4.5%	12.8%	82.4%	1,025	4.772
	OTHER	0.0%	0.0%	4.4%	22.2%	73.3%	45	4.689

TABLE 6.39: FREQUENCY OF ENGAGING IN PERSONAL HYGIENE WHILE DRIVING - 2015

		ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		0.2%	0.1%	2.2%	4.0%	93.4%	4,141	4.903
SURVEY	SURVEY 1	0.4%	0.1%	2.2%	4.3%	93.0%	958	4.894
	SURVEY 2	0.2%	0.0%	2.9%	3.4%	93.5%	1,064	4.900
	SURVEY 3	0.0%	0.3%	2.1%	4.4%	93.2%	1,072	4.905
	SURVEY 4	0.3%	0.2%	1.6%	3.9%	94.0%	1,047	4.911
OSP DISTRICT	DISTRICT 1	0.2%	0.0%	2.2%	6.3%	91.2%	457	4.884
	DISTRICT 2	0.0%	0.0%	1.3%	4.3%	94.4%	303	4.931
	DISTRICT 3	0.0%	0.0%	2.7%	3.8%	93.5%	527	4.909
	DISTRICT 4	0.3%	0.3%	1.7%	2.7%	94.9%	296	4.916
	DISTRICT 5	0.4%	0.4%	2.6%	4.3%	92.4%	537	4.879
	DISTRICT 6	0.2%	0.2%	1.8%	4.0%	93.8%	451	4.909
	DISTRICT 7	0.0%	0.2%	2.4%	3.4%	94.0%	552	4.913
	DISTRICT 8	0.6%	0.2%	3.0%	4.3%	91.9%	506	4.868
	DISTRICT 9	0.2%	0.0%	1.8%	2.5%	95.5%	512	4.932
AGE	25 AND YOUNGER	0.0%	0.0%	5.9%	2.0%	92.2%	102	4.863
	26 - 35 YEARS OLD	0.6%	1.1%	2.8%	3.9%	91.7%	180	4.850
	36 - 45 YEARS OLD	0.5%	0.2%	4.0%	5.8%	89.5%	430	4.837
	46 - 55 YEARS OLD	0.1%	0.1%	2.6%	4.2%	93.0%	1,088	4.900
	56 - 65 YEARS OLD	0.3%	0.1%	1.5%	3.9%	94.1%	1,489	4.913
	66 AND OLDER	0.0%	0.0%	1.5%	3.2%	95.2%	842	4.937
SEX	MALE	0.2%	0.0%	0.6%	1.3%	97.9%	1,591	4.967
	FEMALE	0.2%	0.2%	3.2%	5.7%	90.6%	2,550	4.862
RACE	CAUCASIAN	0.2%	0.1%	2.0%	3.8%	93.9%	3,762	4.909
	AFRICAN AMERICAN	0.4%	0.4%	4.5%	6.5%	88.3%	247	4.818
	OTHER	0.0%	0.0%	3.5%	4.4%	92.0%	113	4.885
MARITAL STATUS	SINGLE	0.0%	0.2%	3.4%	4.2%	92.1%	495	4.883
	MARRIED	0.3%	0.1%	2.3%	4.0%	93.2%	2,940	4.897
	OTHER	0.0%	0.1%	0.9%	3.7%	95.3%	697	4.941
RESIDENTIAL LOCATION	URBAN	0.4%	0.2%	2.0%	3.6%	93.8%	498	4.902
	SUBURBAN	0.1%	0.2%	2.7%	4.3%	92.6%	1,747	4.891
	RURAL	0.3%	0.1%	1.8%	3.8%	94.1%	1,894	4.914
DRIVING AREA	URBAN	0.3%	0.2%	2.1%	3.8%	93.5%	1,217	4.899
	SUBURBAN	0.1%	0.1%	2.6%	4.5%	92.6%	1,381	4.893
	RURAL	0.1%	0.1%	2.0%	3.6%	94.3%	1,532	4.918
VEHICLE TYPE	AUTOMOBILE	0.2%	0.2%	2.8%	4.5%	92.3%	2,099	4.883
	VAN/MINIVAN	0.2%	0.0%	2.7%	4.5%	92.5%	440	4.891
	PICKUP TRUCK	0.4%	0.0%	0.4%	0.6%	98.7%	531	4.972
	SUV	0.1%	0.1%	1.9%	4.6%	93.4%	1,025	4.910
	OTHER	0.0%	0.0%	2.2%	2.2%	95.6%	45	4.933

TABLE 6.40: FREQUENCY OF TALKING TO PASSENGERS WHILE DRIVING - 2015

		ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		41.6%	24.6%	25.7%	5.7%	2.3%	4,141	2.026
SURVEY	SURVEY 1	42.2%	23.9%	25.4%	6.2%	2.4%	958	2.027
	SURVEY 2	42.7%	24.2%	23.9%	6.2%	3.0%	1,063	2.026
	SURVEY 3	41.7%	24.2%	27.3%	4.9%	1.9%	1,073	2.011
	SURVEY 4	40.0%	26.0%	26.2%	5.7%	2.1%	1,047	2.039
OSP DISTRICT	DISTRICT 1	38.3%	27.1%	26.5%	5.9%	2.2%	457	2.066
	DISTRICT 2	39.6%	25.1%	28.7%	5.6%	1.0%	303	2.033
	DISTRICT 3	37.6%	24.1%	29.8%	5.3%	3.0%	526	2.120
	DISTRICT 4	41.9%	20.9%	28.4%	6.4%	2.4%	296	2.064
	DISTRICT 5	43.9%	22.7%	25.7%	6.0%	1.7%	537	1.987
	DISTRICT 6	40.4%	25.5%	25.7%	6.0%	2.4%	451	2.047
	DISTRICT 7	44.4%	25.0%	21.4%	6.9%	2.4%	552	1.978
	DISTRICT 8	45.4%	22.7%	25.0%	5.3%	1.6%	507	1.951
	DISTRICT 9	41.8%	27.1%	22.7%	4.5%	3.9%	512	2.016
AGE	25 AND YOUNGER	43.1%	24.5%	26.5%	4.9%	1.0%	102	1.961
	26 - 35 YEARS OLD	48.3%	24.4%	19.4%	5.0%	2.8%	180	1.894
	36 - 45 YEARS OLD	49.5%	26.3%	18.6%	4.7%	0.9%	430	1.812
	46 - 55 YEARS OLD	46.9%	22.3%	25.0%	3.9%	1.9%	1,088	1.916
	56 - 65 YEARS OLD	40.1%	25.9%	25.2%	6.7%	2.1%	1,489	2.050
	66 AND OLDER	31.8%	24.6%	32.2%	7.4%	4.0%	842	2.272
SEX	MALE	39.0%	24.8%	27.2%	6.2%	2.8%	1,591	2.091
	FEMALE	43.3%	24.5%	24.8%	5.5%	2.0%	2,550	1.985
RACE	CAUCASIAN	42.0%	25.1%	25.1%	5.6%	2.2%	3,762	2.009
	AFRICAN AMERICAN	38.1%	21.5%	30.0%	5.7%	4.9%	247	2.178
	OTHER	35.4%	15.9%	35.4%	11.5%	1.8%	113	2.283
MARITAL STATUS	SINGLE	37.8%	22.6%	28.1%	7.3%	4.2%	495	2.176
	MARRIED	43.6%	25.1%	24.9%	4.9%	1.6%	2,940	1.958
	OTHER	36.2%	23.8%	27.5%	8.3%	4.2%	697	2.205
RESIDENTIAL LOCATION	URBAN	36.3%	25.7%	27.7%	7.0%	3.2%	498	2.151
	SUBURBAN	41.4%	24.4%	26.1%	6.2%	1.9%	1,747	2.027
	RURAL	43.2%	24.4%	24.8%	5.0%	2.5%	1,894	1.992
DRIVING AREA	URBAN	38.4%	24.6%	28.5%	5.8%	2.8%	1,217	2.100
	SUBURBAN	42.4%	25.6%	24.4%	5.6%	2.0%	1,381	1.992
	RURAL	43.6%	23.5%	24.7%	5.9%	2.2%	1,532	1.997
VEHICLE TYPE	AUTOMOBILE	38.8%	25.1%	27.2%	6.4%	2.5%	2,099	2.087
	VAN/MINIVAN	48.9%	25.7%	21.1%	3.0%	1.4%	440	1.823
	PICKUP TRUCK	42.4%	24.3%	23.7%	5.6%	4.0%	531	2.045
	SUV	44.4%	23.2%	25.6%	5.4%	1.5%	1,025	1.963
	OTHER	31.1%	26.7%	24.4%	13.3%	4.4%	45	2.333

TABLE 6.41: FREQUENCY OF EATING AND/OR DRINKING WHILE DRIVING - 2015

		ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		7.2%	8.0%	46.2%	21.2%	17.4%	4,141	3.337
SURVEY	SURVEY 1	8.7%	9.9%	43.4%	21.0%	17.0%	958	3.278
	SURVEY 2	9.3%	9.0%	46.1%	19.7%	15.9%	1,064	3.239
	SURVEY 3	6.1%	6.2%	46.6%	22.6%	18.5%	1,072	3.411
	SURVEY 4	4.8%	7.2%	48.3%	21.4%	18.3%	1,047	3.414
OSP DISTRICT	DISTRICT 1	7.0%	6.4%	50.4%	19.7%	16.4%	456	3.322
	DISTRICT 2	6.3%	8.6%	44.6%	23.8%	16.8%	303	3.363
	DISTRICT 3	5.7%	7.2%	44.6%	24.5%	18.0%	527	3.419
	DISTRICT 4	5.4%	7.1%	46.6%	19.9%	20.9%	296	3.439
	DISTRICT 5	7.6%	7.8%	47.9%	19.6%	17.1%	537	3.307
	DISTRICT 6	6.0%	8.0%	47.0%	23.5%	15.5%	451	3.346
	DISTRICT 7	8.2%	8.7%	43.3%	19.9%	19.9%	552	3.348
	DISTRICT 8	9.1%	10.5%	44.8%	19.1%	16.6%	507	3.237
	DISTRICT 9	8.0%	7.8%	46.7%	21.3%	16.2%	512	3.299
AGE	25 AND YOUNGER	5.9%	10.8%	48.0%	22.5%	12.7%	102	3.255
	26 - 35 YEARS OLD	11.7%	8.9%	53.9%	18.9%	6.7%	180	3.000
	36 - 45 YEARS OLD	11.2%	11.4%	52.6%	18.1%	6.7%	430	2.979
	46 - 55 YEARS OLD	8.3%	8.6%	52.3%	19.7%	11.1%	1,089	3.167
	56 - 65 YEARS OLD	7.1%	8.1%	46.1%	21.8%	16.9%	1,489	3.331
	66 AND OLDER	3.1%	5.0%	32.9%	24.0%	35.0%	841	3.828
SEX	MALE	7.0%	7.4%	46.7%	21.2%	17.7%	1,591	3.350
	FEMALE	7.3%	8.4%	45.8%	21.2%	17.3%	2,550	3.328
RACE	CAUCASIAN	7.3%	8.2%	46.5%	21.4%	16.6%	3,762	3.318
	AFRICAN AMERICAN	5.7%	6.9%	42.5%	19.8%	25.1%	247	3.518
	OTHER	3.5%	8.0%	44.2%	16.8%	27.4%	113	3.566
MARITAL STATUS	SINGLE	6.5%	10.3%	43.6%	20.2%	19.4%	495	3.358
	MARRIED	7.2%	8.1%	48.9%	21.1%	14.7%	2,941	3.281
	OTHER	7.6%	6.5%	36.4%	21.8%	27.7%	696	3.556
RESIDENTIAL LOCATION	URBAN	5.6%	7.0%	44.2%	21.3%	21.9%	498	3.468
	SUBURBAN	7.2%	8.7%	44.6%	22.5%	17.0%	1,746	3.335
	RURAL	7.6%	7.7%	48.1%	19.9%	16.6%	1,895	3.303
DRIVING AREA	URBAN	6.8%	8.0%	43.3%	21.9%	20.0%	1,217	3.403
	SUBURBAN	6.4%	9.0%	45.8%	22.5%	16.3%	1,382	3.332
	RURAL	8.0%	7.3%	48.8%	19.5%	16.4%	1,532	3.292
VEHICLE TYPE	AUTOMOBILE	6.6%	8.4%	43.0%	22.3%	19.6%	2,099	3.398
	VAN/MINIVAN	6.8%	9.5%	50.2%	20.0%	13.4%	440	3.236
	PICKUP TRUCK	7.3%	6.0%	47.8%	20.5%	18.3%	531	3.363
	SUV	8.1%	7.7%	49.7%	20.0%	14.5%	1,025	3.252
	OTHER	13.3%	6.7%	53.3%	13.3%	13.3%	45	3.067

TABLE 6.42: FREQUENCY OF USING A CELL PHONE TO MAKE/RECEIVE A PHONE CALL WHILE DRIVING - 2015

		ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		3.5%	4.4%	27.4%	20.4%	44.4%	4,142	3.979
SURVEY	SURVEY 1	4.0%	5.4%	27.2%	19.2%	44.2%	958	3.942
	SURVEY 2	3.9%	5.5%	30.0%	21.3%	39.3%	1,064	3.866
	SURVEY 3	3.4%	3.3%	25.8%	20.2%	47.3%	1,073	4.049
	SURVEY 4	2.6%	3.5%	26.5%	20.7%	46.7%	1,047	4.054
OSP DISTRICT	DISTRICT 1	2.6%	3.7%	28.7%	23.4%	41.6%	457	3.976
	DISTRICT 2	4.3%	3.6%	27.1%	22.1%	42.9%	303	3.957
	DISTRICT 3	4.9%	3.6%	27.3%	20.5%	43.6%	527	3.943
	DISTRICT 4	1.7%	5.1%	22.6%	21.6%	49.0%	296	4.111
	DISTRICT 5	2.8%	4.5%	31.3%	19.9%	41.5%	537	3.929
	DISTRICT 6	3.5%	5.8%	31.3%	18.2%	41.2%	451	3.878
	DISTRICT 7	2.7%	4.0%	24.6%	18.7%	50.0%	552	4.092
	DISTRICT 8	4.7%	4.9%	28.4%	22.7%	39.3%	507	3.868
	DISTRICT 9	3.3%	4.5%	23.6%	18.0%	50.6%	512	4.080
AGE	25 AND YOUNGER	2.0%	9.8%	37.3%	28.4%	22.5%	102	3.598
	26 - 35 YEARS OLD	7.8%	9.4%	37.2%	18.3%	27.2%	180	3.478
	36 - 45 YEARS OLD	5.3%	9.1%	39.5%	20.5%	25.6%	430	3.519
	46 - 55 YEARS OLD	4.9%	4.9%	34.5%	22.0%	33.7%	1,089	3.748
	56 - 65 YEARS OLD	2.8%	3.6%	25.3%	21.2%	47.1%	1,489	4.063
	66 AND OLDER	1.2%	1.0%	12.2%	16.4%	69.2%	842	4.515
SEX	MALE	4.1%	5.5%	28.0%	20.2%	42.2%	1,591	3.909
	FEMALE	3.1%	3.7%	27.0%	20.5%	45.7%	2,551	4.022
RACE	CAUCASIAN	3.3%	4.7%	27.7%	20.7%	43.6%	3,763	3.965
	AFRICAN AMERICAN	4.5%	2.0%	23.1%	17.8%	52.6%	247	4.121
	OTHER	2.7%	1.8%	22.1%	17.7%	55.8%	113	4.221
MARITAL STATUS	SINGLE	2.0%	4.2%	27.1%	22.2%	44.4%	495	4.028
	MARRIED	4.0%	4.9%	30.2%	21.4%	39.5%	2,941	3.876
	OTHER	2.3%	2.4%	15.8%	15.1%	64.4%	697	4.369
RESIDENTIAL LOCATION	URBAN	3.0%	3.0%	21.7%	23.1%	49.2%	498	4.124
	SUBURBAN	3.8%	4.9%	29.5%	18.8%	43.0%	1,747	3.922
	RURAL	3.2%	4.3%	27.0%	21.2%	44.4%	1,895	3.992
DRIVING AREA	URBAN	3.4%	4.5%	26.0%	20.6%	45.4%	1,217	4.002
	SUBURBAN	3.6%	4.7%	29.3%	18.7%	43.7%	1,382	3.941
	RURAL	3.3%	4.0%	26.8%	21.7%	44.1%	1,532	3.993
VEHICLE TYPE	AUTOMOBILE	2.9%	4.2%	24.1%	20.0%	48.7%	2,100	4.075
	VAN/MINIVAN	3.4%	3.2%	32.5%	20.9%	40.0%	440	3.909
	PICKUP TRUCK	4.5%	4.5%	28.4%	19.4%	43.1%	531	3.921
	SUV	3.8%	5.3%	31.6%	21.5%	37.9%	1,025	3.843
	OTHER	8.9%	4.4%	17.8%	20.0%	48.9%	45	3.956

TABLE 6.43: FREQUENCY OF USING A CELL PHONE TO SEND/RECEIVE A TEXT MESSAGE WHILE DRIVING - 2015

		ALWAYS	MOST OF THE TIME	SOME OF THE TIME	RARELY	NEVER	TOTAL	AVERAGE
ALL RESPONDENTS		0.2%	0.1%	3.0%	6.4%	90.2%	4,141	4.864
SURVEY	SURVEY 1	0.3%	0.2%	3.0%	5.7%	90.7%	957	4.863
	SURVEY 2	0.1%	0.1%	3.6%	7.5%	88.7%	1,064	4.847
	SURVEY 3	0.3%	0.2%	3.2%	6.3%	90.0%	1,073	4.856
	SURVEY 4	0.1%	0.1%	2.2%	6.1%	91.5%	1,047	4.888
OSP DISTRICT	DISTRICT 1	0.0%	0.7%	2.8%	6.3%	90.2%	457	4.860
	DISTRICT 2	0.0%	0.0%	3.3%	5.9%	90.8%	303	4.875
	DISTRICT 3	0.0%	0.0%	3.2%	6.6%	90.1%	527	4.869
	DISTRICT 4	0.3%	0.3%	2.0%	5.7%	91.6%	296	4.878
	DISTRICT 5	0.7%	0.0%	3.7%	7.6%	87.9%	537	4.819
	DISTRICT 6	0.0%	0.2%	2.7%	6.7%	90.5%	451	4.874
	DISTRICT 7	0.0%	0.0%	4.0%	5.1%	90.9%	552	4.870
	DISTRICT 8	0.4%	0.2%	2.8%	8.1%	88.5%	506	4.842
	DISTRICT 9	0.2%	0.0%	2.0%	5.5%	92.4%	512	4.898
AGE	25 AND YOUNGER	0.0%	1.0%	12.7%	18.6%	67.6%	102	4.529
	26 - 35 YEARS OLD	0.6%	0.0%	10.0%	17.2%	72.2%	180	4.606
	36 - 45 YEARS OLD	0.0%	0.5%	7.7%	11.2%	80.7%	430	4.721
	46 - 55 YEARS OLD	0.1%	0.2%	3.0%	7.9%	88.8%	1,088	4.851
	56 - 65 YEARS OLD	0.3%	0.1%	1.6%	4.6%	93.4%	1,489	4.906
	66 AND OLDER	0.1%	0.0%	0.4%	1.7%	97.9%	842	4.971
SEX	MALE	0.3%	0.1%	2.6%	7.0%	89.9%	1,590	4.860
	FEMALE	0.1%	0.2%	3.2%	6.1%	90.4%	2,551	4.866
RACE	CAUCASIAN	0.2%	0.2%	3.0%	6.5%	90.1%	3,762	4.862
	AFRICAN AMERICAN	0.0%	0.0%	3.6%	6.5%	89.9%	247	4.862
	OTHER	0.0%	0.0%	0.9%	5.3%	93.8%	113	4.929
MARITAL STATUS	SINGLE	0.2%	0.2%	5.1%	9.1%	85.4%	494	4.794
	MARRIED	0.2%	0.1%	3.0%	6.5%	90.2%	2,941	4.864
	OTHER	0.1%	0.3%	1.6%	4.3%	93.7%	697	4.911
RESIDENTIAL LOCATION	URBAN	0.2%	0.0%	2.0%	6.0%	91.8%	498	4.892
	SUBURBAN	0.2%	0.2%	3.5%	6.6%	89.5%	1,746	4.851
	RURAL	0.2%	0.1%	2.8%	6.4%	90.4%	1,895	4.868
DRIVING AREA	URBAN	0.4%	0.1%	3.0%	6.1%	90.4%	1,216	4.859
	SUBURBAN	0.1%	0.2%	3.2%	7.1%	89.4%	1,382	4.853
	RURAL	0.1%	0.1%	2.7%	6.1%	91.0%	1,532	4.879
VEHICLE TYPE	AUTOMOBILE	0.1%	0.1%	2.5%	6.3%	90.9%	2,099	4.879
	VAN/MINIVAN	0.0%	0.0%	3.0%	5.0%	92.0%	440	4.891
	PICKUP TRUCK	0.6%	0.2%	2.4%	5.8%	91.0%	531	4.864
	SUV	0.2%	0.3%	4.4%	7.5%	87.6%	1,025	4.820
	OTHER	0.0%	0.0%	2.2%	8.9%	88.9%	45	4.867

When asked about changes they could make in their own driving behaviors to make them safer, 48.5% said they need to make no changes (Table 6.44). Since few respondents claim to use a cell phone to call or text while driving it is not unexpected that only 10.0% think they need to stop talking on a cell phone and 3.5% feel they need to stop texting while driving. Additionally, 19.6% of those surveyed said they should pay more attention to their speed when driving. Only 1.8% of 2015 survey participants indicated that they need to wear their seat belt more often, which is expected since 89.0% stated earlier in the survey that they “always” wear their seat belt. Cross-tabulated results by survey, OSP District, age, sex, race, marital status, resident location, driving area, and vehicle type are located in Tables 6.45 through 6.55.

TABLE 6.44: CHANGES IN RESPONDENTS PERSONAL DRIVING BEHAVIORS THAT WOULD IMPROVE THEIR SAFETY - 2015

	OVERALL		SURVEY 1		SURVEY 2		SURVEY 3		SURVEY 4	
	% YES	TOTAL YES	% YES	TOTAL YES	% YES	TOTAL YES	% YES	TOTAL YES	% YES	TOTAL YES
NOTHING	48.5%	2,008	52.2%	500	46.7%	497	48.2%	517	47.1%	493
WATCH MY SPEED	19.6%	812	20.9%	200	21.9%	233	18.7%	200	17.1%	179
STOP TALKING ON CELL PHONE	10.0%	414	9.7%	93	12.1%	128	9.7%	104	8.5%	89
STOP EATING WHILE DRIVING	3.5%	145	3.0%	29	4.3%	46	3.4%	37	3.2%	33
STOP ADJUSTING RADIO	2.9%	120	3.3%	32	2.6%	28	2.4%	26	3.2%	34
STOP TEXTING WHILE DRIVING	1.8%	75	1.7%	16	2.1%	22	1.8%	19	1.7%	18
WEAR SEAT BELT MORE OFTEN	1.8%	74	2.2%	21	1.6%	17	2.1%	23	1.2%	13
NOT SURE	1.2%	50	2.1%	20	0.2%	2	0.8%	9	1.8%	19
CHECK MIRRORS MORE OFTEN	0.5%	21	0.5%	5	0.6%	6	0.8%	9	0.1%	1
2ND MIRROR FOR KIDS IN BACK	0.5%	21	0.5%	5	0.6%	6	0.6%	6	0.4%	4
LET OTHERS DRIVE WHEN DRINKING	0.3%	12	0.1%	1	0.6%	6	0.2%	2	0.3%	3

TABLE 6.45: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – WEAR SEAT BELT MORE OFTEN - 2015

		No	YES	TOTAL
ALL RESPONDENTS		98.2%	1.8%	4,142
SURVEY	SURVEY 1	97.8%	2.2%	958
	SURVEY 2	98.4%	1.6%	1,064
	SURVEY 3	97.9%	2.1%	1,073
	SURVEY 4	98.8%	1.2%	1,047
OSP DISTRICT	DISTRICT 1	98.2%	1.8%	457
	DISTRICT 2	99.0%	1.0%	303
	DISTRICT 3	98.9%	1.1%	527
	DISTRICT 4	97.0%	3.0%	296
	DISTRICT 5	97.0%	3.0%	537
	DISTRICT 6	98.2%	1.8%	451
	DISTRICT 7	98.4%	1.6%	552
	DISTRICT 8	98.4%	1.6%	507
	DISTRICT 9	98.8%	1.2%	512
AGE	25 AND YOUNGER	97.1%	2.9%	102
	26 - 35 YEARS OLD	98.9%	1.1%	180
	36 - 45 YEARS OLD	99.1%	0.9%	430
	46 - 55 YEARS OLD	97.6%	2.4%	1,089
	56 - 65 YEARS OLD	98.1%	1.9%	1,489
	66 AND OLDER	98.8%	1.2%	842
SEX	MALE	98.0%	2.0%	1,591
	FEMALE	98.4%	1.6%	2,551
RACE	CAUCASIAN	98.2%	1.8%	3,763
	AFRICAN AMERICAN	98.0%	2.0%	247
	OTHER	99.1%	0.9%	113
MARITAL STATUS	SINGLE	97.0%	3.0%	495
	MARRIED	98.5%	1.5%	2,941
	OTHER	98.3%	1.7%	697
RESIDENTIAL LOCATION	URBAN	97.8%	2.2%	498
	SUBURBAN	98.5%	1.5%	1,747
	RURAL	98.1%	1.9%	1,895
DRIVING AREA	URBAN	98.3%	1.7%	1,217
	SUBURBAN	98.6%	1.4%	1,382
	RURAL	97.8%	2.2%	1,532
VEHICLE TYPE	AUTOMOBILE	98.6%	1.4%	2,100
	VAN/MINIVAN	99.3%	0.7%	440
	PICKUP TRUCK	96.2%	3.8%	531
	SUV	98.2%	1.8%	1,025
	OTHER	95.6%	4.4%	45

TABLE 6.46: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – CHECK MIRRORS MORE OFTEN - 2015

		No	YES	TOTAL
ALL RESPONDENTS		99.5%	0.5%	4,142
SURVEY	SURVEY 1	99.5%	0.5%	958
	SURVEY 2	99.4%	0.6%	1,064
	SURVEY 3	99.2%	0.8%	1,073
	SURVEY 4	99.9%	0.1%	1,047
OSP DISTRICT	DISTRICT 1	99.6%	0.4%	457
	DISTRICT 2	100.0%	0.0%	303
	DISTRICT 3	99.4%	0.6%	527
	DISTRICT 4	99.3%	0.7%	296
	DISTRICT 5	99.3%	0.7%	537
	DISTRICT 6	98.7%	1.3%	451
	DISTRICT 7	100.0%	0.0%	552
	DISTRICT 8	99.4%	0.6%	507
	DISTRICT 9	99.8%	0.2%	512
AGE	25 AND YOUNGER	100.0%	0.0%	102
	26 - 35 YEARS OLD	99.4%	0.6%	180
	36 - 45 YEARS OLD	98.8%	1.2%	430
	46 - 55 YEARS OLD	99.9%	0.1%	1,089
	56 - 65 YEARS OLD	99.2%	0.8%	1,489
	66 AND OLDER	99.8%	0.2%	842
SEX	MALE	99.4%	0.6%	1,591
	FEMALE	99.5%	0.5%	2,551
RACE	CAUCASIAN	99.5%	0.5%	3,763
	AFRICAN AMERICAN	99.2%	0.8%	247
	OTHER	100.0%	0.0%	113
MARITAL STATUS	SINGLE	99.0%	1.0%	495
	MARRIED	99.6%	0.4%	2,941
	OTHER	99.6%	0.4%	697
RESIDENTIAL LOCATION	URBAN	99.4%	0.6%	498
	SUBURBAN	99.4%	0.6%	1,747
	RURAL	99.6%	0.4%	1,895
DRIVING AREA	URBAN	99.7%	0.3%	1,217
	SUBURBAN	99.3%	0.7%	1,382
	RURAL	99.5%	0.5%	1,532
VEHICLE TYPE	AUTOMOBILE	99.6%	0.4%	2,100
	VAN/MINIVAN	99.5%	0.5%	440
	PICKUP TRUCK	98.9%	1.1%	531
	SUV	99.5%	0.5%	1,025
	OTHER	100.0%	0.0%	45

TABLE 6.47: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – WATCH MY SPEED - 2015

		No	YES	TOTAL
ALL RESPONDENTS		80.4%	19.6%	4,142
SURVEY	SURVEY 1	79.1%	20.9%	958
	SURVEY 2	78.1%	21.9%	1,064
	SURVEY 3	81.3%	18.7%	1,073
	SURVEY 4	82.9%	17.1%	1,047
OSP DISTRICT	DISTRICT 1	79.2%	20.8%	457
	DISTRICT 2	84.2%	15.8%	303
	DISTRICT 3	77.8%	22.2%	527
	DISTRICT 4	81.8%	18.2%	296
	DISTRICT 5	78.6%	21.4%	537
	DISTRICT 6	77.6%	22.4%	451
	DISTRICT 7	83.7%	16.3%	552
	DISTRICT 8	78.7%	21.3%	507
	DISTRICT 9	83.4%	16.6%	512
AGE	25 AND YOUNGER	63.7%	36.3%	102
	26 - 35 YEARS OLD	68.3%	31.7%	180
	36 - 45 YEARS OLD	74.2%	25.8%	430
	46 - 55 YEARS OLD	78.1%	21.9%	1,089
	56 - 65 YEARS OLD	82.1%	17.9%	1,489
	66 AND OLDER	88.0%	12.0%	842
SEX	MALE	84.3%	15.7%	1,591
	FEMALE	77.9%	22.1%	2,551
RACE	CAUCASIAN	80.3%	19.7%	3,763
	AFRICAN AMERICAN	80.2%	19.8%	247
	OTHER	84.1%	15.9%	113
MARITAL STATUS	SINGLE	76.2%	23.8%	495
	MARRIED	80.1%	19.9%	2,941
	OTHER	84.9%	15.1%	697
RESIDENTIAL LOCATION	URBAN	79.7%	20.3%	498
	SUBURBAN	78.2%	21.8%	1,747
	RURAL	82.5%	17.5%	1,895
DRIVING AREA	URBAN	79.5%	20.5%	1,217
	SUBURBAN	79.2%	20.8%	1,382
	RURAL	81.9%	18.1%	1,532
VEHICLE TYPE	AUTOMOBILE	81.3%	18.7%	2,100
	VAN/MINIVAN	78.2%	21.8%	440
	PICKUP TRUCK	84.7%	15.3%	531
	SUV	77.1%	22.9%	1,025
	OTHER	82.2%	17.8%	45

TABLE 6.48: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – STOP TALKING ON CELL PHONE WHILE DRIVING - 2015

		No	YES	TOTAL
ALL RESPONDENTS		90.0%	10.0%	4,142
SURVEY	SURVEY 1	90.3%	9.7%	958
	SURVEY 2	87.9%	12.1%	1,064
	SURVEY 3	90.3%	9.7%	1,073
	SURVEY 4	91.5%	8.5%	1,047
OSP DISTRICT	DISTRICT 1	90.4%	9.6%	457
	DISTRICT 2	91.4%	8.6%	303
	DISTRICT 3	87.9%	12.1%	527
	DISTRICT 4	93.2%	6.8%	296
	DISTRICT 5	88.8%	11.2%	537
	DISTRICT 6	87.8%	12.2%	451
	DISTRICT 7	90.9%	9.1%	552
	DISTRICT 8	89.3%	10.7%	507
	DISTRICT 9	91.8%	8.2%	512
AGE	25 AND YOUNGER	80.4%	19.6%	102
	26 - 35 YEARS OLD	85.6%	14.4%	180
	36 - 45 YEARS OLD	81.2%	18.8%	430
	46 - 55 YEARS OLD	86.9%	13.1%	1,089
	56 - 65 YEARS OLD	92.2%	7.8%	1,489
	66 AND OLDER	96.7%	3.3%	842
SEX	MALE	91.7%	8.3%	1,591
	FEMALE	88.9%	11.1%	2,551
RACE	CAUCASIAN	89.8%	10.2%	3,763
	AFRICAN AMERICAN	91.5%	8.5%	247
	OTHER	92.0%	8.0%	113
MARITAL STATUS	SINGLE	89.5%	10.5%	495
	MARRIED	88.8%	11.2%	2,941
	OTHER	95.3%	4.7%	697
RESIDENTIAL LOCATION	URBAN	94.0%	6.0%	498
	SUBURBAN	87.9%	12.1%	1,747
	RURAL	90.8%	9.2%	1,895
DRIVING AREA	URBAN	91.4%	8.6%	1,217
	SUBURBAN	87.5%	12.5%	1,382
	RURAL	91.2%	8.8%	1,532
VEHICLE TYPE	AUTOMOBILE	90.8%	9.2%	2,100
	VAN/MINIVAN	86.4%	13.6%	440
	PICKUP TRUCK	92.7%	7.3%	531
	SUV	88.2%	11.8%	1,025
	OTHER	97.8%	2.2%	45

TABLE 6.49: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – STOP TEXTING WHILE DRIVING - 2015

		No	YES	TOTAL
ALL RESPONDENTS		98.2%	1.8%	4,142
SURVEY	SURVEY 1	98.3%	1.7%	958
	SURVEY 2	97.9%	2.1%	1,064
	SURVEY 3	98.2%	1.8%	1,073
	SURVEY 4	98.3%	1.7%	1,047
OSP DISTRICT	DISTRICT 1	98.5%	1.5%	457
	DISTRICT 2	99.3%	0.7%	303
	DISTRICT 3	97.5%	2.5%	527
	DISTRICT 4	98.3%	1.7%	296
	DISTRICT 5	97.8%	2.2%	537
	DISTRICT 6	98.0%	2.0%	451
	DISTRICT 7	98.0%	2.0%	552
	DISTRICT 8	98.0%	2.0%	507
	DISTRICT 9	98.8%	1.2%	512
AGE	25 AND YOUNGER	90.2%	9.8%	102
	26 - 35 YEARS OLD	96.1%	3.9%	180
	36 - 45 YEARS OLD	95.8%	4.2%	430
	46 - 55 YEARS OLD	97.9%	2.1%	1,089
	56 - 65 YEARS OLD	99.1%	0.9%	1,489
	66 AND OLDER	99.5%	0.5%	842
SEX	MALE	97.7%	2.3%	1,591
	FEMALE	98.5%	1.5%	2,551
RACE	CAUCASIAN	98.2%	1.8%	3,763
	AFRICAN AMERICAN	98.8%	1.2%	247
	OTHER	97.3%	2.7%	113
MARITAL STATUS	SINGLE	96.4%	3.6%	495
	MARRIED	98.3%	1.7%	2,941
	OTHER	99.1%	0.9%	697
RESIDENTIAL LOCATION	URBAN	98.8%	1.2%	498
	SUBURBAN	97.8%	2.2%	1,747
	RURAL	98.4%	1.6%	1,895
DRIVING AREA	URBAN	98.3%	1.7%	1,217
	SUBURBAN	97.7%	2.3%	1,382
	RURAL	98.6%	1.4%	1,532
VEHICLE TYPE	AUTOMOBILE	98.2%	1.8%	2,100
	VAN/MINIVAN	98.6%	1.4%	440
	PICKUP TRUCK	97.9%	2.1%	531
	SUV	98.0%	2.0%	1,025
	OTHER	97.8%	2.2%	45

TABLE 6.50: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – LET OTHERS DRIVE WHEN DRINKING ALCOHOL - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		99.7%	0.3%	4,142
SURVEY	SURVEY 1	99.9%	0.1%	958
	SURVEY 2	99.4%	0.6%	1,064
	SURVEY 3	99.8%	0.2%	1,073
	SURVEY 4	99.7%	0.3%	1,047
OSP DISTRICT	DISTRICT 1	99.6%	0.4%	457
	DISTRICT 2	99.7%	0.3%	303
	DISTRICT 3	100.0%	0.0%	527
	DISTRICT 4	100.0%	0.0%	296
	DISTRICT 5	99.6%	0.4%	537
	DISTRICT 6	100.0%	0.0%	451
	DISTRICT 7	99.8%	0.2%	552
	DISTRICT 8	99.2%	0.8%	507
	DISTRICT 9	99.6%	0.4%	512
AGE	25 AND YOUNGER	100.0%	0.0%	102
	26 - 35 YEARS OLD	98.9%	1.1%	180
	36 - 45 YEARS OLD	99.8%	0.2%	430
	46 - 55 YEARS OLD	99.5%	0.5%	1,089
	56 - 65 YEARS OLD	99.8%	0.2%	1,489
	66 AND OLDER	99.9%	0.1%	842
SEX	MALE	99.4%	0.6%	1,591
	FEMALE	99.9%	0.1%	2,551
RACE	CAUCASIAN	99.7%	0.3%	3,763
	AFRICAN AMERICAN	99.6%	0.4%	247
	OTHER	100.0%	0.0%	113
MARITAL STATUS	SINGLE	99.6%	0.4%	495
	MARRIED	99.7%	0.3%	2,941
	OTHER	99.7%	0.3%	697
RESIDENTIAL LOCATION	URBAN	99.6%	0.4%	498
	SUBURBAN	99.5%	0.5%	1,747
	RURAL	99.9%	0.1%	1,895
DRIVING AREA	URBAN	99.7%	0.3%	1,217
	SUBURBAN	99.6%	0.4%	1,382
	RURAL	99.8%	0.2%	1,532
VEHICLE TYPE	AUTOMOBILE	99.6%	0.4%	2,100
	VAN/MINIVAN	100.0%	0.0%	440
	PICKUP TRUCK	99.6%	0.4%	531
	SUV	99.8%	0.2%	1,025
	OTHER	100.0%	0.0%	45

TABLE 6.51: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – USE 2ND MIRROR TO WATCH KIDS IN BACKSEAT - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		99.5%	0.5%	4,142
SURVEY	SURVEY 1	99.5%	0.5%	958
	SURVEY 2	99.4%	0.6%	1,064
	SURVEY 3	99.4%	0.6%	1,073
	SURVEY 4	99.6%	0.4%	1,047
OSP DISTRICT	DISTRICT 1	100.0%	0.0%	457
	DISTRICT 2	100.0%	0.0%	303
	DISTRICT 3	99.6%	0.4%	527
	DISTRICT 4	100.0%	0.0%	296
	DISTRICT 5	99.3%	0.7%	537
	DISTRICT 6	99.3%	0.7%	451
	DISTRICT 7	99.3%	0.7%	552
	DISTRICT 8	99.4%	0.6%	507
	DISTRICT 9	99.0%	1.0%	512
AGE	25 AND YOUNGER	100.0%	0.0%	102
	26 - 35 YEARS OLD	95.6%	4.4%	180
	36 - 45 YEARS OLD	98.8%	1.2%	430
	46 - 55 YEARS OLD	99.5%	0.5%	1,089
	56 - 65 YEARS OLD	99.9%	0.1%	1,489
	66 AND OLDER	99.9%	0.1%	842
SEX	MALE	99.9%	0.1%	1,591
	FEMALE	99.3%	0.7%	2,551
RACE	CAUCASIAN	99.4%	0.6%	3,763
	AFRICAN AMERICAN	100.0%	0.0%	247
	OTHER	100.0%	0.0%	113
MARITAL STATUS	SINGLE	99.8%	0.2%	495
	MARRIED	99.4%	0.6%	2,941
	OTHER	99.7%	0.3%	697
RESIDENTIAL LOCATION	URBAN	99.8%	0.2%	498
	SUBURBAN	99.4%	0.6%	1,747
	RURAL	99.5%	0.5%	1,895
DRIVING AREA	URBAN	99.7%	0.3%	1,217
	SUBURBAN	99.1%	0.9%	1,382
	RURAL	99.7%	0.3%	1,532
VEHICLE TYPE	AUTOMOBILE	99.7%	0.3%	2,100
	VAN/MINIVAN	98.4%	1.6%	440
	PICKUP TRUCK	99.8%	0.2%	531
	SUV	99.4%	0.6%	1,025
	OTHER	100.0%	0.0%	45

TABLE 6.52: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – STOP EATING WHILE DRIVING - 2015

		No	YES	TOTAL
ALL RESPONDENTS		96.5%	3.5%	4,142
SURVEY	SURVEY 1	97.0%	3.0%	958
	SURVEY 2	95.7%	4.3%	1,064
	SURVEY 3	96.6%	3.4%	1,073
	SURVEY 4	96.8%	3.2%	1,047
OSP DISTRICT	DISTRICT 1	95.8%	4.2%	457
	DISTRICT 2	94.1%	5.9%	303
	DISTRICT 3	97.5%	2.5%	527
	DISTRICT 4	98.0%	2.0%	296
	DISTRICT 5	96.8%	3.2%	537
	DISTRICT 6	95.3%	4.7%	451
	DISTRICT 7	96.9%	3.1%	552
	DISTRICT 8	97.0%	3.0%	507
	DISTRICT 9	96.1%	3.9%	512
AGE	25 AND YOUNGER	96.1%	3.9%	102
	26 - 35 YEARS OLD	96.7%	3.3%	180
	36 - 45 YEARS OLD	95.8%	4.2%	430
	46 - 55 YEARS OLD	96.1%	3.9%	1,089
	56 - 65 YEARS OLD	96.4%	3.6%	1,489
	66 AND OLDER	97.5%	2.5%	842
SEX	MALE	97.0%	3.0%	1,591
	FEMALE	96.2%	3.8%	2,551
RACE	CAUCASIAN	96.5%	3.5%	3,763
	AFRICAN AMERICAN	96.4%	3.6%	247
	OTHER	96.5%	3.5%	113
MARITAL STATUS	SINGLE	96.6%	3.4%	495
	MARRIED	96.3%	3.7%	2,941
	OTHER	97.0%	3.0%	697
RESIDENTIAL LOCATION	URBAN	97.6%	2.4%	498
	SUBURBAN	96.5%	3.5%	1,747
	RURAL	96.2%	3.8%	1,895
DRIVING AREA	URBAN	96.9%	3.1%	1,217
	SUBURBAN	96.3%	3.7%	1,382
	RURAL	96.3%	3.7%	1,532
VEHICLE TYPE	AUTOMOBILE	95.8%	4.2%	2,100
	VAN/MINIVAN	95.0%	5.0%	440
	PICKUP TRUCK	98.7%	1.3%	531
	SUV	97.2%	2.8%	1,025
	OTHER	100.0%	0.0%	45

TABLE 6.53: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – ADJUSTING THE RADIO - 2015

		No	YES	TOTAL
ALL RESPONDENTS		97.1%	2.9%	4,142
SURVEY	SURVEY 1	96.7%	3.3%	958
	SURVEY 2	97.4%	2.6%	1,064
	SURVEY 3	97.6%	2.4%	1,073
	SURVEY 4	96.8%	3.2%	1,047
OSP DISTRICT	DISTRICT 1	96.9%	3.1%	457
	DISTRICT 2	97.0%	3.0%	303
	DISTRICT 3	97.9%	2.1%	527
	DISTRICT 4	99.0%	1.0%	296
	DISTRICT 5	96.8%	3.2%	537
	DISTRICT 6	96.9%	3.1%	451
	DISTRICT 7	96.4%	3.6%	552
	DISTRICT 8	96.8%	3.2%	507
	DISTRICT 9	96.9%	3.1%	512
AGE	25 AND YOUNGER	91.2%	8.8%	102
	26 - 35 YEARS OLD	94.4%	5.6%	180
	36 - 45 YEARS OLD	97.4%	2.6%	430
	46 - 55 YEARS OLD	96.8%	3.2%	1,089
	56 - 65 YEARS OLD	97.7%	2.3%	1,489
	66 AND OLDER	97.5%	2.5%	842
SEX	MALE	97.4%	2.6%	1,591
	FEMALE	96.9%	3.1%	2,551
RACE	CAUCASIAN	97.1%	2.9%	3,763
	AFRICAN AMERICAN	96.8%	3.2%	247
	OTHER	98.2%	1.8%	113
MARITAL STATUS	SINGLE	95.6%	4.4%	495
	MARRIED	97.4%	2.6%	2,941
	OTHER	97.0%	3.0%	697
RESIDENTIAL LOCATION	URBAN	97.4%	2.6%	498
	SUBURBAN	96.9%	3.1%	1,747
	RURAL	97.3%	2.7%	1,895
DRIVING AREA	URBAN	97.0%	3.0%	1,217
	SUBURBAN	97.2%	2.8%	1,382
	RURAL	97.1%	2.9%	1,532
VEHICLE TYPE	AUTOMOBILE	96.6%	3.4%	2,100
	VAN/MINIVAN	96.6%	3.4%	440
	PICKUP TRUCK	98.3%	1.7%	531
	SUV	97.7%	2.3%	1,025
	OTHER	100.0%	0.0%	45

TABLE 6.54: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – NONE - 2015

		No	YES	TOTAL
ALL RESPONDENTS		51.5%	48.5%	4,142
SURVEY	SURVEY 1	47.8%	52.2%	958
	SURVEY 2	53.3%	46.7%	1,064
	SURVEY 3	51.8%	48.2%	1,073
	SURVEY 4	52.9%	47.1%	1,047
OSP DISTRICT	DISTRICT 1	51.0%	49.0%	457
	DISTRICT 2	51.5%	48.5%	303
	DISTRICT 3	52.9%	47.1%	527
	DISTRICT 4	48.0%	52.0%	296
	DISTRICT 5	55.7%	44.3%	537
	DISTRICT 6	55.7%	44.3%	451
	DISTRICT 7	49.8%	50.2%	552
	DISTRICT 8	53.5%	46.5%	507
	DISTRICT 9	44.7%	55.3%	512
AGE	25 AND YOUNGER	73.5%	26.5%	102
	26 - 35 YEARS OLD	63.9%	36.1%	180
	36 - 45 YEARS OLD	66.7%	33.3%	430
	46 - 55 YEARS OLD	55.0%	45.0%	1,089
	56 - 65 YEARS OLD	48.5%	51.5%	1,489
	66 AND OLDER	39.4%	60.6%	842
SEX	MALE	46.6%	53.4%	1,591
	FEMALE	54.6%	45.4%	2,551
RACE	CAUCASIAN	51.9%	48.1%	3,763
	AFRICAN AMERICAN	50.2%	49.8%	247
	OTHER	40.7%	59.3%	113
MARITAL STATUS	SINGLE	52.9%	47.1%	495
	MARRIED	53.0%	47.0%	2,941
	OTHER	44.0%	56.0%	697
RESIDENTIAL LOCATION	URBAN	52.4%	47.6%	498
	SUBURBAN	55.1%	44.9%	1,747
	RURAL	48.1%	51.9%	1,895
DRIVING AREA	URBAN	51.0%	49.0%	1,217
	SUBURBAN	54.3%	45.7%	1,382
	RURAL	49.5%	50.5%	1,532
VEHICLE TYPE	AUTOMOBILE	50.2%	49.8%	2,100
	VAN/MINIVAN	55.7%	44.3%	440
	PICKUP TRUCK	45.6%	54.4%	531
	SUV	56.4%	43.6%	1,025
	OTHER	33.3%	66.7%	45

TABLE 6.55: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – NOT SURE

		NO	YES	TOTAL
ALL RESPONDENTS		98.8%	1.2%	4,142
SURVEY	SURVEY 1	97.9%	2.1%	958
	SURVEY 2	99.8%	0.2%	1,064
	SURVEY 3	99.2%	0.8%	1,073
	SURVEY 4	98.2%	1.8%	1,047
OSP DISTRICT	DISTRICT 1	98.7%	1.3%	457
	DISTRICT 2	99.0%	1.0%	303
	DISTRICT 3	98.9%	1.1%	527
	DISTRICT 4	99.0%	1.0%	296
	DISTRICT 5	98.3%	1.7%	537
	DISTRICT 6	98.2%	1.8%	451
	DISTRICT 7	98.7%	1.3%	552
	DISTRICT 8	99.0%	1.0%	507
	DISTRICT 9	99.4%	0.6%	512
AGE	25 AND YOUNGER	97.1%	2.9%	102
	26 - 35 YEARS OLD	99.4%	0.6%	180
	36 - 45 YEARS OLD	99.1%	0.9%	430
	46 - 55 YEARS OLD	99.0%	1.0%	1,089
	56 - 65 YEARS OLD	98.8%	1.2%	1,489
	66 AND OLDER	98.6%	1.4%	842
SEX	MALE	99.2%	0.8%	1,591
	FEMALE	98.5%	1.5%	2,551
RACE	CAUCASIAN	98.7%	1.3%	3,763
	AFRICAN AMERICAN	100.0%	0.0%	247
	OTHER	100.0%	0.0%	113
MARITAL STATUS	SINGLE	99.6%	0.4%	495
	MARRIED	98.7%	1.3%	2,941
	OTHER	98.7%	1.3%	697
RESIDENTIAL LOCATION	URBAN	98.8%	1.2%	498
	SUBURBAN	99.2%	0.8%	1,747
	RURAL	98.4%	1.6%	1,895
DRIVING AREA	URBAN	99.3%	0.7%	1,217
	SUBURBAN	98.8%	1.2%	1,382
	RURAL	98.4%	1.6%	1,532
VEHICLE TYPE	AUTOMOBILE	98.9%	1.1%	2,100
	VAN/MINIVAN	98.2%	1.8%	440
	PICKUP TRUCK	99.1%	0.9%	531
	SUV	98.7%	1.3%	1,025
	OTHER	100.0%	0.0%	45

RESULTS - PART VII: MOTORCYCLE SAFETY

During the 2nd survey of the 2015 evaluation questions were added addressing motorcycle safety. A total of 341 respondents indicated that they have now or have previously held a motorcycle endorsement (Table 7.1). An additional 49 respondents claim that while they themselves do not have a motorcycle endorsement, they ride as a passenger with a household member who does. The following results are based on those 390 riders. Future evaluations will include these questions as well.

TABLE 7.1: RESPONDENT HAS/HAD A MOTORCYCLE ENDORSEMENT OR DOES NOT HAVE ENDORSEMENT, BUT RIDES AS A PASSENGER WITH OTHER HOUSEHOLD MEMBER - 2015

		HAS/HAD ENDORSEMENT	NO ENDORSEMENT/RIDES AS PASSENGER WITH HOUSEHOLD MEMBER	TOTAL
ALL RESPONDENTS		87.4%	12.6%	390
	SURVEY 2	86.7%	13.3%	143
	SURVEY 3	90.7%	9.3%	107
	SURVEY 4	85.7%	14.3%	140
OSP DISTRICT	DISTRICT 1	82.9%	17.1%	41
	DISTRICT 2	93.9%	6.1%	33
	DISTRICT 3	85.7%	14.3%	42
	DISTRICT 4	88.6%	11.4%	35
	DISTRICT 5	91.7%	8.3%	48
	DISTRICT 6	82.9%	17.1%	35
	DISTRICT 7	87.7%	12.3%	57
	DISTRICT 8	82.9%	17.1%	35
	DISTRICT 9	89.1%	10.9%	64
AGE	25 AND YOUNGER	80.0%	20.0%	5
	26 - 35 YEARS OLD	90.9%	9.1%	11
	36 - 45 YEARS OLD	67.9%	32.1%	28
	46 - 55 YEARS OLD	86.4%	13.6%	103
	56 - 65 YEARS OLD	87.4%	12.6%	182
	66 AND OLDER	98.3%	1.7%	60
SEX	MALE	99.7%	0.3%	293
	FEMALE	50.5%	49.5%	97
RACE	CAUCASIAN	87.1%	12.9%	372
	AFRICAN AMERICAN	100.0%	0.0%	8
	OTHER	87.5%	12.5%	8
MARITAL STATUS	SINGLE	97.6%	2.4%	41
	MARRIED	84.7%	15.3%	300
	OTHER	95.8%	4.2%	48
RESIDENTIAL LOCATION	URBAN	86.5%	13.5%	37
	SUBURBAN	89.9%	10.1%	138
	RURAL	86.0%	14.0%	215
DRIVING AREA	URBAN	90.5%	9.5%	116
	SUBURBAN	87.4%	12.6%	103
	RURAL	85.4%	14.6%	171
VEHICLE TYPE	AUTOMOBILE	89.5%	10.5%	143
	VAN/MINIVAN	90.6%	9.4%	32
	PICKUP TRUCK	96.4%	3.6%	110
	SUV	69.0%	31.0%	87
	OTHER	100.0%	0.0%	17

More than half (53.2%) of respondents said “no” when asked if they have completed a motorcycle training course (Figure 33 and Table 7.2). Those who had not taken a motorcycle training course were then asked why they had not taken the course. The most frequently mentioned response when asked why they haven’t taken such a course was that the course was not available when they received their endorsement (Figure 33). Additionally, survey participants claimed that they did not need the training, and they only ride as a passenger. Tables 7.2 through 7.11 show cross-tabulated results by survey, OSP District, age, sex, race, marital status, resident location, driving area, and vehicle type.

FIGURE 33: MOTORCYCLE TRAINING COURSE - 2015

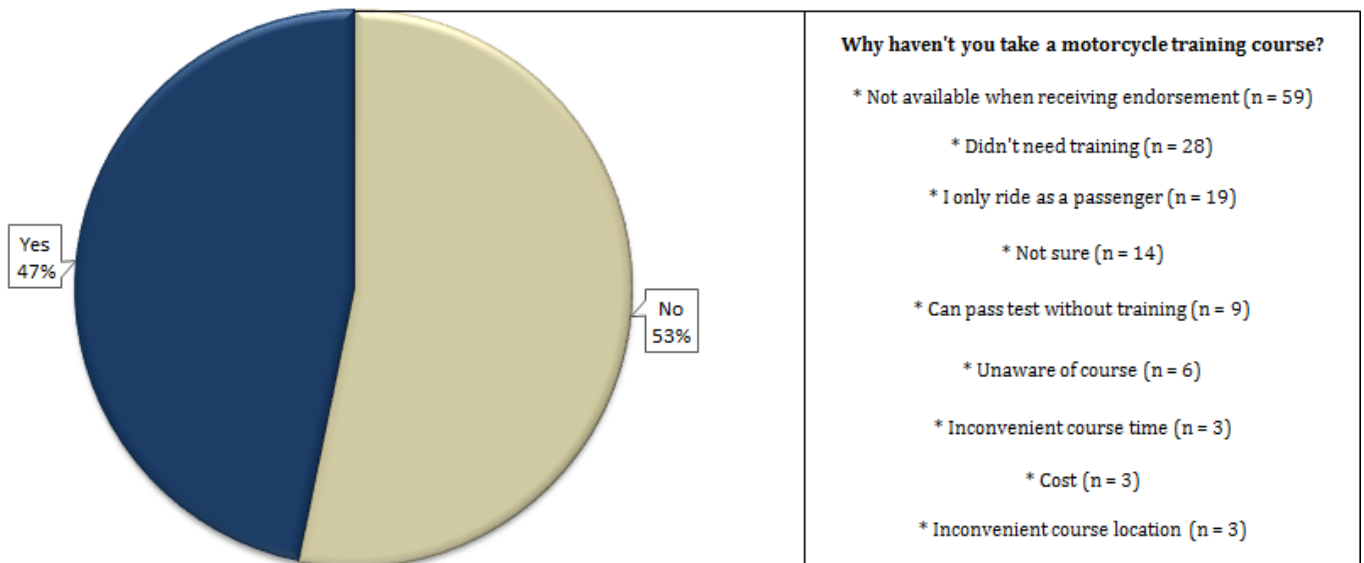


TABLE 7.2: COMPLETED A MOTORCYCLE TRAINING COURSE - 2015

		No	Yes	TOTAL
ALL RESPONDENTS		53.2%	46.8%	387
OSP DISTRICT	SURVEY 2	59.2%	40.8%	142
	SURVEY 3	48.6%	51.4%	107
	SURVEY 4	50.7%	49.3%	138
	DISTRICT 1	63.4%	36.6%	41
	DISTRICT 2	42.4%	57.6%	33
	DISTRICT 3	54.8%	45.2%	42
	DISTRICT 4	52.9%	47.1%	34
	DISTRICT 5	55.3%	44.7%	47
	DISTRICT 6	50.0%	50.0%	34
AGE	DISTRICT 7	43.9%	56.1%	57
	DISTRICT 8	42.9%	57.1%	35
	DISTRICT 9	65.6%	34.4%	64
	25 AND YOUNGER	60.0%	40.0%	5
	26 - 35 YEARS OLD	45.5%	54.5%	11
	36 - 45 YEARS OLD	60.7%	39.3%	28
SEX	46 - 55 YEARS OLD	48.0%	52.0%	102
	56 - 65 YEARS OLD	54.7%	45.3%	181
	66 AND OLDER	55.0%	45.0%	60
RACE	MALE	53.6%	46.4%	291
	FEMALE	52.1%	47.9%	96
	CAUCASIAN	54.2%	45.8%	369
MARITAL STATUS	AFRICAN AMERICAN	25.0%	75.0%	8
	OTHER	50.0%	50.0%	8
	SINGLE	47.5%	52.5%	40
RESIDENTIAL LOCATION	MARRIED	51.7%	48.3%	298
	OTHER	66.7%	33.3%	48
	URBAN	43.2%	56.8%	37
DRIVING AREA	SUBURBAN	50.4%	49.6%	137
	RURAL	56.8%	43.2%	213
	URBAN	53.9%	46.1%	115
VEHICLE TYPE	SUBURBAN	51.0%	49.0%	102
	RURAL	54.1%	45.9%	170
	AUTOMOBILE	51.0%	49.0%	143
	VAN/MINIVAN	40.6%	59.4%	32
	PICKUP TRUCK	56.5%	43.5%	108
	SUV	56.3%	43.7%	87
	OTHER	56.2%	43.8%	16

TABLE 7.3: REASON FOR NOT TAKING MOTORCYCLE TRAINING CLASS – COURSES WERE NOT AVAILABLE WHEN RECEIVING ENDORSEMENT - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		69.3%	30.7%	192
	SURVEY 2	72.2%	27.8%	79
	SURVEY 3	62.5%	37.5%	48
	SURVEY 4	70.8%	29.2%	65
OSP DISTRICT	DISTRICT 1	72.7%	27.3%	22
	DISTRICT 2	46.2%	53.8%	13
	DISTRICT 3	81.8%	18.2%	22
	DISTRICT 4	68.4%	31.6%	19
	DISTRICT 5	70.8%	29.2%	24
	DISTRICT 6	82.4%	17.6%	17
	DISTRICT 7	78.3%	21.7%	23
	DISTRICT 8	64.3%	35.7%	14
	DISTRICT 9	57.9%	42.1%	38
AGE	25 AND YOUNGER	50.0%	50.0%	2
	26 - 35 YEARS OLD	100.0%	0.0%	5
	36 - 45 YEARS OLD	76.5%	23.5%	17
	46 - 55 YEARS OLD	76.7%	23.3%	43
	56 - 65 YEARS OLD	66.7%	33.3%	96
	66 AND OLDER	57.1%	42.9%	28
SEX	MALE	61.6%	38.4%	146
	FEMALE	93.5%	6.5%	46
RACE	CAUCASIAN	69.0%	31.0%	187
	AFRICAN AMERICAN	100.0%	0.0%	1
	OTHER	75.0%	25.0%	4
MARITAL STATUS	SINGLE	68.8%	31.2%	16
	MARRIED	72.3%	27.7%	148
	OTHER	51.9%	48.1%	27
RESIDENTIAL LOCATION	URBAN	80.0%	20.0%	15
	SUBURBAN	70.0%	30.0%	60
	RURAL	67.5%	32.5%	117
DRIVING AREA	URBAN	75.0%	25.0%	56
	SUBURBAN	68.8%	31.2%	48
	RURAL	65.9%	34.1%	88
VEHICLE TYPE	AUTOMOBILE	64.6%	35.4%	65
	VAN/MINIVAN	66.7%	33.3%	12
	PICKUP TRUCK	65.5%	34.5%	58
	SUV	78.3%	21.7%	46
	OTHER	80.0%	20.0%	10

TABLE 7.4: REASON FOR NOT TAKING MOTORCYCLE TRAINING CLASS – DIDN'T NEED TRAINING – 2015

		No	YES	TOTAL
ALL RESPONDENTS		85.4%	14.6%	192
	SURVEY 2	86.1%	13.9%	79
	SURVEY 3	83.3%	16.7%	48
	SURVEY 4	86.2%	13.8%	65
OSP DISTRICT	DISTRICT 1	95.5%	4.5%	22
	DISTRICT 2	92.3%	7.7%	13
	DISTRICT 3	81.8%	18.2%	22
	DISTRICT 4	94.7%	5.3%	19
	DISTRICT 5	75.0%	25.0%	24
	DISTRICT 6	82.4%	17.6%	17
	DISTRICT 7	78.3%	21.7%	23
	DISTRICT 8	71.4%	28.6%	14
	DISTRICT 9	92.1%	7.9%	38
AGE	25 AND YOUNGER	100.0%	0.0%	2
	26 - 35 YEARS OLD	80.0%	20.0%	5
	36 - 45 YEARS OLD	76.5%	23.5%	17
	46 - 55 YEARS OLD	86.0%	14.0%	43
	56 - 65 YEARS OLD	87.5%	12.5%	96
	66 AND OLDER	82.1%	17.9%	28
SEX	MALE	82.9%	17.1%	146
	FEMALE	93.5%	6.5%	46
RACE	CAUCASIAN	85.0%	15.0%	187
	AFRICAN AMERICAN	100.0%	0.0%	1
	OTHER	100.0%	0.0%	4
MARITAL STATUS	SINGLE	93.8%	6.2%	16
	MARRIED	84.5%	15.5%	148
	OTHER	85.2%	14.8%	27
RESIDENTIAL LOCATION	URBAN	80.0%	20.0%	15
	SUBURBAN	81.7%	18.3%	60
	RURAL	88.0%	12.0%	117
DRIVING AREA	URBAN	76.8%	23.2%	56
	SUBURBAN	83.3%	16.7%	48
	RURAL	92.0%	8.0%	88
VEHICLE TYPE	AUTOMOBILE	83.1%	16.9%	65
	VAN/MINIVAN	75.0%	25.0%	12
	PICKUP TRUCK	89.7%	10.3%	58
	SUV	87.0%	13.0%	46
	OTHER	80.0%	20.0%	10

TABLE 7.5: REASON FOR NOT TAKING MOTORCYCLE TRAINING CLASS – I AM A PASSENGER - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		90.1%	9.9%	192
	SURVEY 2	91.1%	8.9%	79
	SURVEY 3	91.7%	8.3%	48
	SURVEY 4	87.7%	12.3%	65
OSP DISTRICT	DISTRICT 1	81.8%	18.2%	22
	DISTRICT 2	100.0%	0.0%	13
	DISTRICT 3	81.8%	18.2%	22
	DISTRICT 4	94.7%	5.3%	19
	DISTRICT 5	87.5%	12.5%	24
	DISTRICT 6	82.4%	17.6%	17
	DISTRICT 7	91.3%	8.7%	23
	DISTRICT 8	100.0%	0.0%	14
	DISTRICT 9	94.7%	5.3%	38
AGE	25 AND YOUNGER	50.0%	50.0%	2
	26 - 35 YEARS OLD	100.0%	0.0%	5
	36 - 45 YEARS OLD	88.2%	11.8%	17
	46 - 55 YEARS OLD	81.4%	18.6%	43
	56 - 65 YEARS OLD	91.7%	8.3%	96
	66 AND OLDER	100.0%	0.0%	28
SEX	MALE	99.3%	0.7%	146
	FEMALE	60.9%	39.1%	46
RACE	CAUCASIAN	90.4%	9.6%	187
	AFRICAN AMERICAN	100.0%	0.0%	1
	OTHER	75.0%	25.0%	4
MARITAL STATUS	SINGLE	93.8%	6.2%	16
	MARRIED	89.2%	10.8%	148
	OTHER	92.6%	7.4%	27
RESIDENTIAL LOCATION	URBAN	86.7%	13.3%	15
	SUBURBAN	90.0%	10.0%	60
	RURAL	90.6%	9.4%	117
DRIVING AREA	URBAN	94.6%	5.4%	56
	SUBURBAN	89.6%	10.4%	48
	RURAL	87.5%	12.5%	88
VEHICLE TYPE	AUTOMOBILE	86.2%	13.8%	65
	VAN/MINIVAN	100.0%	0.0%	12
	PICKUP TRUCK	98.3%	1.7%	58
	SUV	80.4%	19.6%	46
	OTHER	100.0%	0.0%	10

TABLE 7.6: REASON FOR NOT TAKING MOTORCYCLE TRAINING CLASS – NOT SURE - 2015

		No	Yes	TOTAL
ALL RESPONDENTS		92.7%	7.3%	192
OSP DISTRICT	SURVEY 2	92.4%	7.6%	79
	SURVEY 3	93.8%	6.2%	48
	SURVEY 4	92.3%	7.7%	65
	DISTRICT 1	90.9%	9.1%	22
	DISTRICT 2	100.0%	0.0%	13
	DISTRICT 3	95.5%	4.5%	22
	DISTRICT 4	89.5%	10.5%	19
	DISTRICT 5	83.3%	16.7%	24
	DISTRICT 6	88.2%	11.8%	17
	DISTRICT 7	91.3%	8.7%	23
AGE	DISTRICT 8	100.0%	0.0%	14
	DISTRICT 9	97.4%	2.6%	38
	25 AND YOUNGER	100.0%	0.0%	2
	26 - 35 YEARS OLD	100.0%	0.0%	5
	36 - 45 YEARS OLD	82.4%	17.6%	17
	46 - 55 YEARS OLD	90.7%	9.3%	43
SEX	56 - 65 YEARS OLD	95.8%	4.2%	96
	66 AND OLDER	92.9%	7.1%	28
RACE	MALE	93.2%	6.8%	146
	FEMALE	91.3%	8.7%	46
	CAUCASIAN	92.5%	7.5%	187
MARITAL STATUS	AFRICAN AMERICAN	100.0%	0.0%	1
	OTHER	100.0%	0.0%	4
RESIDENTIAL LOCATION	SINGLE	93.8%	6.2%	16
	MARRIED	91.9%	8.1%	148
	OTHER	96.3%	3.7%	27
DRIVING AREA	URBAN	100.0%	0.0%	15
	SUBURBAN	95.0%	5.0%	60
	RURAL	90.6%	9.4%	117
VEHICLE TYPE	URBAN	92.9%	7.1%	56
	SUBURBAN	93.8%	6.2%	48
	RURAL	92.0%	8.0%	88
	AUTOMOBILE	95.4%	4.6%	65
	VAN/MINIVAN	91.7%	8.3%	12
	PICKUP TRUCK	94.8%	5.2%	58
	SUV	89.1%	10.9%	46
	OTHER	80.0%	20.0%	10

TABLE 7.7: REASON FOR NOT TAKING MOTORCYCLE TRAINING CLASS – COULD PASS THE BMV/STATE LICENSE TEST WITHOUT TRAINING - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		95.3%	4.7%	192
	SURVEY 2	94.9%	5.1%	79
	SURVEY 3	97.9%	2.1%	48
	SURVEY 4	93.8%	6.2%	65
OSP DISTRICT	DISTRICT 1	100.0%	0.0%	22
	DISTRICT 2	100.0%	0.0%	13
	DISTRICT 3	90.9%	9.1%	22
	DISTRICT 4	89.5%	10.5%	19
	DISTRICT 5	95.8%	4.2%	24
	DISTRICT 6	94.1%	5.9%	17
	DISTRICT 7	95.7%	4.3%	23
	DISTRICT 8	100.0%	0.0%	14
	DISTRICT 9	94.7%	5.3%	38
AGE	25 AND YOUNGER	100.0%	0.0%	2
	26 - 35 YEARS OLD	100.0%	0.0%	5
	36 - 45 YEARS OLD	94.1%	5.9%	17
	46 - 55 YEARS OLD	95.3%	4.7%	43
	56 - 65 YEARS OLD	95.8%	4.2%	96
	66 AND OLDER	92.9%	7.1%	28
SEX	MALE	93.8%	6.2%	146
	FEMALE	100.0%	0.0%	46
RACE	CAUCASIAN	95.7%	4.3%	187
	AFRICAN AMERICAN	100.0%	0.0%	1
	OTHER	75.0%	25.0%	4
MARITAL STATUS	SINGLE	87.5%	12.5%	16
	MARRIED	95.9%	4.1%	148
	OTHER	96.3%	3.7%	27
RESIDENTIAL LOCATION	URBAN	80.0%	20.0%	15
	SUBURBAN	96.7%	3.3%	60
	RURAL	96.6%	3.4%	117
DRIVING AREA	URBAN	92.9%	7.1%	56
	SUBURBAN	95.8%	4.2%	48
	RURAL	96.6%	3.4%	88
VEHICLE TYPE	AUTOMOBILE	93.8%	6.2%	65
	VAN/MINIVAN	100.0%	0.0%	12
	PICKUP TRUCK	94.8%	5.2%	58
	SUV	95.7%	4.3%	46
	OTHER	100.0%	0.0%	10

TABLE 7.8: REASON FOR NOT TAKING MOTORCYCLE TRAINING CLASS – UNAWARE OF COURSE - 2015

		NO	YES	TOTAL
ALL RESPONDENTS		96.9%	3.1%	192
	SURVEY 2	93.7%	6.3%	79
	SURVEY 3	100.0%	0.0%	48
	SURVEY 4	98.5%	1.5%	65
OSP DISTRICT	DISTRICT 1	100.0%	0.0%	22
	DISTRICT 2	100.0%	0.0%	13
	DISTRICT 3	100.0%	0.0%	22
	DISTRICT 4	94.7%	5.3%	19
	DISTRICT 5	95.8%	4.2%	24
	DISTRICT 6	94.1%	5.9%	17
	DISTRICT 7	87.0%	13.0%	23
	DISTRICT 8	100.0%	0.0%	14
	DISTRICT 9	100.0%	0.0%	38
AGE	25 AND YOUNGER	100.0%	0.0%	2
	26 - 35 YEARS OLD	100.0%	0.0%	5
	36 - 45 YEARS OLD	100.0%	0.0%	17
	46 - 55 YEARS OLD	97.7%	2.3%	43
	56 - 65 YEARS OLD	96.9%	3.1%	96
	66 AND OLDER	92.9%	7.1%	28
SEX	MALE	96.6%	3.4%	146
	FEMALE	97.8%	2.2%	46
RACE	CAUCASIAN	97.3%	2.7%	187
	AFRICAN AMERICAN	0.0%	100.0%	1
	OTHER	100.0%	0.0%	4
MARITAL STATUS	SINGLE	93.8%	6.2%	16
	MARRIED	98.0%	2.0%	148
	OTHER	92.6%	7.4%	27
RESIDENTIAL LOCATION	URBAN	100.0%	0.0%	15
	SUBURBAN	96.7%	3.3%	60
	RURAL	96.6%	3.4%	117
DRIVING AREA	URBAN	96.4%	3.6%	56
	SUBURBAN	97.9%	2.1%	48
	RURAL	96.6%	3.4%	88
VEHICLE TYPE	AUTOMOBILE	96.9%	3.1%	65
	VAN/MINIVAN	83.3%	16.7%	12
	PICKUP TRUCK	98.3%	1.7%	58
	SUV	97.8%	2.2%	46
	OTHER	100.0%	0.0%	10

TABLE 7.9: REASON FOR NOT TAKING MOTORCYCLE TRAINING CLASS – INCONVENIENT COURSE TIME - 2015

		No	Yes	TOTAL
ALL RESPONDENTS		98.4%	1.6%	192
OSP DISTRICT	SURVEY 2	98.7%	1.3%	79
	SURVEY 3	97.9%	2.1%	48
	SURVEY 4	98.5%	1.5%	65
	DISTRICT 1	95.5%	4.5%	22
	DISTRICT 2	100.0%	0.0%	13
	DISTRICT 3	100.0%	0.0%	22
	DISTRICT 4	100.0%	0.0%	19
	DISTRICT 5	100.0%	0.0%	24
	DISTRICT 6	94.1%	5.9%	17
AGE	DISTRICT 7	100.0%	0.0%	23
	DISTRICT 8	100.0%	0.0%	14
	DISTRICT 9	97.4%	2.6%	38
	25 AND YOUNGER	100.0%	0.0%	2
	26 - 35 YEARS OLD	100.0%	0.0%	5
	36 - 45 YEARS OLD	100.0%	0.0%	17
SEX	46 - 55 YEARS OLD	100.0%	0.0%	43
	56 - 65 YEARS OLD	96.9%	3.1%	96
	66 AND OLDER	100.0%	0.0%	28
RACE	MALE	97.9%	2.1%	146
	FEMALE	100.0%	0.0%	46
	CAUCASIAN	98.4%	1.6%	187
MARITAL STATUS	AFRICAN AMERICAN	100.0%	0.0%	1
	OTHER	100.0%	0.0%	4
	SINGLE	100.0%	0.0%	16
RESIDENTIAL LOCATION	MARRIED	98.0%	2.0%	148
	OTHER	100.0%	0.0%	27
	URBAN	93.3%	6.7%	15
DRIVING AREA	SUBURBAN	98.3%	1.7%	60
	RURAL	99.1%	0.9%	117
	URBAN	96.4%	3.6%	56
VEHICLE TYPE	SUBURBAN	100.0%	0.0%	48
	RURAL	98.9%	1.1%	88
	AUTOMOBILE	100.0%	0.0%	65
	VAN/MINIVAN	100.0%	0.0%	12
	PICKUP TRUCK	98.3%	1.7%	58
	SUV	95.7%	4.3%	46
	OTHER	100.0%	0.0%	10

TABLE 7.10: REASON FOR NOT TAKING MOTORCYCLE TRAINING CLASS - COST - 2015

		No	Yes	TOTAL
ALL RESPONDENTS		98.4%	1.6%	192
OSP DISTRICT	SURVEY 2	96.2%	3.8%	79
	SURVEY 3	100.0%	0.0%	48
	SURVEY 4	100.0%	0.0%	65
	DISTRICT 1	100.0%	0.0%	22
	DISTRICT 2	100.0%	0.0%	13
	DISTRICT 3	100.0%	0.0%	22
	DISTRICT 4	100.0%	0.0%	19
	DISTRICT 5	100.0%	0.0%	24
	DISTRICT 6	94.1%	5.9%	17
	DISTRICT 7	100.0%	0.0%	23
AGE	DISTRICT 8	85.7%	14.3%	14
	DISTRICT 9	100.0%	0.0%	38
	25 AND YOUNGER	100.0%	0.0%	2
	26 - 35 YEARS OLD	100.0%	0.0%	5
	36 - 45 YEARS OLD	100.0%	0.0%	17
	46 - 55 YEARS OLD	100.0%	0.0%	43
SEX	56 - 65 YEARS OLD	96.9%	3.1%	96
	66 AND OLDER	100.0%	0.0%	28
RACE	MALE	97.9%	2.1%	146
	FEMALE	100.0%	0.0%	46
	CAUCASIAN	98.4%	1.6%	187
MARITAL STATUS	AFRICAN AMERICAN	100.0%	0.0%	1
	OTHER	100.0%	0.0%	4
RESIDENTIAL LOCATION	SINGLE	100.0%	0.0%	16
	MARRIED	98.6%	1.4%	148
	OTHER	96.3%	3.7%	27
DRIVING AREA	URBAN	93.3%	6.7%	15
	SUBURBAN	96.7%	3.3%	60
	RURAL	100.0%	0.0%	117
VEHICLE TYPE	URBAN	94.6%	5.4%	56
	SUBURBAN	100.0%	0.0%	48
	RURAL	100.0%	0.0%	88
	AUTOMOBILE	98.5%	1.5%	65
	VAN/MINIVAN	91.7%	8.3%	12
	PICKUP TRUCK	100.0%	0.0%	58
	SUV	97.8%	2.2%	46
	OTHER	100.0%	0.0%	10

TABLE 7.11: REASON FOR NOT TAKING MOTORCYCLE TRAINING CLASS – INCONVENIENT COURSE LOCATION - 2015

		No	Yes	TOTAL
ALL RESPONDENTS		98.4%	1.6%	192
OSP DISTRICT	SURVEY 2	98.7%	1.3%	79
	SURVEY 3	97.9%	2.1%	48
	SURVEY 4	98.5%	1.5%	65
	DISTRICT 1	90.9%	9.1%	22
	DISTRICT 2	100.0%	0.0%	13
	DISTRICT 3	100.0%	0.0%	22
	DISTRICT 4	94.7%	5.3%	19
	DISTRICT 5	100.0%	0.0%	24
	DISTRICT 6	100.0%	0.0%	17
AGE	DISTRICT 7	100.0%	0.0%	23
	DISTRICT 8	100.0%	0.0%	14
	DISTRICT 9	100.0%	0.0%	38
	25 AND YOUNGER	100.0%	0.0%	2
	26 - 35 YEARS OLD	100.0%	0.0%	5
	36 - 45 YEARS OLD	100.0%	0.0%	17
	46 - 55 YEARS OLD	100.0%	0.0%	43
SEX	56 - 65 YEARS OLD	97.9%	2.1%	96
	66 AND OLDER	96.4%	3.6%	28
RACE	MALE	99.3%	0.7%	146
	FEMALE	95.7%	4.3%	46
	CAUCASIAN	98.9%	1.1%	187
MARITAL STATUS	AFRICAN AMERICAN	100.0%	0.0%	1
	OTHER	75.0%	25.0%	4
RESIDENTIAL LOCATION	SINGLE	93.8%	6.2%	16
	MARRIED	98.6%	1.4%	148
	OTHER	100.0%	0.0%	27
DRIVING AREA	URBAN	93.3%	6.7%	15
	SUBURBAN	96.7%	3.3%	60
	RURAL	100.0%	0.0%	117
VEHICLE TYPE	URBAN	96.4%	3.6%	56
	SUBURBAN	97.9%	2.1%	48
	RURAL	100.0%	0.0%	88
	AUTOMOBILE	98.5%	1.5%	65
	VAN/MINIVAN	100.0%	0.0%	12
	PICKUP TRUCK	98.3%	1.7%	58
	SUV	97.8%	2.2%	46
	OTHER	100.0%	0.0%	10

Figure 34 shows that less than half of respondents “strongly agree” that training is necessary **only** for beginning riders (33.5%), young riders (19.3%), and unskilled riders (26.8%). More than half (55.5%) feel that training is necessary for all riders. Few respondents believe that while training is a good idea, it should not be required and 25.7% said riders can learn skills without training. The majority of respondents said they have not lost control while cornering over the last 12 months (88.2%) nor have they had to brake in order to avoid rear-ending a vehicle (78.1%). Tables 7.12 through 7.19 show cross-tabulated results by survey, OSP District, age, sex, race, marital status, resident location, driving area, and vehicle type.

FIGURE 34: NECCESSITY OF TRAINING - 2015

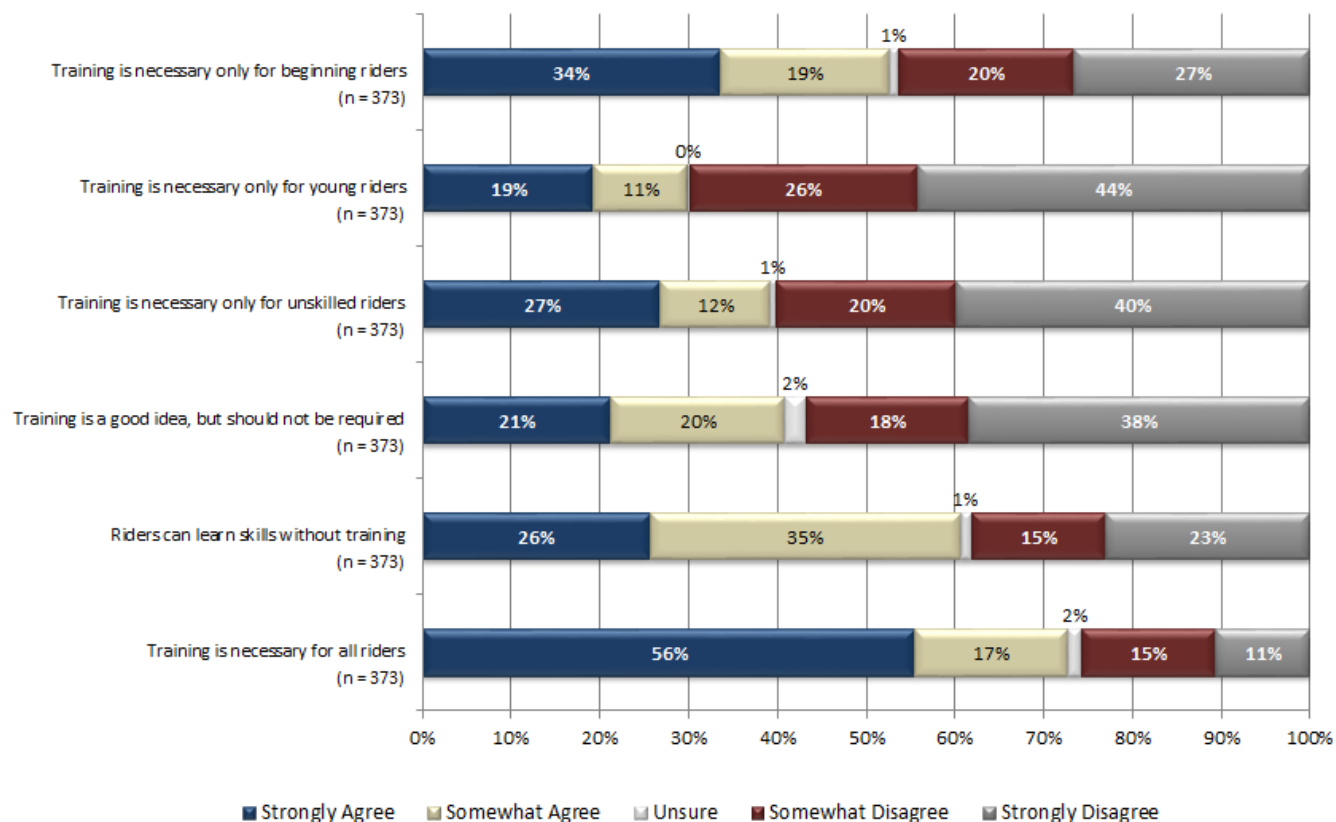


TABLE 7.12: TRAINING IS NECESSARY ONLY FOR BEGINNING RIDERS - 2015

		STRONGLY AGREE	SOMEWHAT AGREE	UNSURE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
ALL RESPONDENTS		33.5%	19.0%	1.1%	19.8%	26.5%	373	2.869
	SURVEY 2	35.0%	16.8%	2.2%	19.0%	27.0%	137	2.861
	SURVEY 3	29.1%	21.4%	1.0%	22.3%	26.2%	103	2.951
	SURVEY 4	35.3%	19.5%	0.0%	18.8%	26.3%	133	2.812
OSP DISTRICT	DISTRICT 1	18.9%	24.3%	0.0%	27.0%	29.7%	37	3.243
	DISTRICT 2	28.1%	12.5%	3.1%	21.9%	34.4%	32	3.219
	DISTRICT 3	39.0%	17.1%	0.0%	12.2%	31.7%	41	2.805
	DISTRICT 4	34.3%	17.1%	0.0%	20.0%	28.6%	35	2.914
	DISTRICT 5	44.4%	11.1%	4.4%	17.8%	22.2%	45	2.622
	DISTRICT 6	32.4%	14.7%	0.0%	23.5%	29.4%	34	3.029
	DISTRICT 7	30.9%	29.1%	0.0%	16.4%	23.6%	55	2.727
	DISTRICT 8	38.2%	26.5%	2.9%	14.7%	17.6%	34	2.471
	DISTRICT 9	33.3%	16.7%	0.0%	25.0%	25.0%	60	2.917
AGE	25 AND YOUNGER	25.0%	25.0%	0.0%	50.0%	0.0%	4	2.750
	26 - 35 YEARS OLD	0.0%	27.3%	0.0%	45.5%	27.3%	11	3.727
	36 - 45 YEARS OLD	35.7%	21.4%	0.0%	21.4%	21.4%	28	2.714
	46 - 55 YEARS OLD	31.2%	21.9%	1.0%	12.5%	33.3%	96	2.948
	56 - 65 YEARS OLD	36.0%	18.0%	1.1%	21.9%	23.0%	178	2.781
	66 AND OLDER	36.4%	14.5%	1.8%	18.2%	29.1%	55	2.891
SEX	MALE	36.7%	22.1%	1.1%	18.5%	21.7%	281	2.665
	FEMALE	23.9%	9.8%	1.1%	23.9%	41.3%	92	3.489
RACE	CAUCASIAN	34.6%	19.1%	0.8%	19.1%	26.4%	356	2.837
	AFRICAN AMERICAN	28.6%	0.0%	0.0%	42.9%	28.6%	7	3.429
	OTHER	0.0%	37.5%	12.5%	25.0%	25.0%	8	3.375
MARITAL STATUS	SINGLE	32.4%	29.7%	0.0%	13.5%	24.3%	37	2.676
	MARRIED	32.5%	17.8%	1.4%	20.2%	28.1%	292	2.935
	OTHER	41.9%	18.6%	0.0%	20.9%	18.6%	43	2.558
RESIDENTIAL LOCATION	URBAN	36.1%	13.9%	0.0%	19.4%	30.6%	36	2.944
	SUBURBAN	36.7%	18.8%	0.8%	21.1%	22.7%	128	2.742
	RURAL	31.1%	20.1%	1.4%	19.1%	28.2%	209	2.933
DRIVING AREA	URBAN	38.5%	13.8%	0.9%	20.2%	26.6%	109	2.826
	SUBURBAN	31.6%	20.4%	0.0%	23.5%	24.5%	98	2.888
	RURAL	31.3%	21.7%	1.8%	17.5%	27.7%	166	2.886
VEHICLE TYPE	AUTOMOBILE	37.8%	16.3%	0.7%	20.7%	24.4%	135	2.778
	VAN/MINIVAN	38.7%	9.7%	0.0%	25.8%	25.8%	31	2.903
	PICKUP TRUCK	32.4%	25.7%	1.0%	18.1%	22.9%	105	2.733
	SUV	25.0%	16.7%	2.4%	20.2%	35.7%	84	3.250
	OTHER	35.3%	29.4%	0.0%	11.8%	23.5%	17	2.588

TABLE 7.13: TRAINING IS NECESSARY ONLY FOR YOUNG RIDERS - 2015

		STRONGLY AGREE	SOMEWHAT AGREE	UNSURE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
ALL RESPONDENTS		19.3%	10.5%	0.3%	25.7%	44.2%	373	3.651
	SURVEY 2	21.9%	8.8%	0.7%	22.6%	46.0%	137	3.620
	SURVEY 3	17.5%	8.7%	0.0%	32.0%	41.7%	103	3.718
	SURVEY 4	18.0%	13.5%	0.0%	24.1%	44.4%	133	3.632
OSP DISTRICT	DISTRICT 1	2.7%	13.5%	0.0%	35.1%	48.6%	37	4.135
	DISTRICT 2	18.8%	12.5%	0.0%	31.2%	37.5%	32	3.563
	DISTRICT 3	22.0%	4.9%	0.0%	26.8%	46.3%	41	3.707
	DISTRICT 4	28.6%	8.6%	0.0%	22.9%	40.0%	35	3.371
	DISTRICT 5	20.0%	11.1%	0.0%	22.2%	46.7%	45	3.644
	DISTRICT 6	14.7%	11.8%	0.0%	20.6%	52.9%	34	3.853
	DISTRICT 7	16.4%	12.7%	0.0%	29.1%	41.8%	55	3.673
	DISTRICT 8	26.5%	11.8%	2.9%	23.5%	35.3%	34	3.294
	DISTRICT 9	23.3%	8.3%	0.0%	21.7%	46.7%	60	3.600
AGE	25 AND YOUNGER	25.0%	50.0%	0.0%	25.0%	0.0%	4	2.250
	26 - 35 YEARS OLD	9.1%	0.0%	0.0%	36.4%	54.5%	11	4.273
	36 - 45 YEARS OLD	17.9%	10.7%	0.0%	21.4%	50.0%	28	3.750
	46 - 55 YEARS OLD	16.7%	10.4%	0.0%	30.2%	42.7%	96	3.719
	56 - 65 YEARS OLD	19.7%	10.7%	0.6%	24.2%	44.9%	178	3.640
	66 AND OLDER	25.5%	9.1%	0.0%	23.6%	41.8%	55	3.473
SEX	MALE	21.0%	12.8%	0.4%	27.8%	38.1%	281	3.491
	FEMALE	14.1%	3.3%	0.0%	19.6%	63.0%	92	4.141
RACE	CAUCASIAN	19.7%	10.7%	0.3%	25.0%	44.4%	356	3.638
	AFRICAN AMERICAN	14.3%	14.3%	0.0%	42.9%	28.6%	7	3.571
	OTHER	12.5%	0.0%	0.0%	37.5%	50.0%	8	4.125
MARITAL STATUS	SINGLE	24.3%	10.8%	0.0%	29.7%	35.1%	37	3.405
	MARRIED	17.1%	9.9%	0.3%	25.7%	46.9%	292	3.753
	OTHER	30.2%	11.6%	0.0%	23.3%	34.9%	43	3.209
RESIDENTIAL LOCATION	URBAN	16.7%	19.4%	0.0%	16.7%	47.2%	36	3.583
	SUBURBAN	22.7%	10.2%	0.8%	25.8%	40.6%	128	3.516
	RURAL	17.7%	9.1%	0.0%	27.3%	45.9%	209	3.746
DRIVING AREA	URBAN	17.4%	11.9%	0.9%	26.6%	43.1%	109	3.661
	SUBURBAN	21.4%	13.3%	0.0%	23.5%	41.8%	98	3.510
	RURAL	19.3%	7.8%	0.0%	26.5%	46.4%	166	3.729
VEHICLE TYPE	AUTOMOBILE	22.2%	10.4%	0.0%	26.7%	40.7%	135	3.533
	VAN/MINIVAN	12.9%	9.7%	0.0%	29.0%	48.4%	31	3.903
	PICKUP TRUCK	19.0%	16.2%	1.0%	24.8%	39.0%	105	3.486
	SUV	16.7%	6.0%	0.0%	22.6%	54.8%	84	3.929
	OTHER	23.5%	0.0%	0.0%	35.3%	41.2%	17	3.706

TABLE 7.14: TRAINING IS NECESSARY ONLY FOR UNSKILLED RIDERS - 2015

		STRONGLY AGREE	SOMEWHAT AGREE	UNSURE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
ALL RESPONDENTS		26.8%	12.3%	0.8%	20.1%	39.9%	373	3.340
	SURVEY 2	30.7%	11.7%	1.5%	20.4%	35.8%	137	3.190
	SURVEY 3	23.3%	11.7%	1.0%	23.3%	40.8%	103	3.466
	SURVEY 4	25.6%	13.5%	0.0%	17.3%	43.6%	133	3.398
OSP DISTRICT	DISTRICT 1	16.2%	13.5%	2.7%	21.6%	45.9%	37	3.676
	DISTRICT 2	25.0%	18.8%	0.0%	18.8%	37.5%	32	3.250
	DISTRICT 3	34.1%	14.6%	0.0%	17.1%	34.1%	41	3.024
	DISTRICT 4	34.3%	8.6%	0.0%	20.0%	37.1%	35	3.171
	DISTRICT 5	28.9%	11.1%	0.0%	13.3%	46.7%	45	3.378
	DISTRICT 6	20.6%	17.6%	0.0%	17.6%	44.1%	34	3.471
	DISTRICT 7	25.5%	12.7%	1.8%	23.6%	36.4%	55	3.327
	DISTRICT 8	38.2%	11.8%	2.9%	20.6%	26.5%	34	2.853
	DISTRICT 9	21.7%	6.7%	0.0%	25.0%	46.7%	60	3.683
AGE	25 AND YOUNGER	0.0%	25.0%	0.0%	75.0%	0.0%	4	3.500
	26 - 35 YEARS OLD	18.2%	9.1%	9.1%	27.3%	36.4%	11	3.545
	36 - 45 YEARS OLD	32.1%	10.7%	0.0%	17.9%	39.3%	28	3.214
	46 - 55 YEARS OLD	25.0%	13.5%	0.0%	18.8%	42.7%	96	3.406
	56 - 65 YEARS OLD	26.4%	12.9%	0.6%	21.3%	38.8%	178	3.331
	66 AND OLDER	30.9%	9.1%	1.8%	14.5%	43.6%	55	3.309
SEX	MALE	29.9%	14.9%	1.1%	20.3%	33.8%	281	3.132
	FEMALE	17.4%	4.3%	0.0%	19.6%	58.7%	92	3.978
RACE	CAUCASIAN	27.5%	12.4%	0.8%	19.9%	39.3%	356	3.312
	AFRICAN AMERICAN	14.3%	14.3%	0.0%	14.3%	57.1%	7	3.857
	OTHER	12.5%	12.5%	0.0%	25.0%	50.0%	8	3.875
MARITAL STATUS	SINGLE	35.1%	10.8%	2.7%	16.2%	35.1%	37	3.054
	MARRIED	24.3%	11.6%	0.7%	20.2%	43.2%	292	3.462
	OTHER	37.2%	16.3%	0.0%	23.3%	23.3%	43	2.791
RESIDENTIAL LOCATION	URBAN	16.7%	22.2%	0.0%	11.1%	50.0%	36	3.556
	SUBURBAN	28.9%	11.7%	1.6%	24.2%	33.6%	128	3.219
	RURAL	27.3%	11.0%	0.5%	19.1%	42.1%	209	3.378
DRIVING AREA	URBAN	29.4%	13.8%	0.9%	18.3%	37.6%	109	3.211
	SUBURBAN	26.5%	15.3%	1.0%	18.4%	38.8%	98	3.276
	RURAL	25.3%	9.6%	0.6%	22.3%	42.2%	166	3.464
VEHICLE TYPE	AUTOMOBILE	27.4%	13.3%	0.0%	19.3%	40.0%	135	3.311
	VAN/MINIVAN	29.0%	9.7%	0.0%	22.6%	38.7%	31	3.323
	PICKUP TRUCK	29.5%	14.3%	1.9%	20.0%	34.3%	105	3.152
	SUV	19.0%	9.5%	1.2%	22.6%	47.6%	84	3.702
	OTHER	35.3%	11.8%	0.0%	11.8%	41.2%	17	3.118

TABLE 7.15: TRAINING IS A GOOD IDEA, BUT SHOULD NOT BE REQUIRED - 2015

		STRONGLY AGREE	SOMEWHAT AGREE	UNSURE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
ALL RESPONDENTS		21.2%	19.6%	2.4%	18.3%	38.4%	372	3.331
	SURVEY 2	27.2%	22.1%	2.9%	12.5%	35.3%	136	3.066
	SURVEY 3	21.4%	15.5%	1.9%	23.3%	37.9%	103	3.408
	SURVEY 4	15.0%	20.3%	2.3%	20.3%	42.1%	133	3.541
OSP DISTRICT	DISTRICT 1	21.6%	18.9%	2.7%	10.8%	45.9%	37	3.405
	DISTRICT 2	9.4%	21.9%	3.1%	18.8%	46.9%	32	3.719
	DISTRICT 3	22.0%	14.6%	0.0%	19.5%	43.9%	41	3.488
	DISTRICT 4	28.6%	17.1%	2.9%	17.1%	34.3%	35	3.114
	DISTRICT 5	17.8%	20.0%	4.4%	11.1%	46.7%	45	3.489
	DISTRICT 6	23.5%	14.7%	0.0%	32.4%	29.4%	34	3.294
	DISTRICT 7	20.4%	16.7%	1.9%	20.4%	40.7%	54	3.444
	DISTRICT 8	20.6%	32.4%	5.9%	8.8%	32.4%	34	3.000
	DISTRICT 9	25.0%	21.7%	1.7%	23.3%	28.3%	60	3.083
AGE	25 AND YOUNGER	0.0%	50.0%	0.0%	50.0%	0.0%	4	3.000
	26 - 35 YEARS OLD	36.4%	9.1%	9.1%	27.3%	18.2%	11	2.818
	36 - 45 YEARS OLD	21.4%	25.0%	3.6%	10.7%	39.3%	28	3.214
	46 - 55 YEARS OLD	24.0%	22.9%	3.1%	13.5%	36.5%	96	3.156
	56 - 65 YEARS OLD	18.1%	19.2%	1.7%	20.3%	40.7%	177	3.463
	66 AND OLDER	25.5%	12.7%	1.8%	20.0%	40.0%	55	3.364
SEX	MALE	24.3%	21.1%	1.8%	20.0%	32.9%	280	3.161
	FEMALE	12.0%	15.2%	4.3%	13.0%	55.4%	92	3.848
RACE	CAUCASIAN	22.3%	19.7%	2.3%	18.0%	37.7%	355	3.293
	AFRICAN AMERICAN	0.0%	0.0%	14.3%	14.3%	71.4%	7	4.571
	OTHER	0.0%	25.0%	0.0%	37.5%	37.5%	8	3.875
MARITAL STATUS	SINGLE	29.7%	13.5%	2.7%	13.5%	40.5%	37	3.216
	MARRIED	21.0%	19.6%	2.7%	17.9%	38.8%	291	3.340
	OTHER	16.3%	23.3%	0.0%	25.6%	34.9%	43	3.395
RESIDENTIAL LOCATION	URBAN	16.7%	22.2%	0.0%	16.7%	44.4%	36	3.500
	SUBURBAN	25.0%	18.8%	2.3%	19.5%	34.4%	128	3.195
	RURAL	19.7%	19.7%	2.9%	17.8%	39.9%	208	3.385
DRIVING AREA	URBAN	21.1%	22.9%	1.8%	13.8%	40.4%	109	3.294
	SUBURBAN	19.4%	20.4%	0.0%	22.4%	37.8%	98	3.388
	RURAL	22.4%	17.0%	4.2%	18.8%	37.6%	165	3.321
VEHICLE TYPE	AUTOMOBILE	19.4%	20.9%	3.0%	22.4%	34.3%	134	3.313
	VAN/MINIVAN	22.6%	19.4%	0.0%	19.4%	38.7%	31	3.323
	PICKUP TRUCK	22.9%	20.0%	2.9%	19.0%	35.2%	105	3.238
	SUV	17.9%	16.7%	2.4%	10.7%	52.4%	84	3.631
	OTHER	41.2%	17.6%	0.0%	17.6%	23.5%	17	2.647

TABLE 7.16: RIDERS CAN LEARN SKILLS WITHOUT TRAINING – 2015

		STRONGLY AGREE	SOMEWHAT AGREE	UNSURE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	AVERAGE
ALL RESPONDENTS		25.7%	34.9%	1.3%	15.0%	23.1%	373	2.748
	SURVEY 2	29.9%	28.5%	0.7%	17.5%	23.4%	137	2.759
	SURVEY 3	22.3%	37.9%	0.0%	16.5%	23.3%	103	2.806
	SURVEY 4	24.1%	39.1%	3.0%	11.3%	22.6%	133	2.692
OSP DISTRICT	DISTRICT 1	29.7%	21.6%	0.0%	18.9%	29.7%	37	2.973
	DISTRICT 2	25.0%	28.1%	0.0%	15.6%	31.2%	32	3.000
	DISTRICT 3	9.8%	39.0%	0.0%	17.1%	34.1%	41	3.268
	DISTRICT 4	28.6%	34.3%	5.7%	8.6%	22.9%	35	2.629
	DISTRICT 5	26.7%	46.7%	0.0%	17.8%	8.9%	45	2.356
	DISTRICT 6	17.6%	55.9%	0.0%	17.6%	8.8%	34	2.441
	DISTRICT 7	36.4%	16.4%	3.6%	14.5%	29.1%	55	2.836
	DISTRICT 8	29.4%	35.3%	0.0%	14.7%	20.6%	34	2.618
	DISTRICT 9	25.0%	40.0%	1.7%	11.7%	21.7%	60	2.650
AGE	25 AND YOUNGER	50.0%	50.0%	0.0%	0.0%	0.0%	4	1.500
	26 – 35 YEARS OLD	54.5%	18.2%	0.0%	9.1%	18.2%	11	2.182
	36 – 45 YEARS OLD	17.9%	57.1%	0.0%	3.6%	21.4%	28	2.536
	46 – 55 YEARS OLD	28.1%	34.4%	2.1%	17.7%	17.7%	96	2.625
	56 – 65 YEARS OLD	21.3%	33.7%	1.1%	16.9%	27.0%	178	2.944
	66 AND OLDER	30.9%	30.9%	1.8%	12.7%	23.6%	55	2.673
SEX	MALE	30.2%	34.2%	1.4%	14.9%	19.2%	281	2.587
	FEMALE	12.0%	37.0%	1.1%	15.2%	34.8%	92	3.239
RACE	CAUCASIAN	26.7%	34.6%	1.4%	14.6%	22.8%	356	2.722
	AFRICAN AMERICAN	14.3%	57.1%	0.0%	0.0%	28.6%	7	2.714
	OTHER	0.0%	37.5%	0.0%	25.0%	37.5%	8	3.625
MARITAL STATUS	SINGLE	35.1%	32.4%	2.7%	8.1%	21.6%	37	2.486
	MARRIED	22.9%	34.6%	1.4%	16.8%	24.3%	292	2.849
	OTHER	37.2%	37.2%	0.0%	9.3%	16.3%	43	2.302
RESIDENTIAL LOCATION	URBAN	27.8%	30.6%	0.0%	11.1%	30.6%	36	2.861
	SUBURBAN	25.8%	39.8%	1.6%	15.6%	17.2%	128	2.586
	RURAL	25.4%	32.5%	1.4%	15.3%	25.4%	209	2.828
DRIVING AREA	URBAN	23.9%	37.6%	0.9%	13.8%	23.9%	109	2.761
	SUBURBAN	26.5%	37.8%	3.1%	14.3%	18.4%	98	2.602
	RURAL	26.5%	31.3%	0.6%	16.3%	25.3%	166	2.825
VEHICLE TYPE	AUTOMOBILE	26.7%	34.1%	2.2%	14.1%	23.0%	135	2.726
	VAN/MINIVAN	19.4%	38.7%	0.0%	32.3%	9.7%	31	2.742
	PICKUP TRUCK	26.7%	37.1%	1.9%	13.3%	21.0%	105	2.648
	SUV	19.0%	36.9%	0.0%	9.5%	34.5%	84	3.036
	OTHER	52.9%	11.8%	0.0%	29.4%	5.9%	17	2.235

TABLE 7.17: TRAINING IS NECESSARY FOR ALL RIDERS - 2015

		STRONGLY DISAGREE	SOMEWHAT DISAGREE	UNSURE	SOMEWHAT AGREE	STRONGLY AGREE	TOTAL	AVERAGE
ALL RESPONDENTS		10.7%	15.0%	1.6%	17.2%	55.5%	373	3.917
	SURVEY 2	13.9%	13.9%	2.2%	17.5%	52.6%	137	3.810
	SURVEY 3	11.7%	17.5%	1.0%	15.5%	54.4%	103	3.835
	SURVEY 4	6.8%	14.3%	1.5%	18.0%	59.4%	133	4.090
OSP DISTRICT	DISTRICT 1	13.5%	13.5%	0.0%	16.2%	56.8%	37	3.892
	DISTRICT 2	3.1%	15.6%	3.1%	18.8%	59.4%	32	4.156
	DISTRICT 3	4.9%	9.8%	2.4%	22.0%	61.0%	41	4.244
	DISTRICT 4	14.3%	11.4%	0.0%	14.3%	60.0%	35	3.943
	DISTRICT 5	15.6%	11.1%	0.0%	20.0%	53.3%	45	3.844
	DISTRICT 6	5.9%	14.7%	0.0%	20.6%	58.8%	34	4.118
	DISTRICT 7	7.3%	25.5%	3.6%	10.9%	52.7%	55	3.764
	DISTRICT 8	8.8%	23.5%	2.9%	17.6%	47.1%	34	3.706
	DISTRICT 9	18.3%	10.0%	1.7%	16.7%	53.3%	60	3.767
AGE	25 AND YOUNGER	0.0%	25.0%	0.0%	0.0%	75.0%	4	4.250
	26 - 35 YEARS OLD	9.1%	9.1%	0.0%	27.3%	54.5%	11	4.091
	36 - 45 YEARS OLD	10.7%	17.9%	7.1%	17.9%	46.4%	28	3.714
	46 - 55 YEARS OLD	10.4%	13.5%	1.0%	18.8%	56.2%	96	3.969
	56 - 65 YEARS OLD	10.1%	14.0%	1.1%	18.0%	56.7%	178	3.972
	66 AND OLDER	12.7%	20.0%	1.8%	10.9%	54.5%	55	3.745
SEX	MALE	12.5%	16.7%	2.1%	18.1%	50.5%	281	3.776
	FEMALE	5.4%	9.8%	0.0%	14.1%	70.7%	92	4.348
RACE	CAUCASIAN	11.2%	15.7%	1.7%	17.1%	54.2%	356	3.874
	AFRICAN AMERICAN	0.0%	0.0%	0.0%	14.3%	85.7%	7	4.857
	OTHER	0.0%	0.0%	0.0%	12.5%	87.5%	8	4.875
MARITAL STATUS	SINGLE	10.8%	13.5%	2.7%	16.2%	56.8%	37	3.946
	MARRIED	10.3%	15.1%	1.7%	15.4%	57.5%	292	3.949
	OTHER	14.0%	16.3%	0.0%	27.9%	41.9%	43	3.674
RESIDENTIAL LOCATION	URBAN	2.8%	16.7%	5.6%	13.9%	61.1%	36	4.139
	SUBURBAN	10.2%	16.4%	0.8%	21.1%	51.6%	128	3.875
	RURAL	12.4%	13.9%	1.4%	15.3%	56.9%	209	3.904
DRIVING AREA	URBAN	11.9%	16.5%	0.9%	11.9%	58.7%	109	3.890
	SUBURBAN	9.2%	15.3%	2.0%	23.5%	50.0%	98	3.898
	RURAL	10.8%	13.9%	1.8%	16.9%	56.6%	166	3.946
VEHICLE TYPE	AUTOMOBILE	11.1%	15.6%	3.0%	12.6%	57.8%	135	3.904
	VAN/MINIVAN	16.1%	9.7%	0.0%	32.3%	41.9%	31	3.742
	PICKUP TRUCK	11.4%	17.1%	1.9%	20.0%	49.5%	105	3.790
	SUV	4.8%	11.9%	0.0%	13.1%	70.2%	84	4.321
	OTHER	23.5%	17.6%	0.0%	29.4%	29.4%	17	3.235

TABLE 7.18: NUMBER OF TIMES LOSING CONTROL WHILE CORNERING OVER PAST 12 MONTHS - 2015

		NONE	1 TIME	2 TIMES	3 TIMES	4 TIMES	5 OR MORE TIMES	TOTAL	AVERAGE
ALL RESPONDENTS		88.2%	6.9%	3.6%	0.5%	0.5%	0.3%	364	1.192
	SURVEY 2	84.7%	6.1%	5.3%	1.5%	1.5%	0.8%	131	1.313
	SURVEY 3	91.0%	7.0%	2.0%	0.0%	0.0%	0.0%	100	1.110
	SURVEY 4	89.5%	7.5%	3.0%	0.0%	0.0%	0.0%	133	1.135
OSP DISTRICT	DISTRICT 1	91.7%	2.8%	2.8%	0.0%	2.8%	0.0%	36	1.194
	DISTRICT 2	96.8%	3.2%	0.0%	0.0%	0.0%	0.0%	31	1.032
	DISTRICT 3	82.9%	9.8%	7.3%	0.0%	0.0%	0.0%	41	1.244
	DISTRICT 4	91.4%	5.7%	2.9%	0.0%	0.0%	0.0%	35	1.114
	DISTRICT 5	88.9%	8.9%	0.0%	2.2%	0.0%	0.0%	45	1.156
	DISTRICT 6	91.2%	5.9%	2.9%	0.0%	0.0%	0.0%	34	1.118
	DISTRICT 7	86.5%	7.7%	5.8%	0.0%	0.0%	0.0%	52	1.192
	DISTRICT 8	97.0%	0.0%	3.0%	0.0%	0.0%	0.0%	33	1.061
	DISTRICT 9	77.2%	12.3%	5.3%	1.8%	1.8%	1.8%	57	1.439
AGE	25 AND YOUNGER	75.0%	0.0%	25.0%	0.0%	0.0%	0.0%	4	1.500
	26 - 35 YEARS OLD	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11	1.000
	36 - 45 YEARS OLD	85.2%	7.4%	7.4%	0.0%	0.0%	0.0%	27	1.222
	46 - 55 YEARS OLD	89.2%	8.6%	2.2%	0.0%	0.0%	0.0%	93	1.129
	56 - 65 YEARS OLD	88.0%	6.3%	3.4%	0.6%	1.1%	0.6%	175	1.223
	66 AND OLDER	88.7%	5.7%	3.8%	1.9%	0.0%	0.0%	53	1.189
SEX	MALE	88.0%	6.9%	3.6%	0.7%	0.4%	0.4%	274	1.197
	FEMALE	88.9%	6.7%	3.3%	0.0%	1.1%	0.0%	90	1.178
RACE	CAUCASIAN	88.5%	6.9%	3.2%	0.6%	0.6%	0.3%	349	1.186
	AFRICAN AMERICAN	71.4%	0.0%	28.6%	0.0%	0.0%	0.0%	7	1.571
	OTHER	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7	1.000
MARITAL STATUS	SINGLE	94.3%	2.9%	2.9%	0.0%	0.0%	0.0%	35	1.086
	MARRIED	88.1%	7.0%	3.1%	0.7%	0.7%	0.3%	286	1.199
	OTHER	83.3%	9.5%	7.1%	0.0%	0.0%	0.0%	42	1.238
RESIDENTIAL LOCATION	URBAN	88.9%	0.0%	11.1%	0.0%	0.0%	0.0%	36	1.222
	SUBURBAN	84.0%	10.4%	3.2%	0.8%	0.8%	0.8%	125	1.264
	RURAL	90.6%	5.9%	2.5%	0.5%	0.5%	0.0%	203	1.143
DRIVING AREA	URBAN	89.5%	8.6%	1.0%	0.0%	1.0%	0.0%	105	1.143
	SUBURBAN	85.6%	9.3%	4.1%	1.0%	0.0%	0.0%	97	1.206
	RURAL	88.9%	4.3%	4.9%	0.6%	0.6%	0.6%	162	1.216
VEHICLE TYPE	AUTOMOBILE	87.2%	8.3%	3.0%	0.8%	0.0%	0.8%	133	1.203
	VAN/MINI VAN	90.3%	6.5%	3.2%	0.0%	0.0%	0.0%	31	1.129
	PICKUP TRUCK	86.1%	5.9%	5.0%	1.0%	2.0%	0.0%	101	1.267
	SUV	92.7%	4.9%	2.4%	0.0%	0.0%	0.0%	82	1.098
	OTHER	81.2%	12.5%	6.2%	0.0%	0.0%	0.0%	16	1.250

TABLE 7.19: NUMBER OF TIMES NEEDING TO BRAKE IN ORDER TO AVOID REAR-ENDING A VEHICLE OVER PAST 12 MONTHS - 2015

		NONE	1 TIME	2 TIMES	3 TIMES	4 TIMES	5 OR MORE TIMES	TOTAL	AVERAGE
ALL RESPONDENTS		78.1%	6.6%	6.6%	3.6%	0.8%	4.4%	365	1.556
	SURVEY 2	80.9%	8.4%	3.1%	3.8%	0.8%	3.1%	131	1.443
	SURVEY 3	73.3%	7.9%	11.9%	4.0%	2.0%	1.0%	101	1.564
	SURVEY 4	78.9%	3.8%	6.0%	3.0%	0.0%	8.3%	133	1.662
OSP DISTRICT	DISTRICT 1	86.1%	5.6%	0.0%	2.8%	2.8%	2.8%	36	1.389
	DISTRICT 2	81.2%	9.4%	3.1%	3.1%	0.0%	3.1%	32	1.406
	DISTRICT 3	68.3%	12.2%	9.8%	0.0%	2.4%	7.3%	41	1.780
	DISTRICT 4	74.3%	8.6%	5.7%	5.7%	0.0%	5.7%	35	1.657
	DISTRICT 5	75.6%	2.2%	13.3%	4.4%	0.0%	4.4%	45	1.644
	DISTRICT 6	79.4%	5.9%	5.9%	5.9%	0.0%	2.9%	34	1.500
	DISTRICT 7	90.4%	3.8%	1.9%	1.9%	0.0%	1.9%	52	1.231
	DISTRICT 8	84.8%	6.1%	6.1%	0.0%	0.0%	3.0%	33	1.333
	DISTRICT 9	66.7%	7.0%	10.5%	7.0%	1.8%	7.0%	57	1.912
AGE	25 AND YOUNGER	75.0%	0.0%	0.0%	0.0%	0.0%	25.0%	4	2.250
	26 - 35 YEARS OLD	63.6%	18.2%	9.1%	0.0%	0.0%	9.1%	11	1.818
	36 - 45 YEARS OLD	75.0%	10.7%	7.1%	0.0%	3.6%	3.6%	28	1.571
	46 - 55 YEARS OLD	80.9%	4.3%	7.4%	3.2%	0.0%	4.3%	94	1.500
	56 - 65 YEARS OLD	79.9%	6.9%	4.0%	4.0%	0.6%	4.6%	174	1.523
	66 AND OLDER	73.6%	3.8%	13.2%	5.7%	1.9%	1.9%	53	1.642
SEX	MALE	75.6%	7.3%	8.4%	3.6%	0.4%	4.7%	275	1.600
	FEMALE	85.6%	4.4%	1.1%	3.3%	2.2%	3.3%	90	1.422
RACE	CAUCASIAN	78.9%	6.0%	6.6%	3.4%	0.9%	4.3%	350	1.543
	AFRICAN AMERICAN	28.6%	28.6%	14.3%	14.3%	0.0%	14.3%	7	2.714
	OTHER	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7	1.000
MARITAL STATUS	SINGLE	74.3%	2.9%	17.1%	2.9%	0.0%	2.9%	35	1.600
	MARRIED	79.5%	7.3%	4.2%	3.5%	1.0%	4.5%	288	1.528
	OTHER	73.2%	4.9%	14.6%	4.9%	0.0%	2.4%	41	1.610
RESIDENTIAL LOCATION	URBAN	69.4%	2.8%	5.6%	5.6%	2.8%	13.9%	36	2.111
	SUBURBAN	72.6%	9.7%	7.3%	3.2%	1.6%	5.6%	124	1.685
	RURAL	82.9%	5.4%	6.3%	3.4%	0.0%	2.0%	205	1.380
DRIVING AREA	URBAN	69.5%	7.6%	9.5%	6.7%	1.0%	5.7%	105	1.790
	SUBURBAN	79.2%	10.4%	4.2%	2.1%	0.0%	4.2%	96	1.458
	RURAL	82.9%	3.7%	6.1%	2.4%	1.2%	3.7%	164	1.463
VEHICLE TYPE	AUTOMOBILE	76.5%	6.8%	6.8%	3.8%	1.5%	4.5%	132	1.606
	VAN/MINIVAN	74.2%	9.7%	6.5%	6.5%	0.0%	3.2%	31	1.581
	PICKUP TRUCK	75.7%	8.7%	7.8%	1.9%	1.0%	4.9%	103	1.583
	SUV	87.8%	0.0%	4.9%	3.7%	0.0%	3.7%	82	1.390
	OTHER	62.5%	18.8%	6.2%	6.2%	0.0%	6.2%	16	1.813

The final question regarding motorcycle safety was asked not only of motorcycle riders, but the entire 2015 sample. When asked what they feel is the greatest risk to motorcycle riders' safety is, 38.9% of the entire sample and 50.6% of motorcycle riders think that inattention or distraction poses the biggest risk to riders (Figure 35). Tables 7.20 and 7.21 show cross-tabulated results by survey, OSP District, age, sex, race, marital status, resident location, driving area, and vehicle type.

FIGURE 35: GREATEST RISK TO MOTORCYCLE RIDERS' SAFETY - 2015

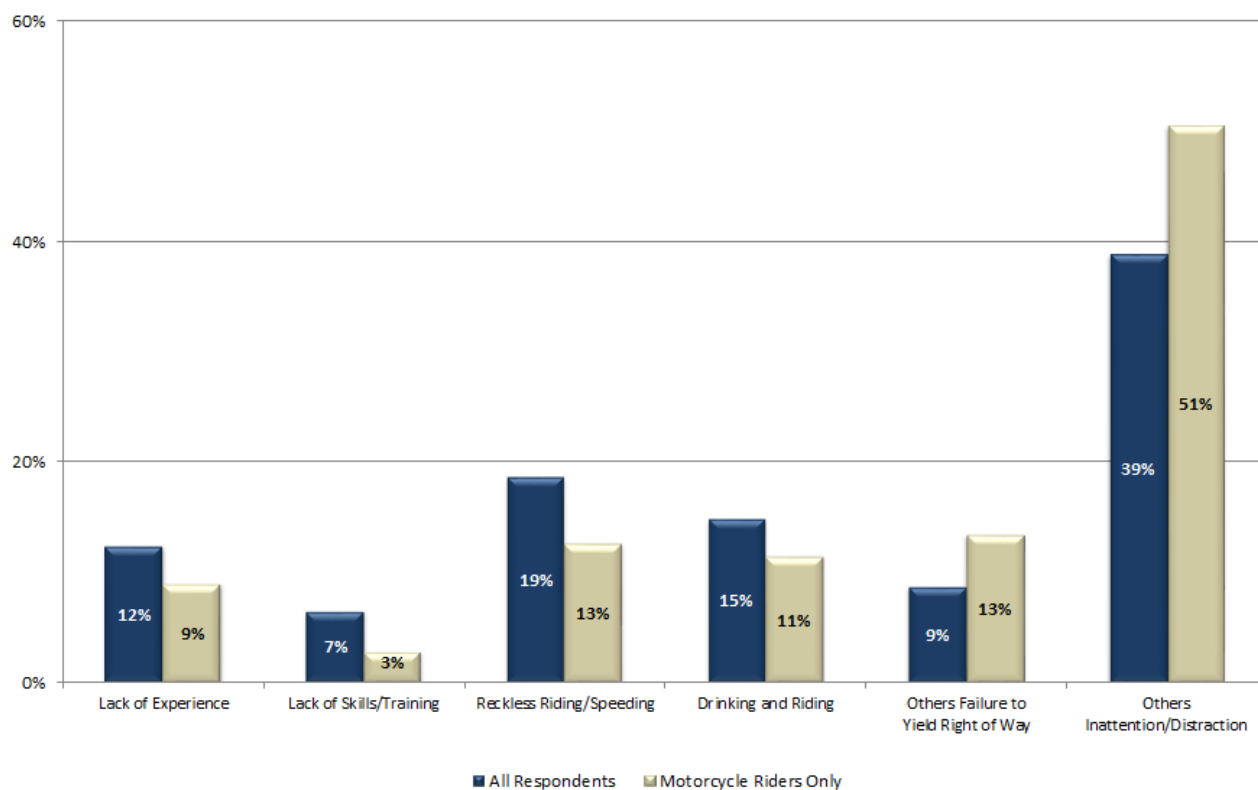


TABLE 7.20: GREATEST RISK TO MOTORCYCLE RIDERS' SAFETY – 2015 MOTORCYCLE RIDERS ONLY

		LACK OF EXPERIENCE	LACK OF SKILLS/ TRAINING	RECKLESS RIDING/ SPEEDING	DRINKING AND RIDING	OTHERS FAILURE TO YIELD RIGHT OF WAY	OTHERS INATTENTION/ DISTRACTION	TOTAL
ALL RESPONDENTS		9.0%	2.8%	12.7%	11.4%	13.4%	50.6%	387
	SURVEY 2	11.3%	0.7%	11.3%	11.3%	15.5%	50.0%	142
	SURVEY 3	5.6%	5.6%	16.8%	7.5%	16.8%	47.7%	107
	SURVEY 4	9.4%	2.9%	10.9%	14.5%	8.7%	53.6%	138
OSP DISTRICT	DISTRICT 1	2.4%	2.4%	14.6%	17.1%	17.1%	46.3%	41
	DISTRICT 2	9.1%	3.0%	9.1%	18.2%	21.2%	39.4%	33
	DISTRICT 3	9.5%	4.8%	19.0%	11.9%	9.5%	45.2%	42
	DISTRICT 4	8.6%	5.7%	8.6%	8.6%	11.4%	57.1%	35
	DISTRICT 5	14.6%	2.1%	14.6%	6.2%	18.8%	43.8%	48
	DISTRICT 6	14.3%	2.9%	8.6%	8.6%	11.4%	54.3%	35
	DISTRICT 7	3.6%	0.0%	16.1%	16.1%	14.3%	50.0%	56
	DISTRICT 8	2.9%	5.7%	11.4%	8.6%	11.4%	60.0%	35
	DISTRICT 9	14.5%	1.6%	9.7%	8.1%	8.1%	58.1%	62
AGE	25 AND YOUNGER	0.0%	20.0%	0.0%	0.0%	0.0%	80.0%	5
	26 - 35 YEARS OLD	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	11
	36 - 45 YEARS OLD	14.3%	0.0%	10.7%	10.7%	14.3%	50.0%	28
	46 - 55 YEARS OLD	4.9%	3.9%	7.8%	7.8%	9.7%	66.0%	103
	56 - 65 YEARS OLD	11.7%	1.7%	15.0%	12.2%	14.4%	45.0%	180
	66 AND OLDER	8.5%	5.1%	18.6%	18.6%	18.6%	30.5%	59
SEX	MALE	10.0%	3.4%	13.1%	13.1%	13.4%	47.1%	291
	FEMALE	6.2%	1.0%	11.5%	6.2%	13.5%	61.5%	96
RACE	CAUCASIAN	8.9%	2.4%	12.7%	11.1%	13.8%	50.9%	369
	AFRICAN AMERICAN	25.0%	25.0%	25.0%	0.0%	12.5%	12.5%	8
	OTHER	0.0%	0.0%	0.0%	25.0%	0.0%	75.0%	8
MARITAL STATUS	SINGLE	4.9%	9.8%	14.6%	4.9%	19.5%	46.3%	41
	MARRIED	8.4%	2.3%	13.8%	12.8%	13.1%	49.7%	298
	OTHER	17.0%	0.0%	4.3%	8.5%	10.6%	59.6%	47
RESIDENTIAL LOCATION	URBAN	10.8%	5.4%	8.1%	16.2%	13.5%	45.9%	37
	SUBURBAN	11.7%	2.9%	13.9%	8.8%	14.6%	48.2%	137
	RURAL	7.0%	2.3%	12.7%	12.2%	12.7%	53.1%	213
DRIVING AREA	URBAN	11.2%	2.6%	16.4%	12.9%	14.7%	42.2%	116
	SUBURBAN	8.7%	1.9%	13.6%	12.6%	10.7%	52.4%	103
	RURAL	7.7%	3.6%	9.5%	9.5%	14.3%	55.4%	168
VEHICLE TYPE	AUTOMOBILE	7.7%	2.1%	12.7%	8.5%	13.4%	55.6%	142
	VAN/MINIVAN	6.2%	3.1%	18.8%	15.6%	9.4%	46.9%	32
	PICKUP TRUCK	8.3%	5.6%	13.0%	13.9%	8.3%	50.9%	108
	SUV	11.5%	1.1%	10.3%	11.5%	20.7%	44.8%	87
	OTHER	17.6%	0.0%	11.8%	11.8%	17.6%	41.2%	17

TABLE 7.21: GREATEST RISK TO MOTORCYCLE RIDERS' SAFETY – 2015 ALL SURVEY RESPONDENTS

		LACK OF EXPERIENCE	LACK OF SKILLS/ TRAINING	RECKLESS RIDING/ SPEEDING	DRINKING AND RIDING	OTHERS FAILURE TO YIELD RIGHT OF WAY	OTHERS INATTENTION/ DISTRACTION	TOTAL
ALL RESPONDENTS		12.4%	6.5%	18.7%	14.9%	8.7%	38.9%	3,129
	SURVEY 2	14.0%	6.5%	16.1%	14.2%	10.6%	38.5%	1,055
	SURVEY 3	12.1%	6.6%	20.9%	14.0%	8.2%	38.0%	1,055
	SURVEY 4	10.9%	6.3%	18.9%	16.6%	7.2%	40.1%	1,019
OSP DISTRICT	DISTRICT 1	12.2%	6.2%	18.2%	17.6%	9.2%	36.6%	336
	DISTRICT 2	10.8%	5.4%	18.8%	17.5%	11.2%	36.2%	240
	DISTRICT 3	11.5%	7.7%	19.5%	14.4%	8.3%	38.7%	375
	DISTRICT 4	10.7%	8.2%	18.0%	13.7%	10.3%	39.1%	233
	DISTRICT 5	14.4%	7.6%	18.8%	12.5%	9.5%	37.2%	409
	DISTRICT 6	15.2%	4.6%	20.4%	9.4%	6.7%	43.8%	329
	DISTRICT 7	11.5%	4.8%	19.6%	16.7%	9.1%	38.4%	419
	DISTRICT 8	9.5%	8.2%	19.3%	12.4%	9.0%	41.5%	388
	DISTRICT 9	14.5%	5.8%	15.5%	20.0%	6.2%	38.0%	400
AGE	25 AND YOUNGER	7.2%	8.4%	21.7%	14.5%	4.8%	43.4%	83
	26 - 35 YEARS OLD	13.8%	3.6%	18.8%	15.2%	6.5%	42.0%	138
	36 - 45 YEARS OLD	14.5%	3.4%	16.9%	14.9%	5.4%	44.9%	296
	46 - 55 YEARS OLD	14.0%	4.7%	17.3%	12.6%	8.0%	43.3%	808
	56 - 65 YEARS OLD	10.8%	7.4%	17.7%	13.9%	10.7%	39.5%	1,195
	66 AND OLDER	12.6%	9.1%	22.7%	20.1%	8.1%	27.4%	603
SEX	MALE	12.4%	5.8%	17.0%	14.7%	10.3%	39.8%	1,202
	FEMALE	12.4%	6.9%	19.7%	15.0%	7.7%	38.3%	1,927
RACE	CAUCASIAN	12.1%	6.2%	18.3%	14.2%	9.0%	40.3%	2,854
	AFRICAN AMERICAN	16.2%	11.0%	26.2%	19.9%	6.8%	19.9%	191
	OTHER	12.2%	6.8%	14.9%	31.1%	1.4%	33.8%	74
MARITAL STATUS	SINGLE	13.2%	6.6%	17.3%	15.3%	9.2%	38.4%	393
	MARRIED	12.1%	6.0%	18.5%	14.3%	9.1%	39.9%	2,232
	OTHER	12.6%	8.4%	20.4%	17.6%	6.4%	34.6%	500
RESIDENTIAL LOCATION	URBAN	14.1%	8.6%	20.5%	12.7%	7.8%	36.2%	370
	SUBURBAN	11.8%	7.0%	19.5%	14.9%	8.3%	38.4%	1,369
	RURAL	12.5%	5.4%	17.4%	15.6%	9.3%	40.0%	1,389
DRIVING AREA	URBAN	14.1%	8.3%	20.0%	13.8%	8.4%	35.5%	932
	SUBURBAN	11.7%	6.1%	19.5%	16.3%	7.5%	38.8%	1,048
	RURAL	11.5%	5.4%	16.9%	14.6%	10.1%	41.5%	1,143
VEHICLE TYPE	AUTOMOBILE	12.6%	6.9%	19.0%	14.0%	9.1%	38.3%	1,574
	VAN/MINIVAN	14.5%	5.9%	20.1%	15.7%	5.9%	38.0%	324
	PICKUP TRUCK	12.3%	5.2%	13.5%	16.7%	9.1%	43.2%	407
	SUV	10.4%	6.6%	20.1%	15.4%	8.9%	38.6%	787
	OTHER	25.0%	5.6%	19.4%	16.7%	8.3%	25.0%	36

RECOMMENDATIONS

This section of the report contains six general recommendations derived from all phases of the 2015 Statewide Survey of Seat Belt Use and Alcohol-Impaired Driving and other evaluation initiatives. The 2015 survey reinforces knowledge about Ohioans who are and are not using seat belts and provides information on the attitudes and behaviors of Ohioans regarding drinking and driving, speeding, and distracted driving. Successfully achieving the overall goals and objectives of the Ohio Department of Public Safety's campaign to increase seat belt use and reduce alcohol-impaired driving, speeding, and distracted driving is a challenge. Nevertheless, the overall annual survey results illustrate that the campaign has had many significant accomplishments.

RECOMMENDATION 1 - NHTSA AND ODPS SHOULD FOCUS THEIR INTERESTS AND INTERVENTIONS ON THE PROBLEMS OF DISTRACTED AND INATTENTIVE DRIVING BEHAVIOR AND SPEED: As in previous surveys, most 2015 survey respondents claim the actions and behaviors of other drivers cause most problems on Ohio roads. Also, relatively few respondents claim they need to make changes to their own driving behaviors relative to distracted and inattentive driving and exceeding the posted speed limit. Nevertheless, as stated in the report, survey respondents acknowledged they should stop talking and/or texting on their cell phone while driving.

RECOMMENDATION 2 – DISSEMINATE CONCISE MEDIA MESSAGES TO EDUCATE OHIO ADULT AND TEEN DRIVERS ABOUT THE BAN AGAINST THE USE OF ELECTRONIC COMMUNICATION DEVICES, WHICH MAKES: 1) IT A SECONDARY OFFENSE FOR ADULT DRIVERS USING A HANDHELD ELECTRIC COMMUNICATION DEVICE AND 2) PROHIBITS DRIVERS UNDER 18 YEARS OF AGE FROM USING AN ELECTRONIC WIRELESS COMMUNICATION DEVICE: The Ohio Department of Public Safety should focus efforts on making sure that not only do Ohio residents know that there is a law in place, but what it entails. Additionally, future surveys should include more questions aimed at determining if drivers understand the law.

RECOMMENDATION 3 - ENHANCE THE VISIBILITY OF LAW ENFORCEMENT AND THE IMPACT OF SOBRIETY CHECKPOINTS: Research demonstrates that sobriety checkpoints are one of the most effective ways of deterring alcohol-impaired driving. The 2015 survey results indicate that more than half of those surveyed recall seeing a sobriety checkpoint. In addition, a majority of those surveyed feel such checkpoints should be utilized more frequently. Since law enforcement agencies must announce in advance the general date and location of checkpoints, as well as provide exact times and locations of checkpoints just prior to their utilization, further examination of this issue could be warranted. For example, survey questions could be added to obtain information about whether respondents were aware of any sobriety checkpoints being implemented for particular holidays or from various media outlets, and if it would change their driving and/or drinking habits. In addition, law enforcement agencies should seek to increase the use and visibility of sobriety checkpoints, as well as publicize the outcomes of such initiatives.

RECOMMENDATION 4 - CONTINUE TO PURSUE THE PASSAGE OF A PRIMARY SEAT BELT LAW: Survey results demonstrate that a little more than half (51.0%) of survey participants believe it is "very" or "somewhat" likely a driver will be ticketed for not wearing a seat belt. This response is due in part because more respondents are wearing their seat belts all or most of the time, but it also could be due to a perceived lack of enforcement of the seat belt law by the police and state highway patrol. This perception of a lack of consequences, combined with Ohio's current secondary seat belt law, leads the public to believe that seat belt use is not an absolute necessity. Nevertheless, general support for a primary seat belt law continues to remain high from year to year, and most respondents say they would vote for such a law and obey it if it were passed. Since the ultimate goal of the initiative is to reduce serious injuries and fatalities relative to highway safety, it is recommended that Ohio continues to pursue the passage of a state primary seat belt law.

CONCLUSIONS

The key findings from the 2015 Statewide Telephone Survey of Seat Belt Use, Alcohol-Impaired Driving, Distracted Driving, Speeding, and Overall Traffic Safety Evaluation are summarized below.

“CLICK IT OR TICKET” NATIONAL CAMPAIGN TO INCREASE SEAT BELT USE

Over the course of the 2015 campaign period, Ohio residents have become more aware of the importance of seat belt use to their safety as well as Ohio law regarding seat belt use. Respondents' unprompted recall of *“Click It or Ticket”* increased from 72.7% to 86.8% after the campaign initiative. These results suggest the campaign was effective in accomplishing its objective.

Respondents' perceived frequency of seat belt use among fellow Ohioans was relatively high over the course of the campaign period, as was their awareness of the possible dangers and legal penalties for driving without wearing a seat belt. A large percentage of individuals said they would support, vote for, and obey an Ohio primary seat belt law. More specifically, the majority of respondents reported they thought the passage of a primary seat belt law would increase seat belt use and reduce serious injuries due to accidents.

Most importantly, respondents reported increased seat belt use and indicated they intend to continue their seat belt use in the future. For instance, exposure to media campaign messages and slogans pertaining to seat belt use had a positive relationship with the perceived importance of wearing a seat belt, perceived influence of “significant others” on the respondent's seat belt use, and the perceived likelihood of receiving a ticket for violating Ohio's seat belt law.

“DRIVE SOBER OR GET PULLED OVER” NATIONAL CAMPAIGN TO REDUCE ALCOHOL-IMPAIRED DRIVING

The percentage of respondents who witnessed special efforts by police to ticket drunk drivers increased throughout the survey period. Few respondents in 2015 (22.6%) said it was “very” likely the average driver would be stopped by a law enforcement officer for driving after drinking.

In reference to alcohol-impaired driving issues, survey respondents appeared to understand the dangers of driving a motor vehicle while intoxicated, and also expressed knowledge of the various penalties and consequences that can be imposed for such violations. Furthermore, respondents' exposure to the various anti-drinking and driving messages increased over the course of the campaign.

While the overall results suggest the campaign is discouraging drinking and driving and making Ohioans more aware of the dangers of alcohol-impaired driving, much work remains to be done. This is exemplified by the fact that unprompted recall of all campaigns was relatively low. Strict law enforcement, along with swift and appropriately severe punishments, will better deter Ohioans from drinking and driving. Consequently, the analysis indicates media and enforcement initiatives pertaining to alcohol-impaired driving should be further enhanced and directed toward “high risk” groups. With these considerations, the outcome will be an incremental reduction in alcohol-impaired driving, highway fatalities, and serious injuries in Ohio.

DISTRACTED DRIVING, SPEEDING, AND OVERALL SAFETY

The majority of respondents reported seeing other drivers engage in distracting behaviors, but a much smaller percentage reported engaging in them personally. This is exemplified by the way in which the majority of those surveyed claimed to see someone talking on a cell phone on a daily basis. Also, when asked about the perceived frequency of others texting while driving, respondents said they see drivers other than themselves texting while driving every day. Furthermore, the majority of respondents claimed engaging in these and other related behaviors is “very” or “somewhat” dangerous, which is consistent with the 2012, 2013, and 2014 surveys. Many agree they are able to determine when it is safe to use a cell phone while driving and think they can safely adapt their driving while using a cell phone to make a call.

In summary of the overall evaluation, the 2015 Statewide Seat Belt Use and Alcohol-impaired Driving Media Campaign found that most of the Ohio sample of drivers reported they had definitely seen or heard messages encouraging seat belt use in the 30 days prior to the time at which they were surveyed. Therefore, as stated in previous reports, one of the best ways to increase seat belt use and awareness is the passage of a primary seat belt law; media initiatives regarding a primary law would not go unnoticed by the Ohio public. The media and enforcement initiatives pertaining to seat belt use and alcohol-impaired driving generally appear to have had the desired effect on the opinions and actions of Ohio drivers. Consistent with goals established by the National Highway Traffic Safety Administration (NHTSA), the overall Ohio Department of Public Safety (ODPS) and the Ohio Traffic Safety Office (OTSO), the 2015 Statewide Seat Belt Use and Alcohol-Impaired Driving Campaign evaluation suggests incremental progress has been made on reducing alcohol-impaired driving and increasing support for a primary seat belt law. Innovative, persistent, and effective action on the above recommendations and on other salient evaluation results will further reduce highway fatalities and serious injuries in Ohio.

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