Washington State

Driver Attitudes, Knowledge, and Awareness Survey 2011

Washington Traffic Safety Commission
December 2012

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Acknowledgements

The Survey

We thank Gilmore Research Group for their excellent data collection and reporting. The annual survey would not be possible without the support of the Department of Licensing (DOL) which allows the Gilmore survey administrators to use DOL offices to identify and survey Washington drivers 18 years of age and older. We greatly appreciate DOL efforts, particularly those of Kathy Eberle, who coordinates survey communications.

Attitudes, Knowledge and Awareness

Washington State is fortunate to have an exceptional team of traffic safety partners. The partnership continues to expand and strengthen each year, making it possible to continually refine and implement Target Zero, Washington's Strategic Highway Safety Plan.

Many of the Target Zero partners contribute to shaping driver attitudes, knowledge and awareness about traffic safety, including enforcement publicity. Target Zero partners include:

- Washington State agencies
- Federal agencies
- Private and not-for-profit organizations
- Tribal nations and organizations
- Community, local and regional agencies and organizations

Washington State legislators play a key role in shaping driver behaviors with effective public policies and traffic laws. The Washington State Patrol publicizes new traffic laws to expand the public's knowledge. We thank the Washington State Patrol, Tribal and local law enforcement for successfully combining traffic safety education with enforcement of traffic laws.

In terms of the enforcement publicity before and during the 2011 Survey, we particularly thank the Washington State Department of Transportation for publicizing statewide enforcement campaigns through their variable message boards and highway advisory radio system.

The Washington Traffic Safety Commission is fortunate to have outstanding communications contractors who go the extra mile in public education.

Washington is privileged to have a news media community that is supportive of traffic safety. The news media plays a significant role in developing positive driver attitudes year round.

Thank you all.

Executive Summary

The purpose of the annual 'Driver Attitudes, Knowledge, and Awareness' survey is to obtain information about Washington drivers' knowledge, opinions, and self-reported driving behavior. NHTSA and the Governors Highway Safety Association (GHSA) developed and tested a set of survey questions to collect information on self-reported seat belt use, impaired driving, and speeding. Eight of these core questions were implemented in Washington. These data are included in the Washington State Highway Safety Plan and Annual Reports and are used to track trends and evaluate the effectiveness of our programs and marketing, particularly with drivers involved in fatal crashes.

These data are collected through a state contractor using an intercept method at select Department of Licensing (DOL) locations throughout the state. DOL patrons are approached and drivers aged 18 years and older who are renewing their driver's license are asked to complete the brief survey while they wait. This survey modality has been very successful, yielding a 91% overall response rate in 2011. Furthermore, of the 1,153 surveys distributed to DOL patrons, 1,130 (98%) were returned to interviewers.

Over half of all Washington drivers reported knowledge of enforcement campaigns. According to the 2011 survey results, a large majority of survey respondents reported reading, seeing, or hearing messages about drunk driving enforcement (76%). For seat belt enforcement, 65% reported reading, seeing, or hearing messages and 59% for speed enforcement. Television, radio, and electronic signs were the top reported media channels for these messages and varied by age and Designated Media Area (DMAs). Regarding driver attitudes, three quarters of drivers surveyed thought they were likely to get a ticket for speeding (8 MPH over the speed limit) or for not wearing a seatbelt. Over 90% of drivers surveyed thought they were likely to get arrested if they drove impaired.

Self-reported driver behaviors are an important supplement to existing data. This survey enables the collection of data from a sample of Washington licensed drivers, not from just those who encounter law enforcement. These data are especially important for evaluating impaired driving behavior because unlike speeding and seat belt use, there is no observational measure of impaired driving available in Washington State. According to the 2011 survey results, more than half of surveyed drivers reported drinking alcohol in the past 60 days, and of those, 10% reported driving within two hours of consuming any alcohol. More than three quarters of surveyed drivers reported talking on a cell phone or sending/receiving text messages while driving in the past 30 days. Cell phone and texting behavior varied substantially with age. Responses regarding speeding were more positive; two-thirds of surveyed drivers reported rarely or never driving faster than 30 MPH on a 25 MPH local road.

Introduction

In 2009, the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs (NHTSA 2008). Federal regulation 23 CFR 1200.10(a)(1) requires States to develop a performance plan each year that includes at least one performance measure for each goal enumerated in the plan.

In 2008, NHTSA and GHSA began developing and testing a set of survey questions to collect additional information on self-reported seat belt use, impaired driving, and speeding. The Washington Traffic Safety Commission implemented eight core questions suggested by the survey recommendation working group. When data become available, states are required to begin reporting results from these surveys in their Highway Safety Plans and Annual Reports. Using the same core questions in all data collection efforts allows States to track trends and evaluate the efficacy of their countermeasures over time (Hedlund 2009).

The purpose of the public awareness survey is to obtain information about driver attitudes and awareness about traffic safety enforcement and communication messages, and self-reported driving behavior. In Washington, these data are used to track trends and evaluate the effectiveness of our programs and marketing campaigns, and are especially important for evaluating impaired driving. Seat belt use and speeding information from this survey is used in conjunction with roadside observation data, but no such observational measure exists for impaired driving in Washington. NHTSA may also use these core outcome and behavior measures as an integral part of its reporting to Congress, the public, and others (NHTSA, 2008).

This report contains the results of the Washington State 2011 Driver Attitudes, Knowledge, and Awareness Survey. Results related to speeding, drunk driving, seat belt use, and cell phone use are presented, with additional breakouts by age, gender, and designated media areas (DMAs). Marketing campaigns in Washington are often targeted at a specific audience, for example, young men are the target audience for impaired driving, speeding, and seat belt enforcement campaigns (NHTSA, 2009). Furthermore, targeting media campaigns to segments of the population with a high incidence of impaired driving and speeding is a proven strategy identified in Washington State's Strategic Highway Safety Plan, *Target* Zero (WSDOT, 2010). The results of this survey are key to evaluating our marketing campaigns to determine desired target audience reach and impact.

Results

Gilmore research group conducted intercept surveys at 15 Department of Licensing (DOL) locations July 1 – 29, 2011. The DOL offices where surveys were conducted are

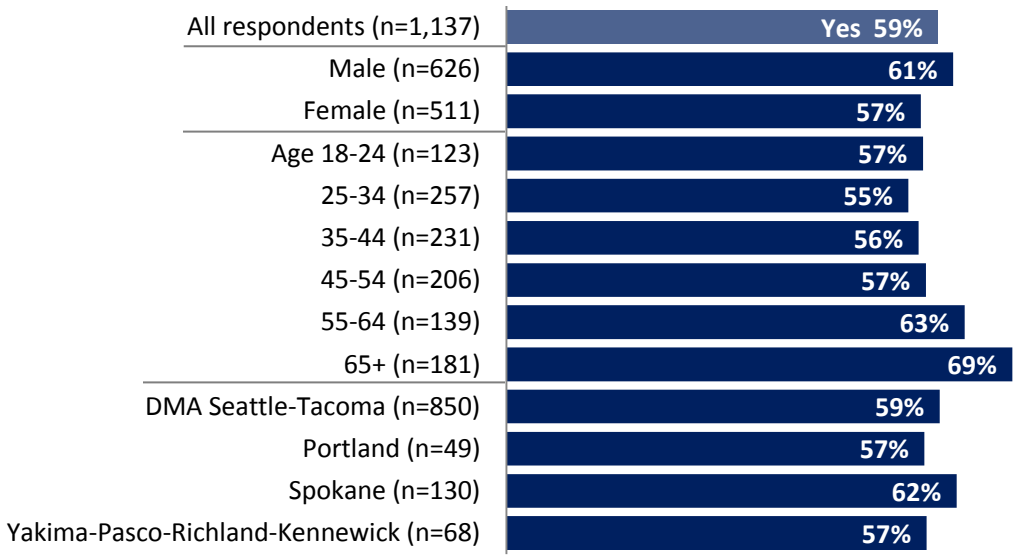
Lacey	Kennewick	East Vancouver
Bellingham	Spokane Valley	Lynnwood
West Seattle	Spokane	Kent
Bellevue	Bremerton	Everett
Shoreline	Puyallup	Federal Way

Two Gilmore survey staff conducted the surveys at each location for two days. Gilmore staff approached all people at the DOL offices to ask if they were renewing their driver's license; and, if so, whether they would be willing to complete the survey. This survey approach yielded an overall response rate of 91%; and of the 1,153 surveys distributed to DOL patrons, 1,130 (98%) were returned to interviewers. An additional 29 surveys collected during a half day pretest conducted at the Lacey DOL office on June 15, 2011 were included in the final analysis file.
The survey included nine questions related to driver attitude, knowledge, or behavior, and three demographic questions, for a total of 12 survey questions. Results are presented by topic including speeding, drunk driving, seat belt use, and cell phone behavior. Additional breakdowns by gender, age, and Designated Media Area (DMA) are also presented.

SPEEDING

Awareness of Speed Enforcement

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



Three out of five drivers surveyed had read, saw, or heard something about speed enforcement in the past 2 months.

- A slightly higher proportion of males had read, seen, or heard something about speed enforcement compared to females (61% and 57%, respectively).
- The proportion of respondents who had read, saw, or heard something about speed enforcement in the past 2 months was similar for the designated media area (DMA) subgroups.

Where Drivers Heard or Saw about Speed Enforcement

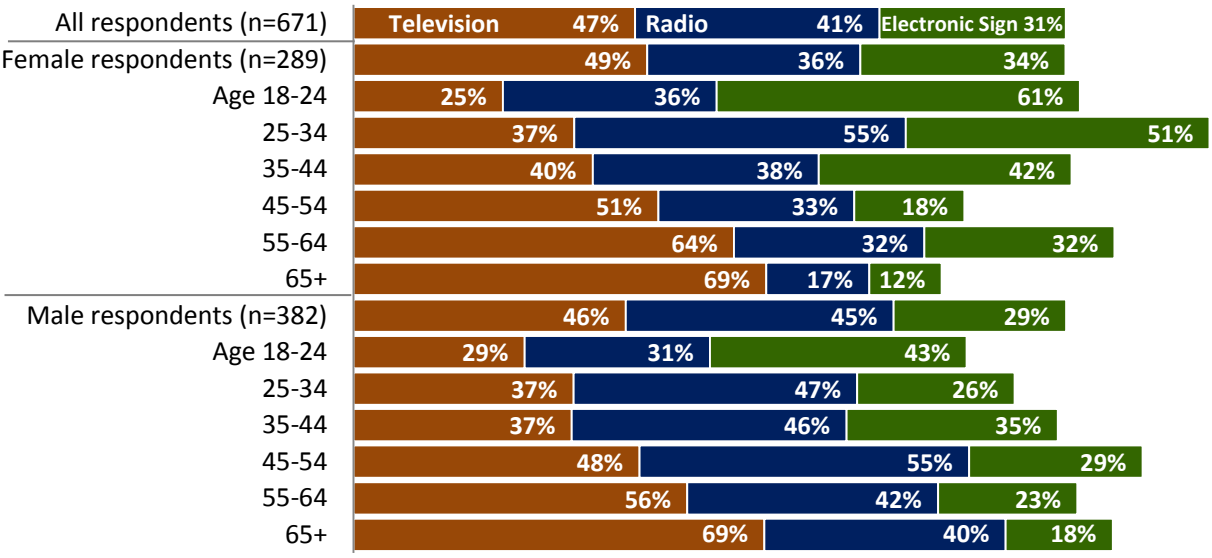
Q. *If yes, where did you see or hear about it? (Check all that apply)*

Media Channel	18-24 (n=70)	25-34 (n=141)	35-44 (n=130)	45-54 (n=118)	55-64 (n=87)	65+ (n=125)	All Ages (n=671)
Television	27.1%	36.9%	37.7%	**49.2%**	**59.8%**	**68.8%**	**47.1%**
Radio	32.9%	**51.1%**	**43.1%**	45.8%	36.8%	29.6%	40.8%
Electronic Sign	**50.0%**	37.6%	37.7%	24.6%	27.6%	15.2%	31.1%
Roadside Billboard	21.4%	21.3%	21.5%	10.2%	11.5%	5.6%	15.2%
Newspaper	2.9%	9.2%	10.0%	7.6%	12.6%	35.2%	13.7%
Friends & Family	28.6%	15.6%	13.8%	13.6%	12.6%	2.4%	13.4%
Online News Story	6.0%	22.0%	7.0%	11.0%	5.0%	3.0%	8.0%
Other	2.9%	2.1%	2.0%	1.7%	3.4%	0.0%	1.8%
Facebook/Twitter	1.4%	4.3%	1.0%	0.8%	1.1%	0.8%	1.6%
Online Advertisement	2.9%	1.4%	0.0%	0.0%	0.0%	0.0%	0.6%

Among all respondents, television (47.1%) and radio (40.8%) were the most common media channels respondents saw or heard about speed enforcement. How persons heard or saw about speed enforcement varied by age group and gender.

- Younger respondents reported hearing or seeing about speed enforcement most often from television, radio, and electronic signs, radio.
- Older respondents saw or heard about speed enforcement most often from television, newspaper, and radio.

The following chart compares the top three speed enforcement media channels for males and females. Men ages 16-35 are typically the target demographic for our speed enforcement messages.

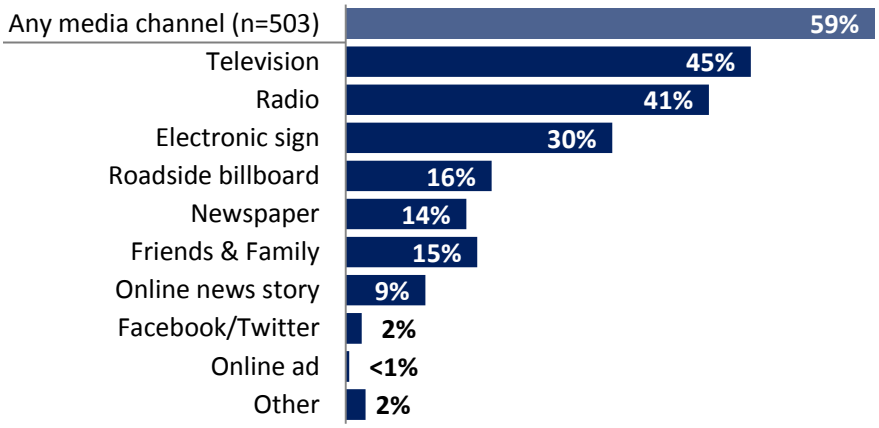


- Electronic signs were the most often reported media channels among female respondents age 18-24 (61%) and male respondents age 18-24 (43%).
- Among persons age 25-35, radio was the most often reported media channel for both men (55.4%) and women survey respondents (47.4%).

  The large difference in the percentage of women who heard or saw about speed enforcement through electronic signs compared to the percentage of men may indicate a discrepancy in what consitiutes an electronic sign. “Electronic sign” was intended to include variable message signs (VMS), electronic reader boards, and trailered electronic signs. Some survey respondents may have also included signs displaying approaching vehicle speeds or school zone flashing lights as electronic signs. In the 2012 questionnaire, “electronic sign” will be replace with “electronic message board”.

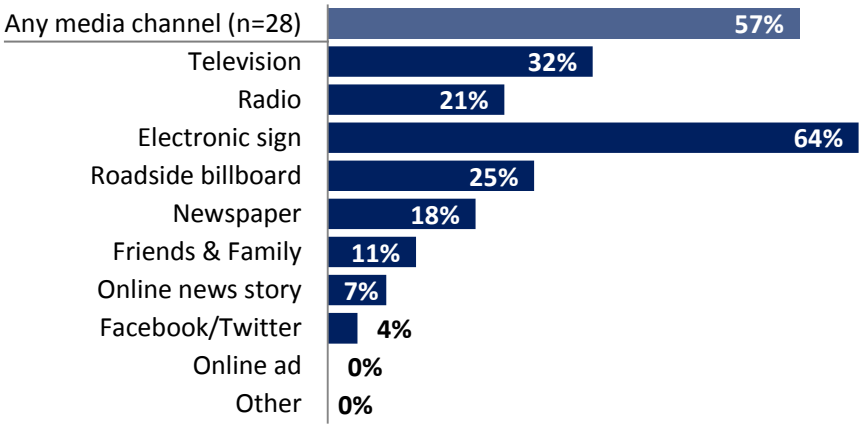
How persons heard or saw about speed enforcement varied by Designated Media Area (DMA).

Seattle-Tacoma DMA Drivers



- Drivers residing in the Seattle-Tacoma DMA heard or saw about speed enforcement most often through television and radio.

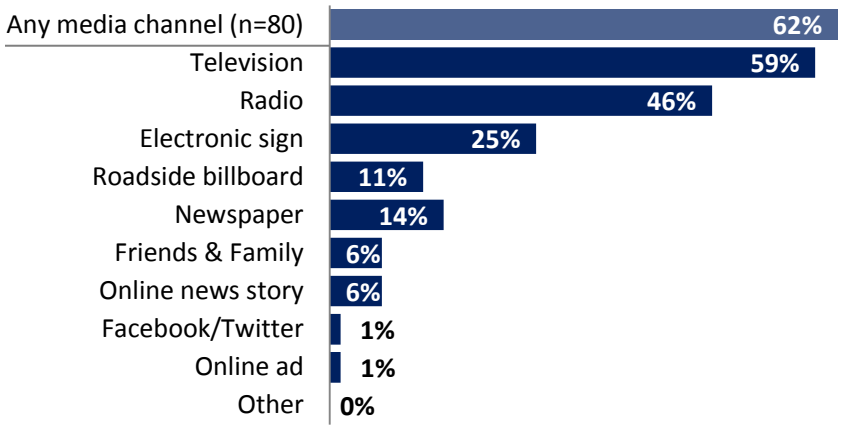
Portland DMA Drivers



- Drivers residing in the Portland DMA heard or saw about speed enforcement most often through electronic signs.

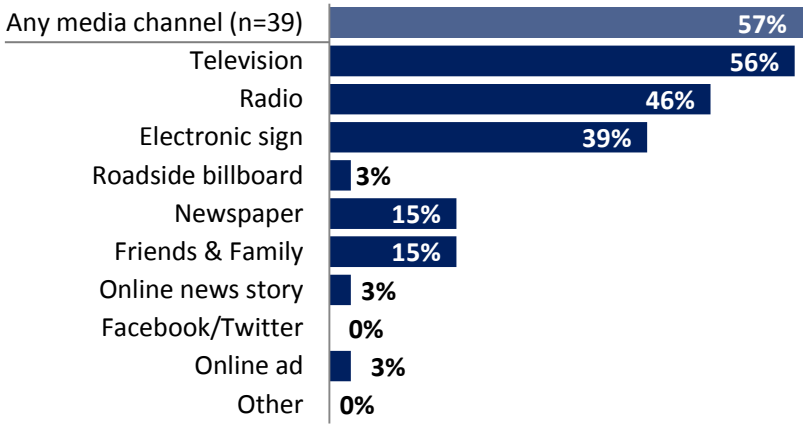
The relatively small population of Washington drivers in the Portland DMA results in TV and radio being too costly and inefficient to purchase. Roadside billboards are purchased to supplement messaging, and electronic signs take on a greater messaging role than in other DMAs.

Spokane DMA Drivers



- Drivers residing in the Spokane DMA heard or saw about speed enforcement most often through television followed by radio.

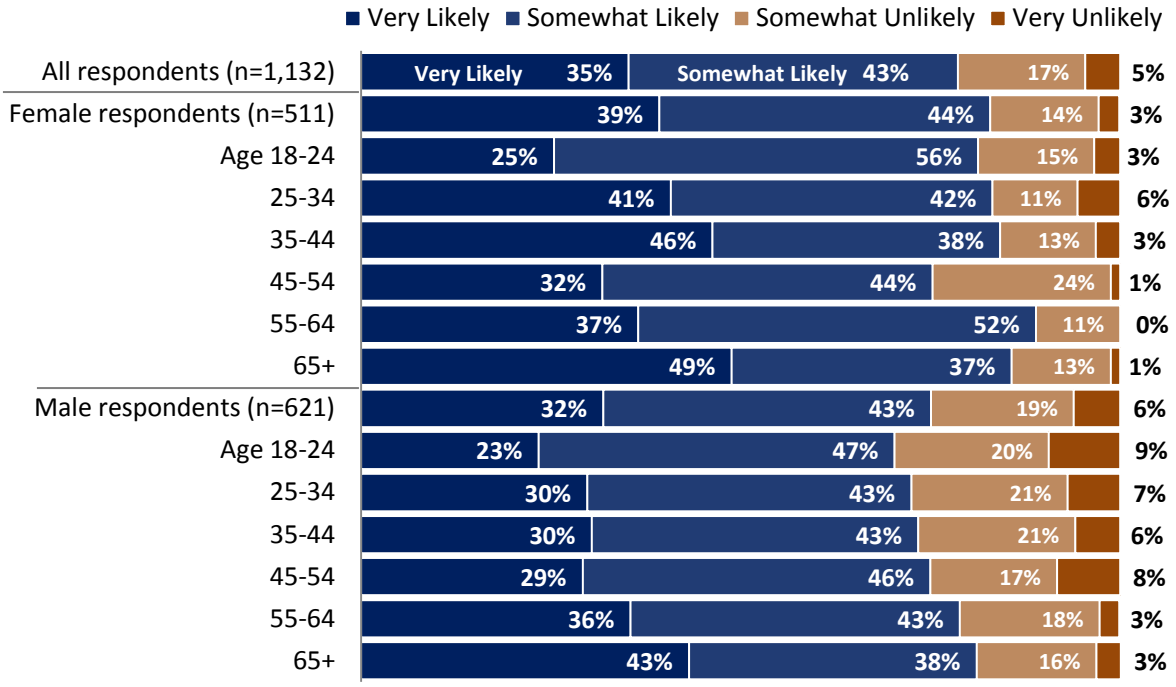
Yakima-Pasco-Richland-Kennewick DMA Drivers



- Drivers residing in the Yakima-Pasco-Richland-Kennewick DMA heard or saw about speed enforcement most often through television followed by radio.

Perception of Speed Enforcement

Q. ***If you are driving at 68 MPH on a freeway posted for 60 MPH, what are the chances you will get a ticket?***

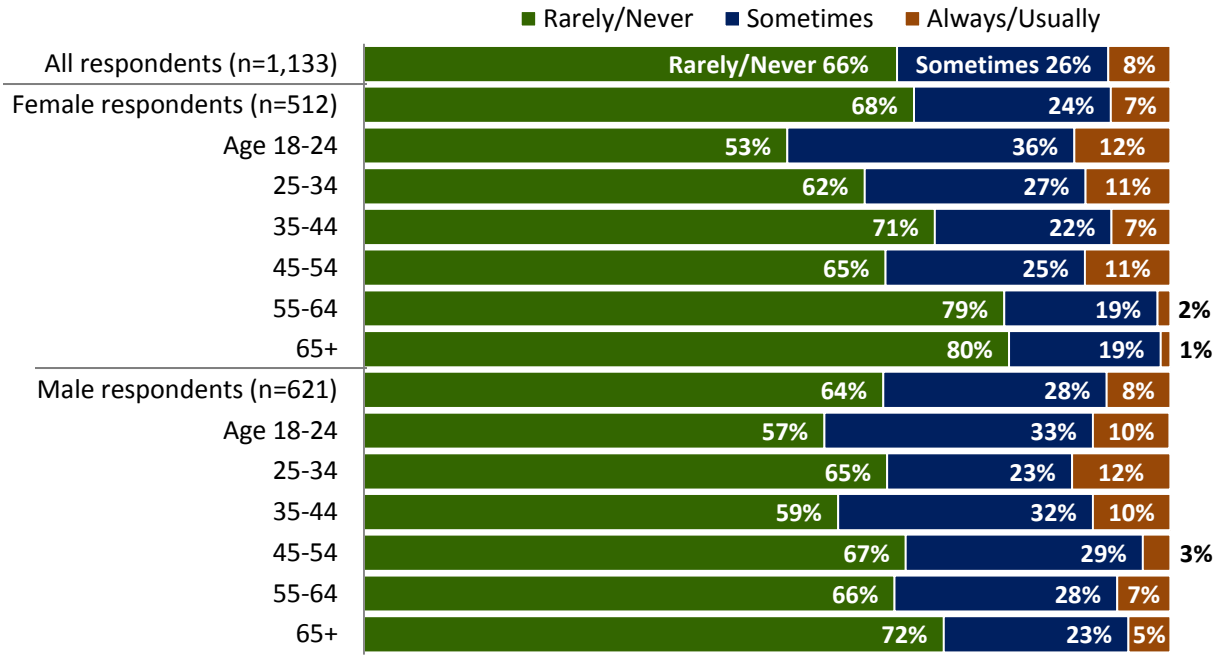


Three quarters of drivers surveyed thought they were likely to get a ticket for driving 68 MPH on a freeway posted for 60 MPH, 8 MPH over the speed limit.

- Younger, male drivers thought they were less likely to get a ticket for driving 8 MPH over the posted speed on a freeway posted for 60 MPH than their older counterparts.
- A similar percentage of male and female drivers thought they were likely to get a ticket, 70% and 73%, respectively.

Self-Reported Speeding Behavior

Q. ***On a local road with a speed limit of 25 mph, how often do you drive faster than 30 mph?***



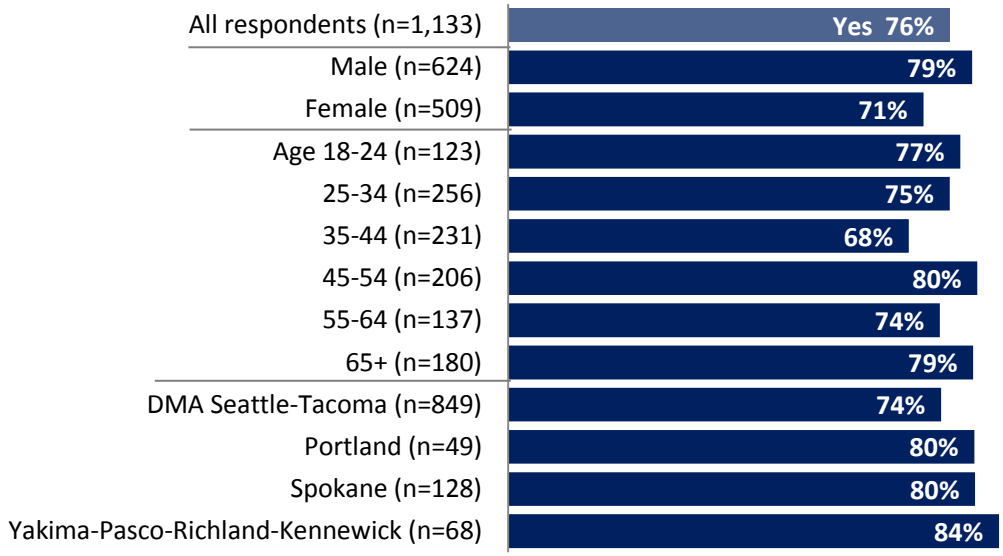
Two thirds of all drivers surveyed rarely or never drove faster than 30 MPH on a local road posted for 25 MPH.

- More than 10 percent of drivers between age 18 and 44 reported “always” or “usually” driving faster than 30 MPH on a local road posted for 25 MPH.
- Self-reported speeding behavior for males and females is similar.

DRUNK DRIVING

Awareness of Drunk Driving Enforcement

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



Three out of four (76%) survey respondents said they had read, saw, or heard something about drunk driving enforcement in the past 2 months.

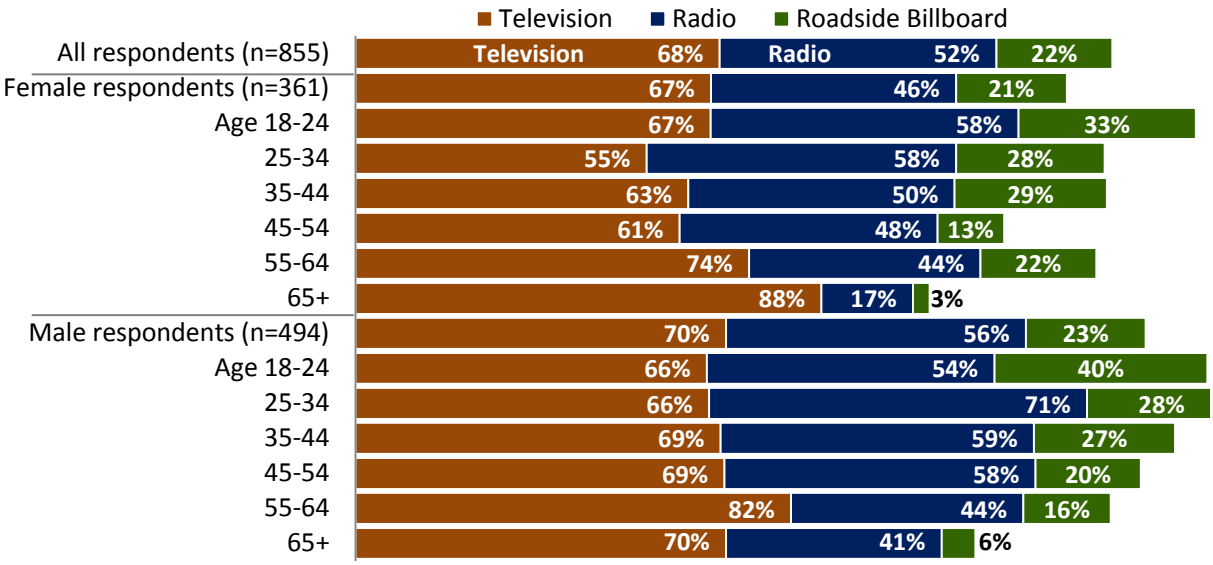
- The proportion of respondents who had read, seen, or heard something about drunk driving enforcement was higher among males (79%) than females (71%).
- Among the Designated Media Areas, awareness of drunk driving enforcement was highest for respondents in the Yakima-Pasco-Richland-Kennewick (84%) market and lowest in the Seattle-Tacoma (74%) market.

Q. *If yes, where did you see or hear about it?*

Media Channel	18-24 (n=95)	25-34 (n=193)	35-44 (n=158)	45-54 (n=165)	55-64 (n=101)	65+ (n=143)	All Ages (n=855)
Television	**66.3%**	61.1%	**66.5%**	**66.1%**	**78.2%**	**77.6%**	**68.4%**
Radio	55.8%	**65.3%**	55.7%	54.5%	43.6%	30.1%	51.9%
Roadside Billboard	36.8%	28.0%	27.2%	17.0%	18.8%	4.9%	21.8%
Electronic Sign	26.3%	32.1%	29.7%	15.8%	10.9%	6.3%	21.1%
Newspaper	8.4%	14.0%	13.9%	15.2%	22.8%	39.2%	18.8%
Friends & Family	24.2%	17.6%	14.6%	8.5%	5.9%	6.3%	12.7%
Online News Story	14.7%	13.0%	6.3%	11.5%	9.9%	4.2%	9.8%
Online Advertisement	2.1%	5.2%	6.3%	1.8%	2.0%	0.7%	3.3%
Facebook/Twitter	8.4%	4.7%	2.5%	0.6%	0.0%	0.7%	2.7%
Other	1.1%	0.0%	0.6%	2.4%	2.0%	0.0%	0.9%

- Overall, television and radio were the most common media channels respondents saw or heard about drunk driving enforcement, even among younger respondents.
- Television, radio, roadside billboard, and electronic signs were the most common media channels respondents under age 45 heard or saw about drunk driving enforcement.
- Newspaper ranked fifth overall, but second among respondents age 65 and older.

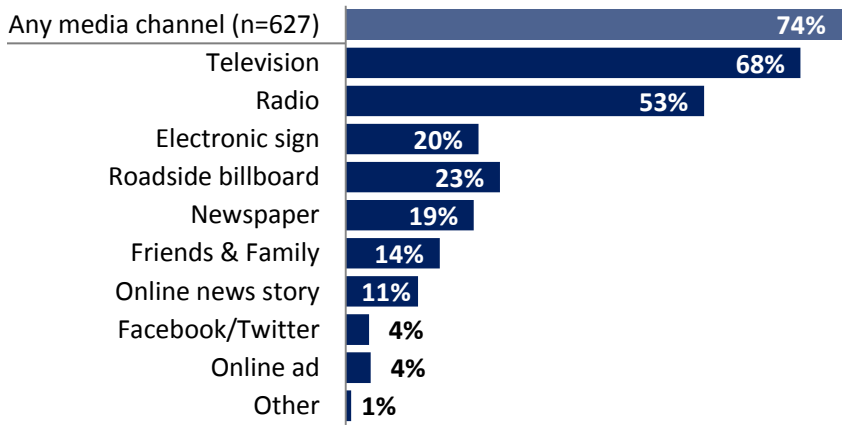
The following chart shows the top three drunk driving enforcement media channels for males and females. Males ages 16-35 are the target demographic for our drunk driving enforcement messages.



- Television was the most often reported media channels among female respondents age 18-24 (67%) and male respondents age 18-24 (66%).
- Among males age 25-34, radio was reported more often than television (71% and 66%, respectively).

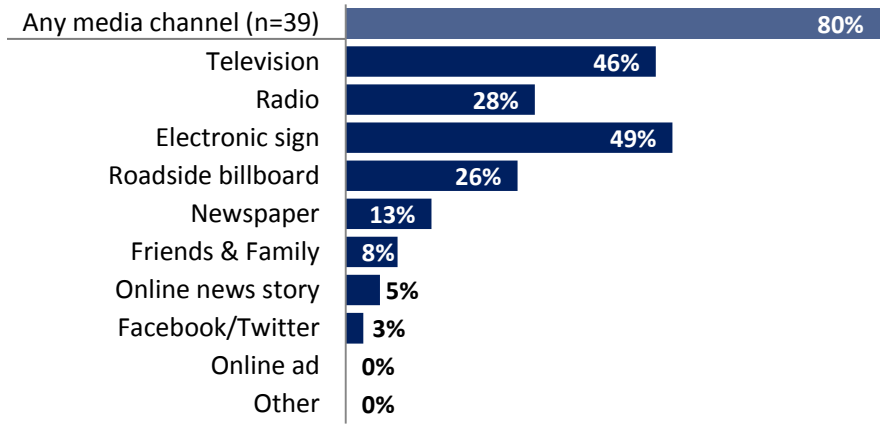
How persons heard or saw about drunk driving enforcement varied by Designated Media Area (DMA).

Seattle-Tacoma DMA Drivers



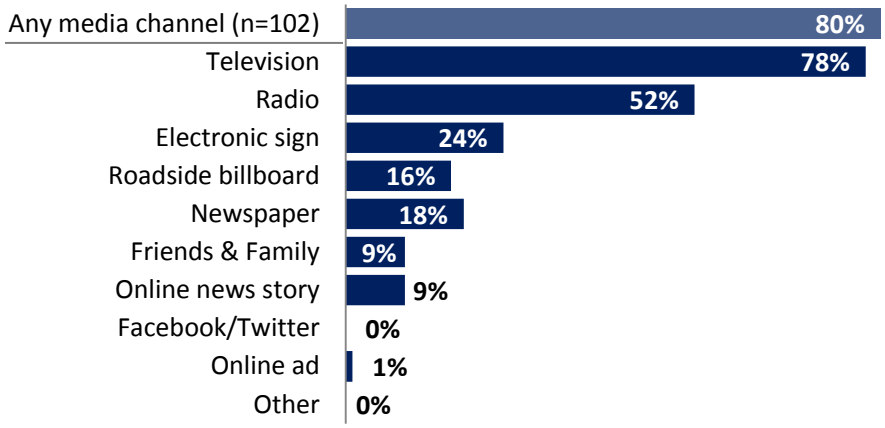
- More than two-thirds of drivers residing in the Seattle-Tacoma DMA heard or saw about speed enforcement through television, followed by radio.

Portland DMA Drivers



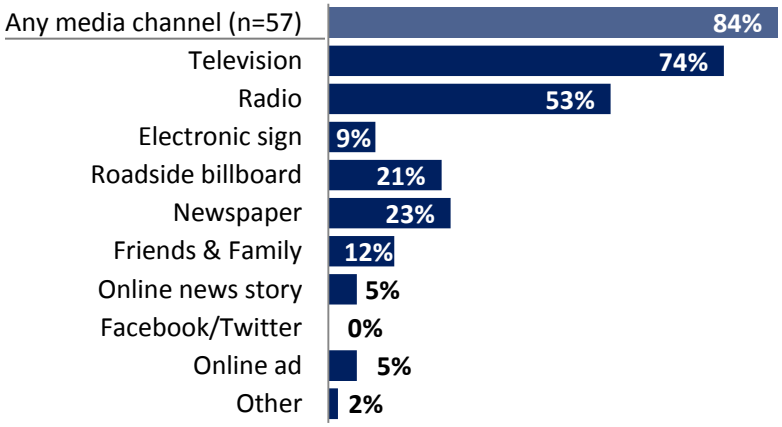
- Drivers residing in the Portland DMA heard or saw about speed enforcement most often through electronic signs and television.

Spokane DMA Drivers



- Drivers residing in the Spokane DMA heard or saw about speed enforcement most often through television, followed by radio.

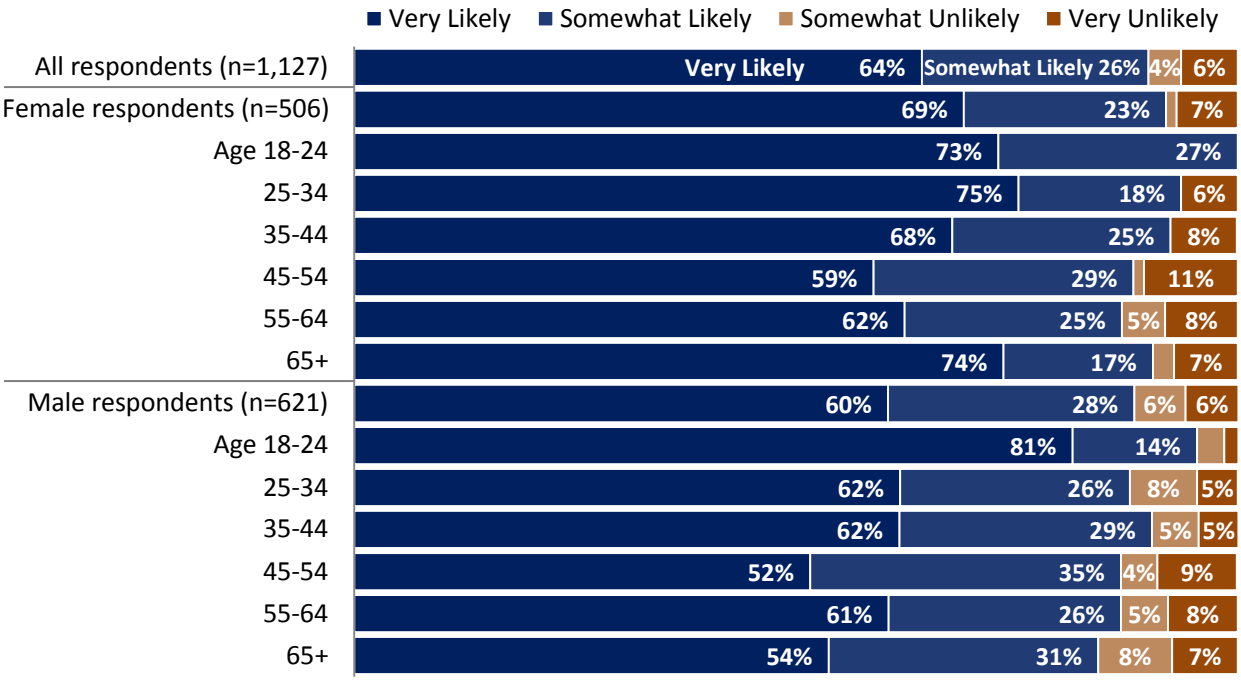
Yakima-Pasco-Richland-Kennewick DMA Drivers



- Drivers residing in the Yakima-Pasco-Richland-Kennewick DMA heard or saw about speed enforcement most often through television, followed by radio.

Perception of Drunk Driving Enforcement

Q. ***What do you think your chances are of getting arrested if you drive drunk?***

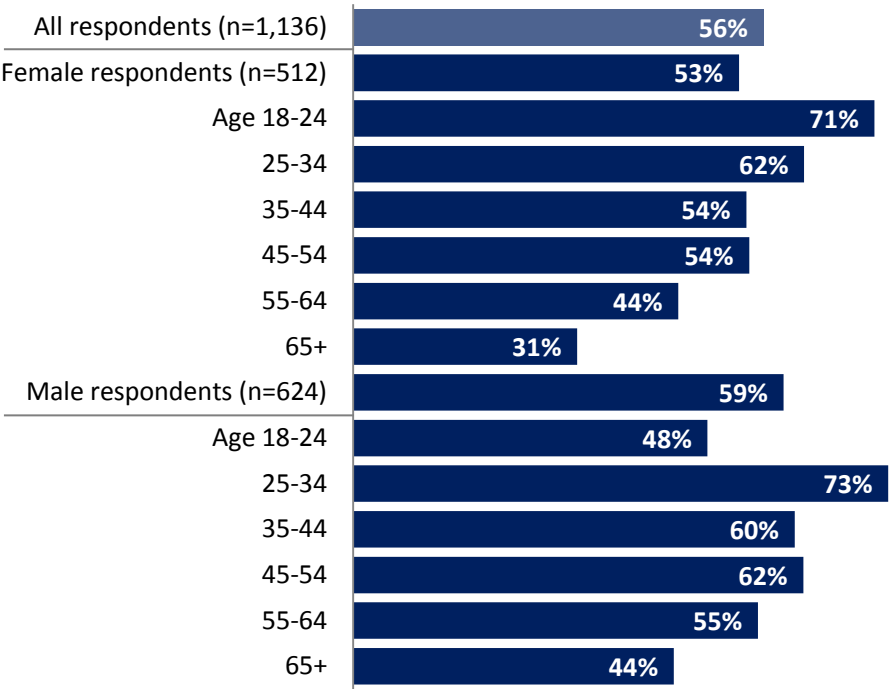


Nine out of 10 drivers surveyed thought they were likely to get arrested if they drove drunk.

- A smaller percentage of male drivers thought they were very likely to get arrested if they drove drunk compared to female drivers (60% and 69%, respectively).
- Eighty-one percent of male drivers ages 18-24 thought they were very likely to get arrested if they drove drunk compared to 73% of female drivers in this age group.

Self-Reported Drinking Behavior

Q. ***In the past 60 days, did you drink any alcoholic beverages?***

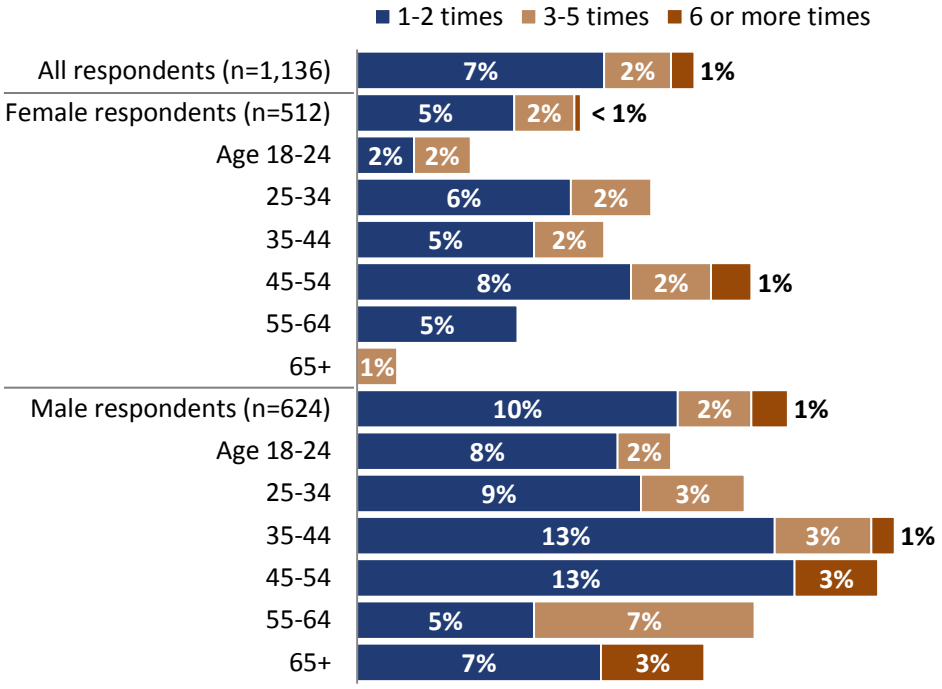


More than half of drivers surveyed reported drinking alcohol in the past 60 days.

- A slightly higher percentage of male drivers drank in the past 60 days compared to female drivers (59% and 53%, respectively).
- A higher percentage of female drivers age 18-24 surveyed reported drinking alcohol in the past 60 days than their male counterparts (71% and 48%, respectively).

Self-Reported Drinking and Driving Behavior

Q. ***In the past 60 days, how many times did you drive within 2 hours of drinking?***



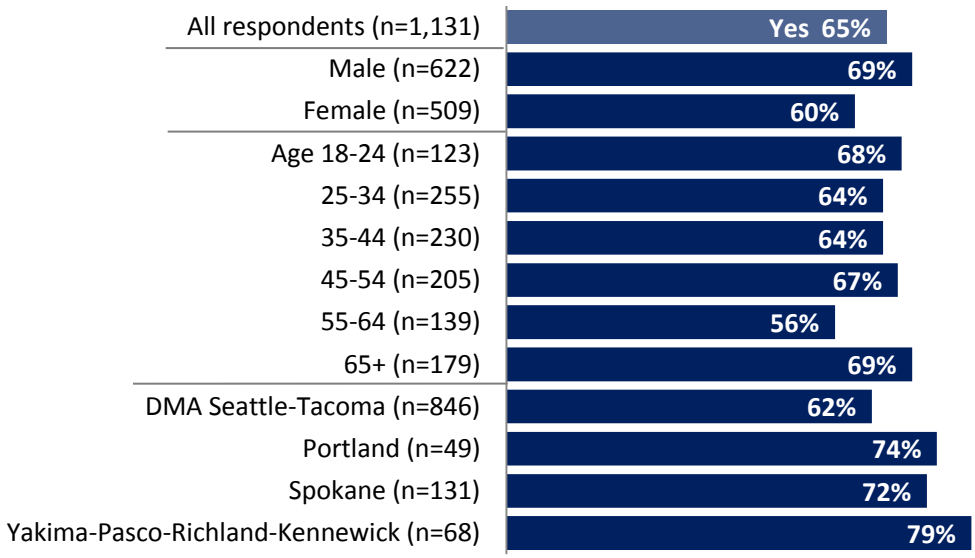
Approximately 10% of all drivers surveyed drove within 2 hours of drinking any alcohol in the past 60 days.

- A larger proportion of male drivers ages 35-44 and 45-54 reported driving after drinking alcohol than any other groups.
- Although 71% of females age 18-24 and 73% of males age 25-34 surveyed reported drinking alcohol in the past 60 days, only 4% of females age 18-24 and 12% of males age 25-34 said they drove within 2 hours of drinking.

Seat Belt Use

Awareness of Seat Belt Enforcement

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



Nearly two out of three (65%) survey respondents said they had read, saw, or heard something about seat belt enforcement in the past 2 months.

- The proportion of respondents who had read, seen, or heard something about seat belt enforcement was higher among males (69%) than females (60%).
- Among the Designated Media Areas, awareness of seat belt enforcement was highest for respondents in the Yakima-Pasco-Richland-Kennewick market and lowest in the Seattle-Tacoma market.

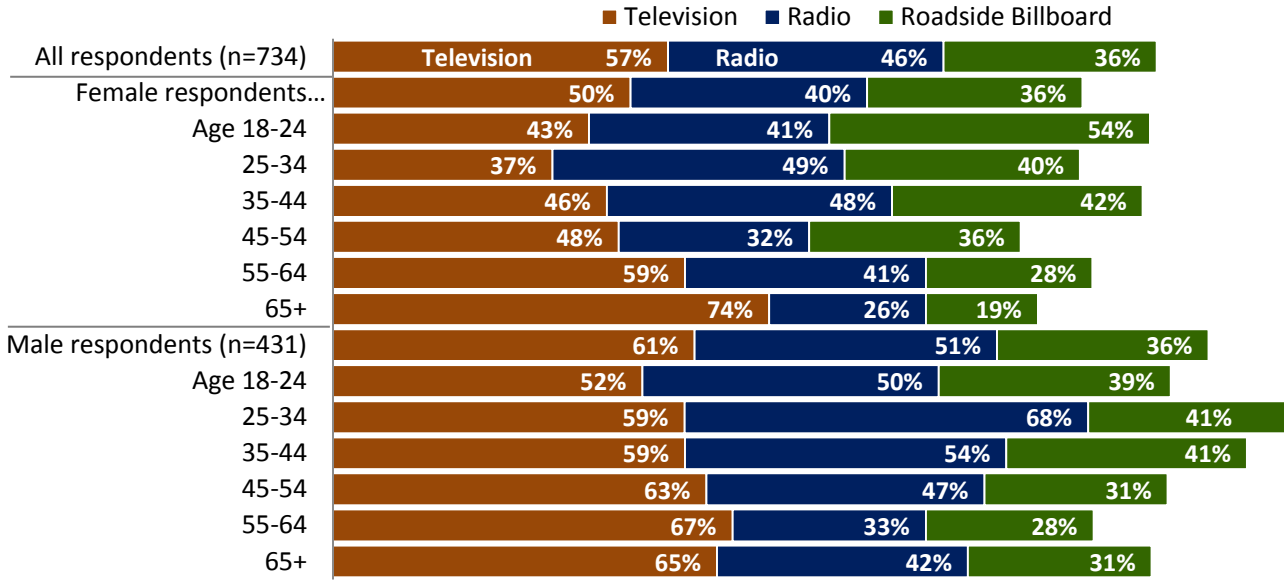
Where Drivers Heard or Saw about Seat Belt Enforcement

Persons heard or saw about seat belt enforcement most often from television or radio.

- Television, radio, and roadside billboards were the most common media channels respondents saw or heard about seat belt enforcement.
- Nearly half of respondents ages 18-24 reported hearing or seeing about seat belt enforcement through television, radio, or roadside billboards.
- A larger proportion of respondents under age 45 heard or saw about seat belt enforcement from roadside billboards more often than those age 45 and older (41.8% and 29.2%, respectively).

Media Channel	18-24 (n=83)	25-34 (n=164)	35-44 (n=148)	45-54 (n=137)	55-64 (n=78)	65+ (n=124)	All Ages (n=734)
Television	**48.2%**	49.4%	**54.7%**	**56.9%**	**64.1%**	**68.5%**	**56.5%**
Radio	45.8%	**59.8%**	52.0%	40.9%	35.9%	35.5%	**46.5%**
Roadside Billboard	45.8%	40.2%	41.2%	32.8%	28.2%	25.8%	**36.0%**
Electronic Sign	26.5%	23.2%	25.7%	16.8%	15.4%	12.1%	**20.2%**
Newspaper	7.2%	8.5%	8.8%	9.5%	12.8%	29.0%	**12.5%**
Friends & Family	12.0%	9.1%	8.1%	9.5%	12.8%	8.1%	**9.5%**
Online News Story	2.4%	6.1%	2.7%	5.1%	5.1%	5.6%	**4.6%**
Online Advertisement	1.2%	3.7%	4.7%	1.5%	2.6%	1.6%	**2.7%**
Facebook/Twitter	2.4%	3.0%	2.0%	0.7%	0.0%	0.8%	**1.6%**
Other	3.6%	0.6%	0.7%	2.2%	2.6%	0.0%	**1.4%**

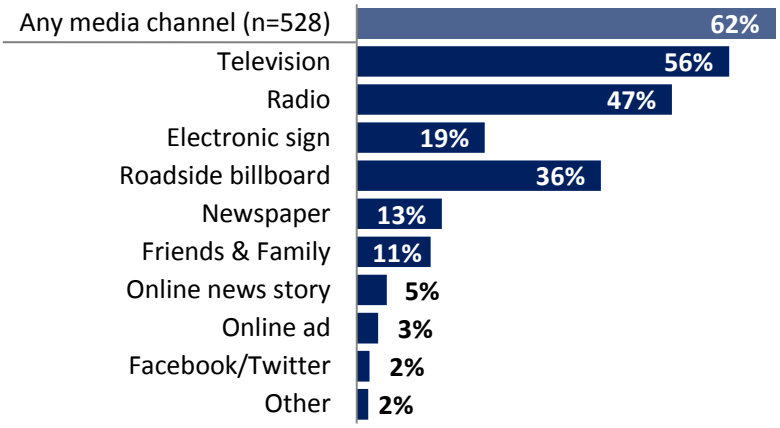
The following chart shows the top three seat belt enforcement media channels for males and females.



- Roadside billboard was the most often reported media channel among female respondents age 18-24 (54%).
- Among males age 25-34, radio was reported more often than television (68% and 59%, respectively).

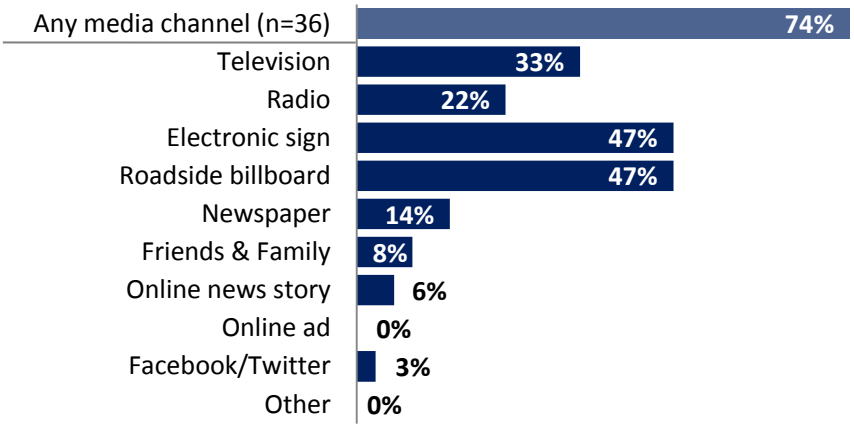
How persons heard or saw about seat belt enforcement varied by Designated Media Area (DMA).

Seattle-Tacoma DMA Drivers



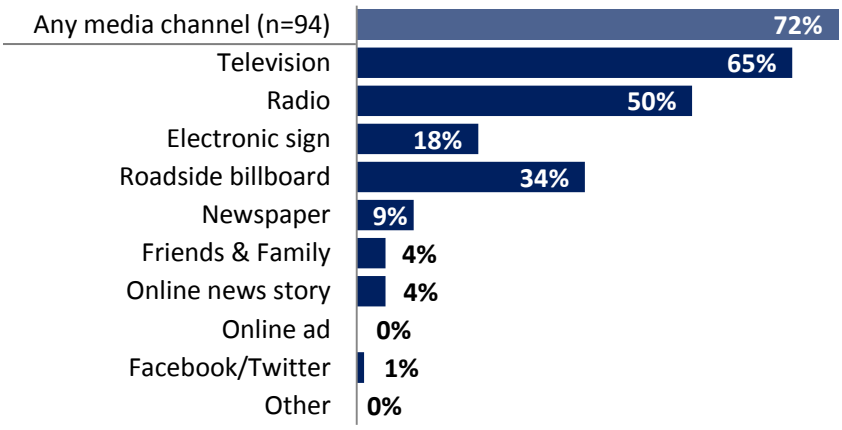
- Drivers residing in the Seattle-Tacoma DMA heard or saw about seat belt enforcement most often through television and radio followed by roadside billboards.

Portland DMA Drivers



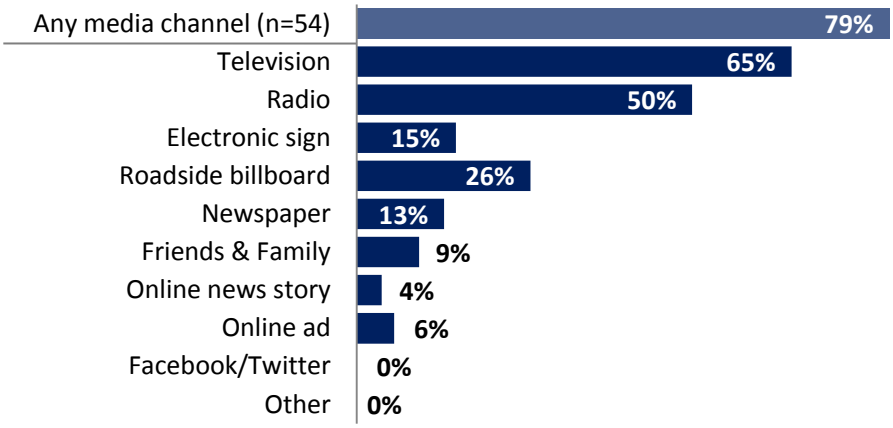
- Drivers residing in the Portland DMA heard or saw about seat belt enforcement most often through electronic signs and roadside billboards.

Spokane DMA Drivers



- Drivers residing in the Spokane DMA heard or saw about seat belt enforcement most often through television followed by radio and roadside billboards.

Yakima-Kennewick-Richland-Pasco DMA Drivers

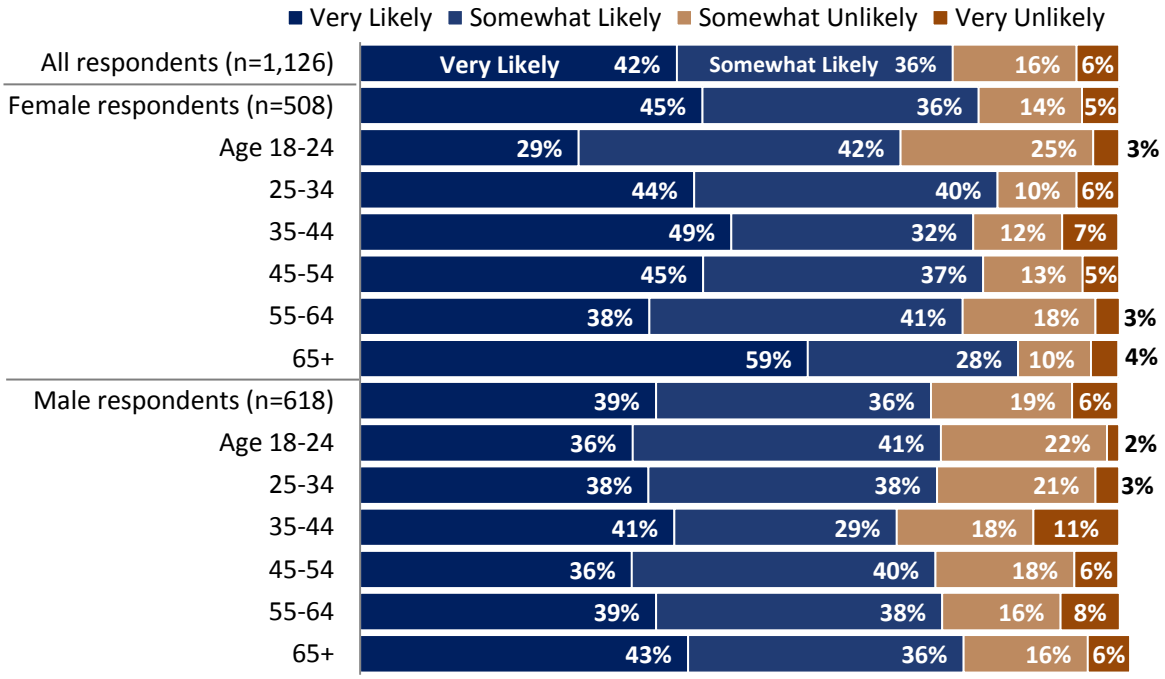


- Drivers residing in the Yakima-Kennewick-Richland-Pasco DMA heard or saw about seat belt enforcement most often through television followed by radio.

Roadside billboard results may be inflated in respect to seat belt enforcement. Respondents may be interpreting "roadside billboard" to include metal *Click It or Ticket* roadside signs. The 2012 survey will be modified to clarify the distinction.

Perception of Seat Belt Enforcement

Q. ***What do you think the chances are of getting a ticket if you don't wear your seat belt?***



Three quarters of drivers surveyed thought they were likely to get a ticket if they did not wear their seat belt.

- A smaller percentage of male drivers thought they were very likely to get a ticket if they did not wear their seat belt compared to female drivers (39% and 45%, respectively).
- Although a smaller proportion of female respondents age 18-24 thought they were very likely to get a ticket if they did not wear their seat belt compared to their male counterparts, this difference is not statistically significant.

Self-Reported Seat Belt Use

Survey respondents were not asked to report on seat belt use because Washington conducts a statewide daytime observational seat belt survey of front seat passenger vehicle occupants every July. In 2011, Washington's daytime seat belt rate was an estimated 97.5% (WTSC 2011).

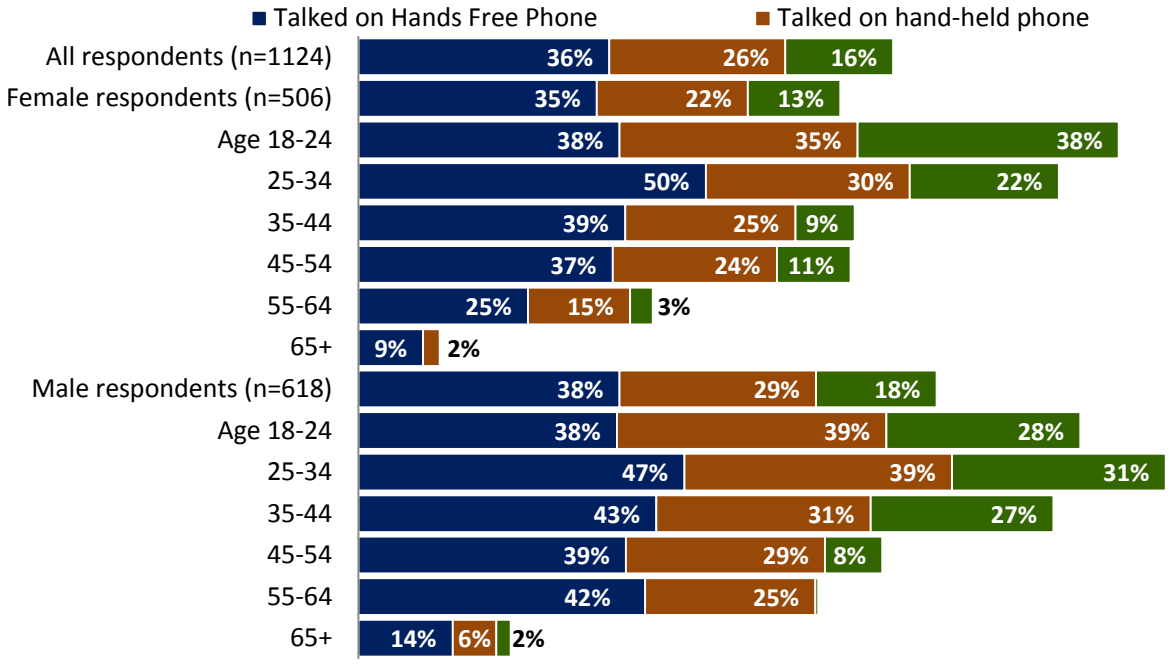
Self-reported seat belt use is useful supplemental data to the observation survey data to identify characteristics of the remaining 2.5% of seat belt non-users and to explore potential strategies to increase seat belt use. One source of self-reported seat belt use is Washington's Behavioral Risk Factor Surveillance Survey (BRFSS). Conducted annually by the Washington State Department of Health, BRFSS collects health behavior information on a sample of Washington residents age 18 and older (Washington Department of Health, 2012). The frequency of seat belt use is collected every other year. In Washington's 2010 BFRSS, a total of 97.9% of respondents reported "always" or "nearly always" using a seat belt when driving or riding in a car.

Q. How often do you use seat belts when you drive or ride in a car?	2008	2010
Always	92.0%	92.8%
Nearly always	5.8%	5.1%
Sometimes	1.1%	0.9%
Seldom	0.5%	0.4%
Never	0.5%	0.5%
Missing/Refused/Don't know	<0.1%	<0.1%

CELL PHONE USE AND TEXT MESSAGING

Self-Reported Cell Phone and Texting Behavior

Q. ***In the past 30 days, have you done any of the following while driving? (Check all that apply)***



More than three quarters (78%) of all drivers surveyed reported talking on a cell phone or sending or receiving a text message while driving in the past 30 days.

- Over a third of all respondents talked on a hands free cell phone while driving.
- More than a quarter talked on a hand-held cell phone while driving.
- Less than 20% of respondents said they sent or received a text message or email while driving.

Cell phone and texting behavior varied substantially with age.

- Almost half (49%) of all 25-34 year old respondents reported using a hands free cell phone while driving in the past 30 days. This proportion was similar among both males and females.
- A third of respondents age 18-24 said they sent or received a text message or email while driving. A higher proportion of female respondents in this age group sent or received a text message or email than male respondents. However this difference was not statistically significant.

Summary

The results of this survey provide important information regarding driver's self-reported attitudes, knowledge, and behavior regarding speeding, drunk driving, seat belt use, and cell phone use in Washington State. The following results are from the 2011 survey:

Driver Knowledge

- **Three out of five drivers surveyed had read, saw, or heard something about speed enforcement in the past 2 months. How persons heard or saw about speed enforcement varied by age group, gender, and Designated Media Area.**
- **Three out of four (76%) survey respondents said they had read, saw, or heard something about drunk driving enforcement in the past 2 months. How persons heard or saw about drunk driving enforcement varied by Designated Media Area.**
- **Nearly two out of three (65%) survey respondents said they had read, saw, or heard something about seat belt enforcement in the past 2 months. How persons heard or saw about seat belt enforcement varied by Designated Media Area (DMA).**

Driver Attitudes

- **Three quarters of drivers surveyed thought they were likely to get a ticket for driving 68 MPH on a freeway posted for 60 MPH, 8 MPH over the speed limit.**
- **Nine out of 10 drivers surveyed thought they were likely to get arrested if they drove drunk.**
- **Three quarters of drivers surveyed thought they were likely to get a ticket if they did not wear their seat belt.**

Driver Behaviors

- **Two thirds of all drivers surveyed rarely or never drove faster than 30 MPH on a local road posted for 25 MPH.**
- **More than half drivers surveyed reported drinking alcohol in the past 60 days. Approximately 10% of all drivers surveyed drove within 2 hours of drinking any alcohol in the past 60 days.**
- **More than three quarters (78%) of all drivers surveyed reported talking on a cell phone or sending or receiving a text message while driving in the past 30 days. Cell phone and texting behavior varied substantially with age.**

References

Hedlund J, Casanova T, and Chaudhary N. 2009. Survey Recommendations for the NHTSA-GHSA Working Group. Preusser Research Group, Trumbull, CT. www.ghsa.org/html/resources/files/pdf/planning/survey_recs.pdf.

National Highway Traffic Safety Administration (NHTSA). 2008. *Traffic Safety Performance Measures for States and Federal Agencies*. DOT HS 811 239, Washington DC. www.nhtsa.gov/nhtsa/whatsup/tea21/grantman/html/811025.pdf.

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Washington State Department of Transportation (WSDOT). 2010. *Target Zero: Strategic Highway Safety Plan*. http://www.wsdot.wa.gov/planning/SHSP.htm.

Appendix A: Targeted Marketing During and Prior to the July 2011 Survey

Many organizations contribute to enforcement publicity including media outlets, not-for-profit groups and federal, tribal, state and local government agencies. The tracked publicity efforts of the Washington Traffic Safety Commission, with assistance of the Washington State Department of Transportation, for statewide mobilizations in 2011 are listed below.

Seat Belts

WSDOT Variable Message Signs
05/23/11 – 06/05/11 (Partial exposure; shared with Dept. of Ecology)

News media
05/12/11 – ~06/04/11 Contractor, impending patrols NR

Paid media
05/17/10 – 06/06/10 TV & TV web (total value $347,000)
05/17/10 – 06/06/10 Radio & radio web (total value $204,000)
5/23/10 Five newspapers (1/4 page)

Impaired Driving

WSDOT Variable Message Signs
06/23/11 – 07/04/11

News media
06/14/11 – ~07/15/11 Contractor, impending and post-patrol NRs

Paid media
None (though Target Zero Teams billboards, King County transit ads & an Aquasox ad were underway)

Speeding

WSDOT Variable Message Signs
07/12/10 – 07/31/10

Earned media
07/05/11 – ~08/06/11 Contractor, impending patrols NR

Paid media
07/05/10 – 08/01/10 TV & TV web (total value $18,000)
07/05/10 – 08/01/10 Radio & radio web (total value $83,000)
07/05/10 – 08/01/10 Billboards ($4,000) Clark County only
07/05/10 – 08/01/10 Gas stations (pump toppers – total value $4,000) Clark County only

Appendix B: Intercept Survey

Survey Instructions

OBJECTIVE:
The survey asks people about traffic safety. The objective of this project is to complete as many interviews as possible during the survey period.

GENERAL INTERVIEWER INSTRUCTIONS:
You must always present an upbeat, positive and enthusiastic attitude. You are representing the WTSC (Washington Traffic Safety Commission), so the interviewer must leave the respondent with a good feeling, whether or not the person agrees to complete a survey. Dress is casual professional. If you are a smoker, please be sensitive to the fact that cigarette smoke lingers, and be sure not to start your shift immediately after smoking. No smoking while on shift. Please wear your name badges at all times. This is a self-administered survey. Once the respondent completes the form it will be helpful to have a backpack or bag to store the questionnaires in.

PROJECT INSTRUCTIONS:
Please introduce yourself to the DOL employees before starting. They will be expecting you. They have a lot of surveys going on this month so we want to be sure to keep out of their way so we do not disrupt their flow of business. Please do not go behind the counters and use the public restrooms if needed. Also please position yourself so that you are able to intercept all possible respondents but try not to block the flow of traffic.

Each shift is 8 hours. Some DOL offices may be open for more than 8 hours - we only want to intercept during the scheduled 8 hours shifts. There is an extra 30 minutes on the schedule for a lunch break. This is an unpaid break. Please be sure to stagger your lunch breaks with your partner so that someone is intercepting at all times.

INTRO: Hi. Are you here today to renew your license?
If Yes: Would you please fill out a survey for the Department of Licensing? (DOL)

We are only interviewing people who are there to renew their license and are 18 years of age or older. If they are not mark them down on your tally sheet as a NQ – under 18. You will need to use a tally sheet for each shift to keep track of how many questionnaires you distribute, the number of people not approached, the number who refused, or were NQ because of a language barrier, they were not renewing their license, they were not conducting business at the DOL, NQ under 18, or some other reason.

The difference between NQ not renewing license and NQ not conducting DOL Business is that someone not renewing their license is there to conduct other DOL business but someone not conducting DOL Business is simply there to accompany someone who is.

After a survey is completed you will need to fill in the bottom back of the survey where it asks for the location of the office and the survey date.

Also since we have not been trained in DOL procedures please let respondents know that we are only there to conduct surveys and are not trained to answer DOL questions.

If you could leave me a voicemail or send me an email after each shift with the number of completed surveys you have received, and the numbers from your tally sheets that would be great.

Also please remember that each person you talk to needs to be recorded on your tally sheet whether it's under survey handed out, NQ Lang or some other category.

Thanks for helping with this survey.
Please answer all of the questions on the front and back of this sheet.
Then return it to the interviewer.

1. In the past 60 days, have you read, seen or heard anything about *speed enforcement* by police?

☐ Yes ☐ No

IF YES: Where did you see or hear about it? (Check all that apply):

☐ Online news story ☐ Radio ☐ Television
☐ Facebook, Twitter ☐ Billboard (static or digital) ☐ Video ad (web/mobile)
☐ Friend or family ☐ Electronic message board ☐ Newspaper

2. If you are driving at 68 mph on a freeway posted for 60 mph, what are the chances you will get a ticket?

☐ Very likely ☐ Somewhat likely ☐ Somewhat unlikely ☐ Very unlikely

3. On a local road with a speed limit of 25 mph, how often do you drive faster than 30 mph?

☐ Always ☐ Usually ☐ Sometimes ☐ Rarely ☐ Never

4. In the past 60 days, have you read, seen or heard anything about *drunk driving enforcement* by police?

☐ Yes ☐ No

IF YES: Where did you see or hear about it? (Check all that apply):

☐ Online news story ☐ Radio ☐ Television
☐ Facebook, Twitter ☐ Billboard (static or digital) ☐ Video ad (web/mobile)
☐ Friend or family ☐ Electronic message board ☐ Newspaper

5. What do you think your chances are of getting arrested if you drive drunk?

☐ Very likely ☐ Somewhat likely ☐ Somewhat unlikely ☐ Very unlikely

6. In the past 60 days, did you drink any alcoholic beverage?

☐ Yes ☐ No

IF YES: In that same 60 day time period, did you drive a motor vehicle within 2 hours of drinking any alcoholic beverage?

☐ Yes ☐ No

IF YES: In that same 60 day time period, about how many times did you drive a motor vehicle within 2 hours of drinking any alcoholic beverage?

☐ 1-2 ☐ 3-5 ☐ 6 or more

PLEASE TURN PAGE

7. In the past 60 days, have you read, seen or heard anything about *seat belt enforcement* by police?
☐ Yes ☐ No

IF YES: Where did you see or hear about it? (Check all that apply):

☐ Online news story ☐ Radio ☐ Television
☐ Facebook, Twitter ☐ Billboard (static or digital) ☐ Video ad (web/mobile)
☐ Friend or family ☐ Electronic message board ☐ Newspaper

8. What do you think the chances are of getting a ticket if you don't wear your seat belt?
☐ Very likely ☐ Somewhat likely ☐ Somewhat unlikely ☐ Very unlikely

9. In the past 30 days, have you done *any of the following* while driving? (Please check all that apply.)

☐ Talked on a hand-held cell phone
☐ Talked on a hands free cell phone
☐ Sent or received a text message or email
☐ None of the above

10. What is your gender? ☐ Male ☐ Female

11. What is your zip code? _____

12. In which of these age categories do you belong?
☐ 18-19 ☐ 20-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65-74 ☐ 75 +

Thank you very much for your time.
Please fold the survey and return it to an interviewer.
Please fold the survev and return it to an interviewer.

Location: _____ **Date:** _____

Appendix C: Data Tables

SPEEDING

Question | In the past 60 days, have you read, seen or heard anything about speed enforcement by police?

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15). Table excludes 3 respondents who did not provide a response to this question.

Demographic	TOTAL		Yes			No		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,137	100.0	671	59.0	(56.2-61.9)	466	41.0	(38.1-43.8)
Male	626	55.1	382	61.0	(57.2-64.8)	244	39.0	(35.2-42.8)
Female	511	44.9	289	56.6	(52.3-60.9)	222	43.4	(39.1-47.7)
18-24	123	10.8	70	56.9	(48.1-65.7)	53	43.1	(34.3-51.9)
25-34	257	22.6	141	54.9	(48.8-61)	116	45.1	(39-51.2)
35-44	231	20.3	130	56.3	(49.9-62.7)	101	43.7	(37.3-50.1)
45-54	206	18.1	118	57.3	(50.5-64)	88	42.7	(36-49.5)
55-64	139	12.2	87	62.6	(54.5-70.6)	52	37.4	(29.4-45.5)
65+	181	15.9	125	69.1	(62.3-75.8)	56	30.9	(24.2-37.7)
Male 18-24	64	5.6	42	65.6	(54-77.3)	22	34.4	(22.7-46)
25-34	132	11.6	76	57.6	(49.1-66)	56	42.4	(34-50.9)
35-44	136	12.0	85	62.5	(54.4-70.6)	51	37.5	(29.4-45.6)
45-54	122	10.7	69	56.6	(47.7-65.4)	53	43.4	(34.6-52.3)
55-64	76	6.7	43	56.6	(45.4-67.7)	33	43.4	(32.3-54.6)
65+	96	8.4	67	69.8	(60.6-79)	29	30.2	(21-39.4)
Female 18-24	59	5.2	28	47.5	(34.7-60.2)	31	52.5	(39.8-65.3)
25-34	125	11.0	65	52.0	(43.2-60.8)	60	48.0	(39.2-56.8)
35-44	95	8.4	45	47.4	(37.3-57.4)	50	52.6	(42.6-62.7)
45-54	84	7.4	49	58.3	(47.8-68.9)	35	41.7	(31.1-52.2)
55-64	63	5.5	44	69.8	(58.5-81.2)	19	30.2	(18.8-41.5)
65+	85	7.5	58	68.2	(58.3-78.1)	27	31.8	(21.9-41.7)
Seattle-Tacoma DMA	850	74.8	503	59.2	(55.9-62.5)	347	40.8	(37.5-44.1)
Portland DMA	49	4.3	28	57.1	(43.3-71)	21	42.9	(29-56.7)
Spokane DMA	130	11.4	80	61.5	(53.2-69.9)	50	38.5	(30.1-46.8)
Yakima-Pasco-Richland-Kennewick	68	6.0	39	57.4	(45.6-69.1)	29	42.6	(30.9-54.4)
Unknown (Zip Code unreported)	40	3.5	21	52.5	(37-68)	19	47.5	(32-63)

Question | If yes, where did you hear or see about it? (Check all that apply)

Tables include only respondents who said they heard or saw about speed enforcement by police.

Demographic	TOTAL		Radio			Television			Newspaper			Family or Friends		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	671	100.0	274	40.8	(37.1-44.6)	316	47.1	(43.3-50.9)	92	13.7	(11.1-16.3)	90	13.4	(10.8-16)
Male	382	56.9	171	44.8	(39.8-49.8)	174	45.5	(40.5-50.6)	54	14.1	(10.6-17.6)	49	12.8	(9.5-16.2)
Female	289	43.1	103	35.6	(30.1-41.2)	142	49.1	(43.4-54.9)	38	13.1	(9.2-17.1)	41	14.2	(10.2-18.2)
18-24	70	10.4	23	32.9	(21.8-43.9)	19	27.1	(16.7-37.6)	2	2.9	(0-6.8)	20	28.6	(18-39.2)
25-34	141	21.0	72	51.1	(42.8-59.3)	52	36.9	(28.9-44.9)	13	9.2	(4.4-14)	22	15.6	(9.6-21.6)
35-44	130	19.4	56	43.1	(34.5-51.6)	49	37.7	(29.3-46)	13	10.0	(4.8-15.2)	18	13.8	(7.9-19.8)
45-54	118	17.6	54	45.8	(36.8-54.8)	58	49.2	(40.1-58.2)	9	7.6	(2.8-12.4)	16	13.6	(7.4-19.8)
55-64	87	13.0	32	36.8	(26.6-46.9)	52	59.8	(49.4-70.1)	11	12.6	(5.6-19.6)	11	12.6	(5.6-19.6)
65+	125	18.6	37	29.6	(21.6-37.6)	86	68.8	(60.7-76.9)	44	35.2	(26.8-43.6)	3	2.4	(0-5.1)
Male 18-24	42	6.3	13	31.0	(16.9-45)	12	28.6	(14.9-42.3)	2	4.8	(0-11.2)	12	28.6	(14.9-42.3)
25-34	76	11.3	36	47.4	(36.1-58.6)	28	36.8	(26-47.7)	7	9.2	(2.7-15.7)	10	13.2	(5.5-20.8)
35-44	85	12.7	39	45.9	(35.3-56.5)	31	36.5	(26.2-46.7)	9	10.6	(4-17.1)	13	15.3	(7.6-23)
45-54	69	10.3	38	55.1	(43.3-66.8)	33	47.8	(36-59.6)	6	8.7	(2-15.4)	8	11.6	(4-19.2)
55-64	43	6.4	18	41.9	(27.1-56.6)	24	55.8	(40.9-70.7)	7	16.3	(5.2-27.3)	6	14.0	(3.6-24.3)
65+	67	10.0	27	40.3	(28.5-52.1)	46	68.7	(57.5-79.8)	23	34.3	(22.9-45.7)	0	0.0	(0.0-5.4)
Female 18-24	28	4.2	10	35.7	(17.9-53.5)	7	25.0	(8.9-41.1)	0	0.0	(0.0-12.3)	8	28.6	(11.8-45.3)
25-34	65	9.7	36	55.4	(43.3-67.5)	24	36.9	(25.2-48.7)	6	9.2	(2.2-16.3)	12	18.5	(9-27.9)
35-44	45	6.7	17	37.8	(23.6-52)	18	40.0	(25.6-54.4)	4	8.9	(0.6-17.2)	5	11.1	(1.9-20.3)
45-54	49	7.3	16	32.7	(19.5-45.8)	25	51.0	(37-65.1)	3	6.1	(0-12.9)	8	16.3	(6-26.7)
55-64	44	6.6	14	31.8	(18-45.6)	28	63.6	(49.4-77.9)	4	9.1	(0.6-17.6)	5	11.4	(2-20.8)
65+	58	8.6	10	17.2	(7.5-27)	40	69.0	(57-80.9)	21	36.2	(23.8-48.6)	3	5.2	(0-10.9)
Seattle-Tacoma DMA	503	75.0	204	40.6	(36.3-44.9)	228	45.3	(41-49.7)	68	13.5	(10.5-16.5)	74	14.7	(11.6-17.8)
Portland DMA	28	4.2	6	21.4	(6.2-36.7)	9	32.1	(14.8-49.5)	5	17.9	(3.6-32.1)	3	10.7	(0-22.2)
Spokane DMA	80	11.9	37	46.3	(35.3-57.2)	47	58.8	(47.9-69.6)	11	13.8	(6.2-21.3)	5	6.3	(0.9-11.6)
Yakima-Pasco-Richland-Kennewick	39	5.8	18	46.2	(30.5-61.8)	22	56.4	(40.8-72)	6	15.4	(4-26.7)	6	15.4	(4-26.7)
Unknown (Zip Code unreported)	21	3.1	9	42.9	(21.6-64.1)	10	47.6	(26.2-69)	2	9.5	(0-22.1)	2	9.5	(0-22.1)

Question | If yes, where did you hear or see about it? (Check all that apply) (Continued from previous page)

Tables include only respondents who said they heard or saw about speed enforcement by police.

Demographic	TOTAL		Online News Story			Online Advertisement			Electronic Road Sign			Roadside Billboard		
Groups	**N**	**%**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**
TOTAL	671	100.0	54	8.0	(6-10.1)	4	0.6	(0-1.2)	209	31.1	(27.6-34.7)	102	15.2	(12.5-17.9)
Male	382	56.9	33	8.6	(5.8-11.5)	2	0.5	(0-1.2)	110	28.8	(24.2-33.3)	61	16.0	(12.3-19.7)
Female	289	43.1	21	7.3	(4.3-10.3)	2	0.7	(0-1.7)	99	34.3	(28.8-39.7)	41	14.2	(10.2-18.2)
18-24	70	10.4	6	8.6	(2-15.1)	2	2.9	(0-6.8)	35	50.0	(38.3-61.7)	15	21.4	(11.8-31.1)
25-34	141	21.0	22	15.6	(9.6-21.6)	2	1.4	(0-3.4)	53	37.6	(29.6-45.6)	30	21.3	(14.5-28)
35-44	130	19.4	7	5.4	(1.5-9.3)	0	0.0	(0.0-1.5)	49	37.7	(29.3-46)	28	21.5	(14.5-28.6)
45-54	118	17.6	11	9.3	(4.1-14.6)	0	0.0	(0.0-1.5)	29	24.6	(16.8-32.4)	12	10.2	(4.7-15.6)
55-64	87	13.0	5	5.7	(0.8-10.7)	0	0.0	(0.0-1.7)	24	27.6	(18.2-37)	10	11.5	(4.8-18.2)
65+	125	18.6	3	2.4	(0-5.1)	0	0.0	(0.0-1.7)	19	15.2	(8.9-21.5)	7	5.6	(1.6-9.6)
Male 18-24	42	6.3	4	9.5	(0.6-18.4)	2	4.8	(0-11.2)	18	42.9	(27.9-57.9)	10	23.8	(10.9-36.7)
25-34	76	11.3	11	14.5	(6.5-22.4)	0	0.0	(0.0-2.0)	20	26.3	(16.4-36.2)	15	19.7	(10.8-28.7)
35-44	85	12.7	6	7.1	(1.6-12.5)	0	0.0	(0.0-2.5)	30	35.3	(25.1-45.5)	23	27.1	(17.6-36.5)
45-54	69	10.3	9	13.0	(5.1-21)	0	0.0	(0.0-2.8)	20	29.0	(18.3-39.7)	5	7.2	(1.1-13.4)
55-64	43	6.4	1	2.3	(0-6.8)	0	0.0	(0.0-3.4)	10	23.3	(10.6-35.9)	4	9.3	(0.6-18)
65+	67	10.0	2	3.0	(0-7.1)	0	0.0	(0.0-3.0)	12	17.9	(8.7-27.1)	4	6.0	(0.3-11.7)
Female 18-24	28	4.2	2	7.1	(0-16.7)	0	0.0	(0.0-3.3)	17	60.7	(42.6-78.9)	5	17.9	(3.6-32.1)
25-34	65	9.7	11	16.9	(7.8-26.1)	2	3.1	(0-7.3)	33	50.8	(38.6-63)	15	23.1	(12.8-33.3)
35-44	45	6.7	1	2.2	(0-6.5)	0	0.0	(0.0-3.6)	19	42.2	(27.8-56.7)	5	11.1	(1.9-20.3)
45-54	49	7.3	2	4.1	(0-9.6)	0	0.0	(0.0-3.1)	9	18.4	(7.5-29.2)	7	14.3	(4.5-24.1)
55-64	44	6.6	4	9.1	(0.6-17.6)	0	0.0	(0.0-3.5)	14	31.8	(18-45.6)	6	13.6	(3.5-23.8)
65+	58	8.6	1	1.7	(0-5.1)	0	0.0	(0.0-4.1)	7	12.1	(3.7-20.5)	3	5.2	(0-10.9)
Seattle-Tacoma DMA	503	75.0	45	8.9	(6.4-11.4)	2	0.4	(0-0.9)	150	29.8	(25.8-33.8)	82	16.3	(13.1-19.5)
Portland DMA	28	4.2	2	7.1	(0-16.7)	0	0.0	(0.0-12.3)	18	64.3	(46.5-82.1)	7	25.0	(8.9-41.1)
Spokane DMA	80	11.9	5	6.3	(0.9-11.6)	1	1.3	(0-3.7)	20	25.0	(15.5-34.5)	9	11.3	(4.3-18.2)
Yakima-Pasco-Richland-Kennewick	39	5.8	1	2.6	(0-7.5)	1	2.6	(0-7.5)	15	38.5	(23.2-53.8)	1	2.6	(0-7.5)
Unknown (Zip Code unreported)	21	3.1	1	4.8	(0-13.9)	1	0.0	(0.0-16.1)	6	28.6	(9.2-47.9)	3	14.3	(0-29.3)

Question | If yes, where did you hear or see about it? (Check all that apply) (Continued from previous page)

Tables include only respondents who said they heard or saw about speed enforcement by police.

Demographic	TOTAL		Facebook/Twitter			Other		
Groups	**N**	**%**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**
TOTAL	671	100.0	11	1.6	(0.7-2.6)	12	1.8	(0.8-2.8)
Male	382	56.9	6	1.6	(0.3-2.8)	7	1.8	(0.5-3.2)
Female	289	43.1	5	1.7	(0.2-3.2)	5	1.7	(0.2-3.2)
18-24	70	10.4	1	1.4	(0-4.2)	2	2.9	(0-6.8)
25-34	141	21.0	6	4.3	(0.9-7.6)	3	2.1	(0-4.5)
35-44	130	19.4	1	0.8	(0-2.3)	2	1.5	(0-3.7)
45-54	118	17.6	1	0.8	(0-2.5)	2	1.7	(0-4)
55-64	87	13.0	1	1.1	(0-3.4)	3	3.4	(0-7.3)
65+	125	18.6	1	0.8	(0-2.4)	0	0.0	(0.0-1.7)
Male 18-24	42	6.3	1	2.4	(0-7)	1	2.4	(0-7)
25-34	76	11.3	3	3.9	(0-8.3)	3	3.9	(0-8.3)
35-44	85	12.7	0	0.0	(0.0-2.5)	1	1.2	(0-3.5)
45-54	69	10.3	1	1.4	(0-4.3)	1	1.4	(0-4.3)
55-64	43	6.4	1	2.3	(0-6.8)	1	2.3	(0-6.8)
65+	67	10.0	0	0.0	(0.0-3.0)	0	0.0	(0.0-3.0)
Female 18-24	28	4.2	0	0.0	(0.0-3.3)	1	3.6	(0-10.5)
25-34	65	9.7	3	4.6	(0-9.7)	0	0.0	(0.0-2.5)
35-44	45	6.7	1	2.2	(0-6.5)	1	2.2	(0-6.5)
45-54	49	7.3	0	0.0	(0.0-3.1)	1	2.0	(0-6)
55-64	44	6.6	0	0.0	(0.0-3.5)	2	4.5	(0-10.7)
65+	58	8.6	1	1.7	(0-5.1)	0	0.0	(0.0-4.1)
Seattle-Tacoma DMA	503	75.0	9	1.8	(0.6-3)	11	2.2	(0.9-3.5)
Portland DMA	28	4.2	1	3.6	(0-10.5)	0	0.0	(0.0-12.3)
Spokane DMA	80	11.9	1	1.3	(0-3.7)	0	0.0	(0.0-4.5)
Yakima-Pasco-Richland-Kennewick	39	5.8	0	0.0	(0.0-9.0)	0	0.0	(0.0-9.0)
Unknown (Zip Code unreported)	21	3.1	0	0.0	(0.0-16.1)	1	4.8	(0-13.9)

Question | If you are driving at 68 MPH on a freeway posted for 60 MPH, what are the chances you will get a ticket?

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15). Table excludes 8 respondents who did not provide a response to this question.

Demographic	TOTAL		Very Likely			Somewhat Likely			Somewhat Unlikely			Very Unlikely		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,132	100.0	399	35.2	(32.5-38)	491	43.4	(40.5-46.3)	190	16.8	(14.6-19)	52	4.6	(3.4-5.8)
Male	621	54.9	198	31.9	(28.2-35.6)	268	43.2	(39.3-47.1)	117	18.8	(15.8-21.9)	38	6.1	(4.2-8)
Female	511	45.1	201	39.3	(35.1-43.6)	223	43.6	(39.3-47.9)	73	14.3	(11.2-17.3)	14	2.7	(1.3-4.2)
18-24	123	10.9	30	24.4	(16.8-32)	63	51.2	(42.4-60.1)	22	17.9	(11.1-24.7)	8	6.5	(2.1-10.9)
25-34	256	22.6	90	35.2	(29.3-41)	109	42.6	(36.5-48.6)	41	16.0	(11.5-20.5)	16	6.3	(3.3-9.2)
35-44	230	20.3	85	37.0	(30.7-43.2)	94	40.9	(34.5-47.2)	40	17.4	(12.5-22.3)	11	4.8	(2-7.5)
45-54	205	18.1	62	30.2	(23.9-36.5)	92	44.9	(38.1-51.7)	40	19.5	(14.1-24.9)	11	5.4	(2.3-8.5)
55-64	139	12.3	50	36.0	(28-44)	66	47.5	(39.2-55.8)	21	15.1	(9.1-21.1)	2	1.4	(0-3.4)
65+	179	15.8	82	45.8	(38.5-53.1)	67	37.4	(30.3-44.5)	26	14.5	(9.4-19.7)	4	2.2	(0.1-4.4)
Male 18-24	64	5.7	15	23.4	(13-33.8)	30	46.9	(34.6-59.1)	13	20.3	(10.4-30.2)	6	9.4	(2.2-16.5)
25-34	131	11.6	39	29.8	(21.9-37.6)	56	42.7	(34.3-51.2)	27	20.6	(13.7-27.5)	9	6.9	(2.5-11.2)
35-44	135	11.9	41	30.4	(22.6-38.1)	58	43.0	(34.6-51.3)	28	20.7	(13.9-27.6)	8	5.9	(1.9-9.9)
45-54	120	10.6	35	29.2	(21-37.3)	55	45.8	(36.9-54.8)	20	16.7	(10-23.3)	10	8.3	(3.4-13.3)
55-64	76	6.7	27	35.5	(24.8-46.3)	33	43.4	(32.3-54.6)	14	18.4	(9.7-27.1)	2	2.6	(0-6.2)
65+	95	8.4	41	43.2	(33.2-53.1)	36	37.9	(28.1-47.7)	15	15.8	(8.4-23.1)	3	3.2	(0-6.7)
Female 18-24	59	5.2	15	25.4	(14.3-36.6)	33	55.9	(43.2-68.6)	9	15.3	(6.1-24.4)	2	3.4	(0-8)
25-34	125	11.0	51	40.8	(32.2-49.4)	53	42.4	(33.7-51.1)	14	11.2	(5.7-16.7)	7	5.6	(1.6-9.6)
35-44	95	8.4	44	46.3	(36.3-56.4)	36	37.9	(28.1-47.7)	12	12.6	(5.9-19.3)	3	3.2	(0-6.7)
45-54	85	7.5	27	31.8	(21.9-41.7)	37	43.5	(33-54.1)	20	23.5	(14.5-32.6)	1	1.2	(0-3.5)
55-64	63	5.6	23	36.5	(24.6-48.4)	33	52.4	(40-64.7)	7	11.1	(3.3-18.9)	0	0.0	
65+	84	7.4	41	48.8	(38.1-59.5)	31	36.9	(26.6-47.2)	11	13.1	(5.9-20.3)	1	1.2	(0-3.5)
Seattle-Tacoma DMA	848	74.9	274	32.3	(29.2-35.5)	376	44.3	(41-47.7)	154	18.2	(15.6-20.8)	44	5.2	(3.7-6.7)
Portland DMA	49	4.3	15	30.6	(17.7-43.5)	23	46.9	(32.9-60.9)	10	20.4	(9.1-31.7)	1	2.0	(0-6)
Spokane DMA	39	3.4	64	49.2	(40.6-57.8)	47	36.2	(27.9-44.4)	12	9.2	(4.2-14.2)	7	5.4	(1.5-9.3)
Yakima-Pasco-Richland-Kennewick	66	5.8	37	56.1	(44.1-68.1)	22	33.3	(21.9-44.7)	7	10.6	(3.2-18)	0	0.0	(0.0-5.4)
Unknown (Zip Code unreported)	39	3.4	9	23.1	(9.8-36.3)	23	59.0	(43.5-74.4)	7	17.9	(5.9-30)	0	0.0	(0.0-9.0)

Question | On a local road with a speed limit of 25 mph, how often do you drive faster than 30 mph?

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15). Table excludes 7 respondents who did not provide a response to this question.

Demographic	TOTAL		Always/Usually			Sometimes			Rarely/Never		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,133	100	87	7.7	(6.1-9.2)	297	26.2	(23.6-28.8)	749	66.1	(63.3-68.9)
Male	621	54.8	49	7.9	(5.8-10)	172	27.7	(24.2-31.2)	400	64.4	(60.6-68.2)
Female	512	45.2	38	7.4	(5.1-9.7)	297	26.2	(23.6-28.8)	749	66.1	(63.3-68.9)
18-24	122	10.8	13	10.7	(5.2-16.1)	42	34.4	(26-42.9)	67	54.9	(46.1-63.8)
25-34	255	22.5	29	11.4	(7.5-15.3)	64	25.1	(19.8-30.4)	162	63.5	(57.6-69.4)
35-44	232	20.5	20	8.6	(5-12.2)	64	27.6	(21.8-33.3)	148	63.8	(57.6-70)
45-54	204	18.0	13	6.4	(3-9.7)	56	27.5	(21.3-33.6)	135	66.2	(59.7-72.7)
55-64	139	12.3	6	4.3	(0.9-7.7)	33	23.7	(16.7-30.8)	100	71.9	(64.5-79.4)
65+	181	16.0	6	3.3	(0.7-5.9)	38	21.0	(15.1-26.9)	137	75.7	(69.4-81.9)
Male 18-24	63	5.6	6	9.5	(2.3-16.8)	21	33.3	(21.7-45)	36	57.1	(44.9-69.4)
25-34	131	11.6	16	12.2	(6.6-17.8)	30	22.9	(15.7-30.1)	85	64.9	(56.7-73.1)
35-44	136	12.0	13	9.6	(4.6-14.5)	43	31.6	(23.8-39.4)	80	58.8	(50.5-67.1)
45-54	119	10.5	4	3.4	(0.1-6.6)	35	29.4	(21.2-37.6)	80	67.2	(58.8-75.7)
55-64	76	6.7	5	6.6	(1-12.2)	21	27.6	(17.6-37.7)	50	65.8	(55.1-76.5)
65+	96	8.5	5	5.2	(0.8-9.7)	22	22.9	(14.5-31.3)	69	71.9	(62.9-80.9)
Female 18-24	59	5.2	7	11.9	(3.6-20.1)	21	35.6	(23.4-47.8)	31	52.5	(39.8-65.3)
25-34	124	10.9	13	10.5	(5.1-15.9)	34	27.4	(19.6-35.3)	77	62.1	(53.5-70.6)
35-44	96	8.5	7	7.3	(2.1-12.5)	21	21.9	(13.6-30.2)	68	70.8	(61.7-79.9)
45-54	85	7.5	9	10.6	(4-17.1)	21	24.7	(15.5-33.9)	55	64.7	(54.5-74.9)
55-64	63	5.6	1	1.6	(0-4.7)	12	19.0	(9.3-28.8)	50	79.4	(69.4-89.4)
65+	85	7.5	1	1.2	(0-3.5)	16	18.8	(10.5-27.1)	68	80.0	(71.5-88.5)
Seattle-Tacoma DMA	846	74.7	74	8.7	(6.8-10.7)	226	26.7	(23.7-29.7)	546	64.5	(61.3-67.8)
Portland DMA	49	4.3	4	8.2	(0.5-15.8)	13	26.5	(14.2-38.9)	32	65.3	(52-78.7)
Spokane DMA	131	11.6	7	5.3	(1.5-9.2)	31	23.7	(16.4-31)	93	71.0	(63.2-78.8)
Yakima-Pasco-Richland-Kennewick	68	6.0	1	1.5	(0-4.3)	14	20.6	(11-30.2)	53	77.9	(68.1-87.8)
Unknown (Zip Code unreported)	39	3.4	1	2.6	(0-7.5)	13	33.3	(18.5-48.2)	25	64.1	(49-79.2)

IMPAIRED DRIVING

Question | In the past 60 days, have you read, seen or heard anything about DUI enforcement by police?

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15). Table excludes 7 respondents who did not provide a response to this question.

Demographic	TOTAL		Yes			No		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,133	100.0	855	75.5	(73-78)	278	24.5	(22-27)
Male	624	55.1	494	79.2	(76-82.4)	130	20.8	(17.6-24)
Female	509	44.9	361	70.9	(67-74.9)	148	29.1	(25.1-33)
18-24	123	10.9	95	77.2	(69.8-84.7)	28	22.8	(15.3-30.2)
25-34	256	22.6	193	75.4	(70.1-80.7)	63	24.6	(19.3-29.9)
35-44	231	20.4	158	68.4	(62.4-74.4)	73	31.6	(25.6-37.6)
45-54	206	18.2	165	80.1	(74.6-85.6)	41	19.9	(14.4-25.4)
55-64	137	12.1	101	73.7	(66.3-81.1)	36	26.3	(18.9-33.7)
65+	180	15.9	143	79.4	(73.5-85.4)	37	20.6	(14.6-26.5)
Male 18-24	64	5.6	50	78.1	(68-88.3)	14	21.9	(11.7-32)
25-34	131	11.6	107	81.7	(75-88.3)	24	18.3	(11.7-25)
35-44	136	12.0	102	75.0	(67.7-82.3)	34	25.0	(17.7-32.3)
45-54	122	10.8	101	82.8	(76.1-89.5)	21	17.2	(10.5-23.9)
55-64	75	6.6	55	73.3	(63.3-83.4)	20	26.7	(16.6-36.7)
65+	96	8.5	79	82.3	(74.6-89.9)	17	17.7	(10.1-25.4)
Female 18-24	59	5.2	45	76.3	(65.4-87.1)	14	23.7	(12.9-34.6)
25-34	125	11.0	86	68.8	(60.7-76.9)	39	31.2	(23.1-39.3)
35-44	95	8.4	56	58.9	(49-68.9)	39	41.1	(31.1-51)
45-54	84	7.4	64	76.2	(67.1-85.3)	20	23.8	(14.7-32.9)
55-64	62	5.5	46	74.2	(63.3-85.1)	16	25.8	(14.9-36.7)
65+	84	7.4	64	76.2	(67.1-85.3)	20	23.8	(14.7-32.9)
Seattle-Tacoma DMA	849	74.9	627	73.9	(70.9-76.8)	222	26.1	(23.2-29.1)
Portland DMA	49	4.3	39	79.6	(68.3-90.9)	10	20.4	(9.1-31.7)
Spokane DMA	128	11.3	102	79.7	(72.7-86.7)	26	20.3	(13.3-27.3)
Yakima-Pasco-Richland-Kennewick	68	6.0	57	83.8	(75.1-92.6)	11	16.2	(7.4-24.9)
Unknown (Zip Code unreported)	39	3.4	30	76.9	(63.7-90.2)	9	23.1	(9.8-36.3)

Question | If yes, where did you hear or see about it? (Check all that apply)

Tables include only respondents who said they heard or saw about DUI enforcement by police

Demographic	TOTAL		Radio			Television			Newspaper			Family or Friends		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	855	100.0	444	51.9	(48.6-55.3)	585	68.4	(65.3-71.5)	161	18.8	(16.2-21.5)	109	12.7	(10.5-15)
Male	494	57.8	278	56.3	(51.9-60.7)	344	69.6	(65.6-73.7)	84	17.0	(13.7-20.3)	54	10.9	(8.2-13.7)
Female	361	42.2	166	46.0	(40.8-51.1)	241	66.8	(61.9-71.6)	77	21.3	(17.1-25.6)	55	15.2	(11.5-18.9)
18-24	95	11.1	53	55.8	(45.8-65.8)	63	66.3	(56.8-75.8)	8	8.4	(2.8-14)	23	24.2	(15.6-32.8)
25-34	193	22.6	126	65.3	(58.6-72)	118	61.1	(54.2-68)	27	14.0	(9.1-18.9)	34	17.6	(12.2-23)
35-44	158	18.5	88	55.7	(47.9-63.5)	105	66.5	(59.1-73.8)	22	13.9	(8.5-19.3)	23	14.6	(9-20.1)
45-54	165	19.3	90	54.5	(46.9-62.2)	109	66.1	(58.8-73.3)	25	15.2	(9.7-20.6)	14	8.5	(4.2-12.7)
55-64	101	11.8	44	43.6	(33.9-53.3)	79	78.2	(70.2-86.3)	23	22.8	(14.6-31)	6	5.9	(1.3-10.6)
65+	143	16.7	43	30.1	(22.5-37.6)	111	77.6	(70.8-84.5)	56	39.2	(31.1-47.2)	9	6.3	(2.3-10.3)
Male 18-24	50	5.8	27	54.0	(40.2-67.8)	33	66.0	(52.8-79.2)	4	8.0	(0.5-15.5)	9	18.0	(7.3-28.7)
25-34	107	12.5	76	71.0	(62.4-79.6)	71	66.4	(57.4-75.3)	15	14.0	(7.4-20.6)	19	17.8	(10.5-25)
35-44	102	11.9	60	58.8	(49.3-68.4)	70	68.6	(59.6-77.7)	12	11.8	(5.5-18)	11	10.8	(4.8-16.8)
45-54	101	11.8	59	58.4	(48.8-68)	70	69.3	(60.3-78.3)	13	12.9	(6.3-19.4)	8	7.9	(2.6-13.2)
55-64	55	6.4	24	43.6	(30.5-56.8)	45	81.8	(71.6-92)	12	21.8	(10.9-32.8)	3	5.5	(0-11.5)
65+	79	9.2	32	40.5	(29.7-51.4)	55	69.6	(59.5-79.8)	28	35.4	(24.9-46)	4	5.1	(0.2-9.9)
Female 18-24	45	5.3	26	57.8	(43.3-72.2)	30	66.7	(52.9-80.5)	4	8.9	(0.6-17.2)	14	31.1	(17.6-44.7)
25-34	86	10.1	50	58.1	(47.7-68.6)	47	54.7	(44.1-65.2)	12	14.0	(6.6-21.3)	15	17.4	(9.4-25.5)
35-44	56	6.5	28	50.0	(36.9-63.1)	35	62.5	(49.8-75.2)	10	17.9	(7.8-27.9)	12	21.4	(10.7-32.2)
45-54	64	7.5	31	48.4	(36.2-60.7)	39	60.9	(49-72.9)	12	18.8	(9.2-28.3)	6	9.4	(2.2-16.5)
55-64	46	5.4	20	43.5	(29.1-57.8)	34	73.9	(61.2-86.6)	11	23.9	(11.6-36.3)	3	6.5	(0-13.7)
65+	64	7.5	11	17.2	(7.9-26.4)	56	87.5	(79.4-95.6)	28	43.8	(31.6-55.9)	5	7.8	(1.2-14.4)
Seattle-Tacoma DMA	627	73.3	335	53.4	(49.5-57.3)	425	67.8	(64.1-71.4)	120	19.1	(16.1-22.2)	88	14.0	(11.3-16.8)
Portland DMA	39	4.6	11	28.2	(14.1-42.4)	18	46.2	(30.5-61.8)	5	12.8	(2.3-23.3)	3	7.7	(0-16.1)
Spokane DMA	102	11.9	53	52.0	(42.2-61.7)	79	77.5	(69.3-85.6)	18	17.6	(10.2-25.1)	9	8.8	(3.3-14.3)
Yakima-Pasco-Richland-Kennewick	57	6.7	30	52.6	(39.6-65.6)	42	73.7	(62.2-85.1)	13	22.8	(11.9-33.7)	7	12.3	(3.7-20.8)
Unknown (Zip Code unreported)	30	3.5	15	50.0	(32.1-67.9)	21	70.0	(53.6-86.4)	5	16.7	(3.3-30)	2	6.7	(0-15.6)

Question | If yes, where did you hear or see about it? (Check all that apply) (Continued from previous page)

Tables include only respondents who said they heard or saw about DUI enforcement by police.

Demographic	TOTAL		Online News Story			Online Advertisement			Electronic Road Sign			Roadside Billboard		
Groups	**N**	**%**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**
TOTAL	855	100.0	84	9.8	(7.8-11.8)	28	3.3	(2.1-4.5)	180	21.1	(18.3-23.8)	186	21.8	(19-24.5)
Male	494	57.8	45	9.1	(6.6-11.7)	13	2.6	(1.2-4)	103	20.9	(17.3-24.4)	111	22.5	(18.8-26.2)
Female	361	42.2	39	10.8	(7.6-14)	15	4.2	(2.1-6.2)	77	21.3	(17.1-25.6)	75	20.8	(16.6-25)
18-24	95	11.1	14	14.7	(7.6-21.9)	2	2.1	(0-5)	25	26.3	(17.4-35.2)	35	36.8	(27.1-46.6)
25-34	193	22.6	25	13.0	(8.2-17.7)	10	5.2	(2-8.3)	62	32.1	(25.5-38.7)	54	28.0	(21.6-34.3)
35-44	158	18.5	10	6.3	(2.5-10.1)	10	6.3	(2.5-10.1)	47	29.7	(22.6-36.9)	43	27.2	(20.3-34.2)
45-54	165	19.3	19	11.5	(6.6-16.4)	3	1.8	(0-3.9)	26	15.8	(10.2-21.3)	28	17.0	(11.2-22.7)
55-64	101	11.8	10	9.9	(4.1-15.7)	2	2.0	(0-4.7)	11	10.9	(4.8-17)	19	18.8	(11.2-26.4)
65+	143	16.7	6	4.2	(0.9-7.5)	1	0.7	(0-2.1)	9	6.3	(2.3-10.3)	7	4.9	(1.4-8.4)
Male 18-24	50	5.8	7	14.0	(4.4-23.6)	2	4.0	(0-9.4)	13	26.0	(13.8-38.2)	20	40.0	(26.4-53.6)
25-34	107	12.5	13	12.1	(5.9-18.4)	5	4.7	(0.7-8.7)	37	34.6	(25.5-43.6)	30	28.0	(19.5-36.6)
35-44	102	11.9	5	4.9	(0.7-9.1)	3	2.9	(0-6.2)	25	24.5	(16.1-32.9)	27	26.5	(17.9-35)
45-54	101	11.8	12	11.9	(5.6-18.2)	2	2.0	(0-4.7)	21	20.8	(12.9-28.7)	20	19.8	(12-27.6)
55-64	55	6.4	5	9.1	(1.5-16.7)	1	1.8	(0-5.4)	4	7.3	(0.4-14.1)	9	16.4	(6.6-26.2)
65+	79	9.2	3	3.8	(0.0-8.0)	0	0.0	(0.0-3.0)	3	3.8	(0.0-8.0)	5	6.3	(0.9-11.7)
Female 18-24	45	5.3	7	15.6	(4.9-26.2)	0	0.0	(0.0-3.3)	12	26.7	(13.7-39.6)	15	33.3	(19.5-47.1)
25-34	86	10.1	12	14.0	(6.6-21.3)	5	5.8	(0.9-10.8)	25	29.1	(19.5-38.7)	24	27.9	(18.4-37.4)
35-44	56	6.5	5	8.9	(1.4-16.4)	7	12.5	(3.8-21.2)	22	39.3	(26.5-52.1)	16	28.6	(16.7-40.4)
45-54	64	7.5	7	10.9	(3.3-18.6)	1	1.6	(0-4.6)	5	7.8	(1.2-14.4)	8	12.5	(4.4-20.6)
55-64	46	5.4	5	10.9	(1.9-19.9)	1	2.2	(0-6.4)	7	15.2	(4.8-25.6)	10	21.7	(9.8-33.7)
65+	64	7.5	3	4.7	(0-9.9)	1	1.6	(0-4.6)	6	9.4	(2.2-16.5)	2	3.1	(0-7.4)
Seattle-Tacoma DMA	627	73.3	68	10.8	(8.4-13.3)	23	3.7	(2.2-5.1)	124	19.8	(16.7-22.9)	144	23.0	(19.7-26.3)
Portland DMA	39	4.6	2	5.1	(0-12.1)	0	0.0	(0.0-9.0)	19	48.7	(33-64.4)	10	25.6	(11.9-39.4)
Spokane DMA	102	11.9	9	8.8	(3.3-14.3)	1	1.0	(0-2.9)	24	23.5	(15.3-31.8)	16	15.7	(8.6-22.8)
Yakima-Pasco-Richland-Kennewick	57	6.7	3	5.3	(0-11.1)	3	5.3	(0-11.1)	5	8.8	(1.4-16.1)	12	21.1	(10.4-31.7)
Unknown (Zip Code unreported)	30	3.5	2	6.7	(0-15.6)	1	1.0	(0.1-17.2)	8	26.7	(10.8-42.5)	4	13.3	(1.1-25.5)

Question | If yes, where did you hear or see about it? (Check all that apply) (Continued from previous page)

Tables include only respondents who said they heard or saw about DUI enforcement by police.

Demographic	TOTAL		Facebook/Twitter			Other		
Groups	**N**	**%**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**
TOTAL	855	100.0	23	2.7	(1.6-3.8)	8	0.9	(0.3-1.6)
Male	494	57.8	11	2.2	(0.9-3.5)	6	1.2	(0.2-2.2)
Female	361	42.2	12	3.3	(1.5-5.2)	2	0.6	(0-1.3)
18-24	95	11.1	8	8.4	(2.8-14)	1	1.1	(0-3.1)
25-34	193	22.6	9	4.7	(1.7-7.6)	0	0.0	(0.0-1.1)
35-44	158	18.5	4	2.5	(0.1-5)	1	0.6	(0-1.9)
45-54	165	19.3	1	0.6	(0-1.8)	4	2.4	(0.1-4.8)
55-64	101	11.8	0	0.0	(0.0-1.7)	2	2.0	(0-4.7)
65+	143	16.7	1	0.7	(0-2.1)	0	0.0	(0.0-1.7)
Male 18-24	50	5.8	4	8.0	(0.5-15.5)	1	2.0	(0-5.9)
25-34	107	12.5	4	3.7	(0.1-7.3)	0	0.0	(0.0-2.0)
35-44	102	11.9	2	2.0	(0-4.7)	1	1.0	(0-2.9)
45-54	101	11.8	1	1.0	(0-2.9)	4	4.0	(0.1-7.8)
55-64	55	6.4	0	0.0	(0.0-3.4)	0	0.0	(0.0-3.4)
65+	79	9.2	0	0.0	(0.0-3.0)	0	0.0	(0.0-3.0)
Female 18-24	45	5.3	4	8.9	(0.6-17.2)	0	0.0	(0.0-3.3)
25-34	86	10.1	5	5.8	(0.9-10.8)	0	0.0	(0.0-2.5)
35-44	56	6.5	2	3.6	(0-8.4)	0	0.0	(0.0-3.6)
45-54	64	7.5	0	0.0	(0.0-3.1)	0	0.0	(0.0-3.1)
55-64	46	5.4	0	0.0	(0.0-3.5)	2	4.3	(0-10.3)
65+	64	7.5	1	1.6	(0-4.6)	0	0.0	(0.0-4.1)
Seattle-Tacoma DMA	627	73.3	22	3.5	(2.1-5)	5	0.8	(0.1-1.5)
Portland DMA	39	4.6	1	2.6	(0-7.5)	0	0.0	(0.0-9.0)
Spokane DMA	102	11.9	0	0.0	(0.0-3.6)	0	0.0	(0.0-3.6)
Yakima-Pasco-Richland-Kennewick	57	6.7	0	0.0	(0.0-6.3)	1	1.8	(0-5.2)
Unknown (Zip Code unreported)	30	3.5	0	0.0	(0.0-11.6)	2	6.7	(0-15.6)

Question | What do you think your chances are of getting arrested if you drive drunk?

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15). Table excludes 13 respondents who did not provide a response to this question.

Demographic	TOTAL		Very Likely			Somewhat Likely			Somewhat Unlikely			Very Unlikely		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,127	100.0	724	64.2	(61.4-67)	289	25.6	(23.1-28.2)	42	3.7	(2.6-4.8)	72	6.4	(5-7.8)
Male	621	55.1	375	60.4	(56.5-64.2)	173	27.9	(24.3-31.4)	36	5.8	(4-7.6)	37	6.0	(4.1-7.8)
Female	506	44.9	349	69.0	(64.9-73)	116	22.9	(19.3-26.6)	6	1.2	(0.2-2.1)	35	6.9	(4.7-9.1)
18-24	123	10.9	95	77.2	(69.8-84.7)	25	20.3	(13.2-27.4)	2	1.6	(0-3.9)	1	0.8	(0-2.4)
25-34	256	22.7	175	68.4	(62.7-74.1)	57	22.3	(17.2-27.4)	10	3.9	(1.5-6.3)	14	5.5	(2.7-8.3)
35-44	226	20.1	145	64.2	(57.9-70.4)	61	27.0	(21.2-32.8)	7	3.1	(0.8-5.4)	13	5.8	(2.7-8.8)
45-54	207	18.4	113	54.6	(47.8-61.4)	68	32.9	(26.4-39.3)	6	2.9	(0.6-5.2)	20	9.7	(5.6-13.7)
55-64	137	12.2	84	61.3	(53.1-69.5)	35	25.5	(18.2-32.9)	7	5.1	(1.4-8.8)	11	8.0	(3.5-12.6)
65+	178	15.8	112	62.9	(55.8-70)	43	24.2	(17.9-30.5)	10	5.6	(2.2-9)	13	7.3	(3.5-11.1)
Male 18-24	64	5.7	52	81.3	(71.7-90.8)	9	14.1	(5.5-22.6)	2	3.1	(0-7.4)	1	1.6	(0-4.6)
25-34	131	11.6	81	61.8	(53.5-70.2)	34	26.0	(18.4-33.5)	10	7.6	(3.1-12.2)	6	4.6	(1-8.2)
35-44	133	11.8	82	61.7	(53.4-69.9)	38	28.6	(20.9-36.3)	7	5.3	(1.5-9.1)	6	4.5	(1-8)
45-54	122	10.8	63	51.6	(42.8-60.5)	43	35.2	(26.8-43.7)	5	4.1	(0.6-7.6)	11	9.0	(3.9-14.1)
55-64	76	6.7	46	60.5	(49.5-71.5)	20	26.3	(16.4-36.2)	4	5.3	(0.2-10.3)	6	7.9	(1.8-14)
65+	95	8.4	51	53.7	(43.6-63.7)	29	30.5	(21.3-39.8)	8	8.4	(2.8-14)	7	7.4	(2.1-12.6)
Female 18-24	59	5.2	43	72.9	(61.5-84.2)	16	27.1	(15.8-38.5)	0	0.0	(0.0-6.1)	0	0.0	(0.0-6.1)
25-34	125	11.1	94	75.2	(67.6-82.8)	23	18.4	(11.6-25.2)	0	0.0	(0.0-2.9)	8	6.4	(2.1-10.7)
35-44	93	8.3	63	67.7	(58.2-77.3)	23	24.7	(15.9-33.5)	0	0.0	(0.0-3.9)	7	7.5	(2.2-12.9)
45-54	85	7.5	50	58.8	(48.3-69.3)	25	29.4	(19.7-39.1)	1	1.2	(0-3.5)	9	10.6	(4-17.1)
55-64	61	5.4	38	62.3	(50.1-74.5)	15	24.6	(13.8-35.4)	3	4.9	(0-10.4)	5	8.2	(1.3-15.1)
65+	83	7.4	61	73.5	(64-83)	14	16.9	(8.8-24.9)	2	2.4	(0-5.7)	6	7.2	(1.6-12.8)
Seattle-Tacoma DMA	844	74.9	539	63.9	(60.6-67.1)	221	26.2	(23.2-29.2)	31	3.7	(2.4-4.9)	53	6.3	(4.6-7.9)
Portland DMA	49	4.3	36	73.5	(61.1-85.8)	12	24.5	(12.4-36.5)	0	0.0	(0.0-7.3)	1	2.0	(0-6)
Spokane DMA	37	3.3	78	59.5	(51.1-68)	31	23.7	(16.4-31)	9	6.9	(2.5-11.2)	13	9.9	(4.8-15.1)
Yakima-Pasco-Richland-Kennewick	66	5.9	50	75.8	(65.4-86.1)	13	19.7	(10.1-29.3)	1	1.5	(0-4.5)	2	3.0	(0-7.2)
Unknown (Zip Code unreported)	37	3.3	21	56.8	(40.8-72.7)	12	32.4	(17.3-47.5)	1	2.7	(0-7.9)	3	8.1	(0-16.9)

Question | In the past 60 days, did you drink any alcoholic beverages?

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15). Table excludes 4 respondents who did not provide a response to this question.

Demographic	TOTAL		Yes			No		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,136	100.0	637	56.1	(53.2-59)	499	43.9	(41-46.8)
Male	624	54.9	367	58.8	(54.9-62.7)	257	41.2	(37.3-45.1)
Female	512	45.1	270	52.7	(48.4-57.1)	242	47.3	(42.9-51.6)
18-24	123	10.8	73	59.3	(50.7-68)	50	40.7	(32-49.3)
25-34	255	22.4	172	67.5	(61.7-73.2)	83	32.5	(26.8-38.3)
35-44	231	20.3	133	57.6	(51.2-64)	98	42.4	(36-48.8)
45-54	207	18.2	121	58.5	(51.7-65.2)	86	41.5	(34.8-48.3)
55-64	139	12.2	70	50.4	(42-58.7)	69	49.6	(41.3-58)
65+	181	15.9	68	37.6	(30.5-44.6)	113	62.4	(55.4-69.5)
Male 18-24	64	5.6	31	48.4	(36.2-60.7)	33	51.6	(39.3-63.8)
25-34	130	11.4	95	73.1	(65.4-80.7)	35	26.9	(19.3-34.6)
35-44	136	12.0	82	60.3	(52.1-68.5)	54	39.7	(31.5-47.9)
45-54	122	10.7	75	61.5	(52.8-70.1)	47	38.5	(29.9-47.2)
55-64	76	6.7	42	55.3	(44.1-66.5)	34	44.7	(33.5-55.9)
65+	96	8.5	42	43.8	(33.8-53.7)	54	56.3	(46.3-66.2)
Female 18-24	59	5.2	42	71.2	(59.6-82.8)	17	28.8	(17.2-40.4)
25-34	125	11.0	77	61.6	(53.1-70.1)	48	38.4	(29.9-46.9)
35-44	95	8.4	51	53.7	(43.6-63.7)	44	46.3	(36.3-56.4)
45-54	85	7.5	46	54.1	(43.5-64.7)	39	45.9	(35.3-56.5)
55-64	63	5.5	28	44.4	(32.2-56.7)	35	55.6	(43.3-67.8)
65+	85	7.5	26	30.6	(20.8-40.4)	59	69.4	(59.6-79.2)
Seattle-Tacoma DMA	849	74.7	482	56.8	(53.4-60.1)	367	43.2	(39.9-46.6)
Portland DMA	49	4.3	28	57.1	(43.3-71)	21	42.9	(29-56.7)
Spokane DMA	131	11.5	71	54.2	(45.7-62.7)	60	45.8	(37.3-54.3)
Yakima-Pasco-Richland-Kennewick	68	6.0	33	48.5	(36.6-60.4)	35	51.5	(39.6-63.4)
Unknown (Zip Code unreported)	39	3.4	23	59.0	(43.5-74.4)	16	41.0	(25.6-56.5)

Question | About how many times did you drive a motor vehicle within 2 hours of drinking any alcoholic beverages?

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15).

Table excludes respondents who did not drink any alcoholic beverages in the past 60 days.

Demographic	TOTAL		0 times			1-2 times		3-5 times		6 or more times	
Groups	N	%	N	%	(95% C.I.)	N	% (95% C.I.)	N	% (95% C.I.)	N	% (95% C.I.)
TOTAL	637	100.0	522	81.9	(79-84.9)	84	13.2 (10.6-15.8)	23	3.6 (2.2-5.1)	8	1.3 (0.4-2.1)
Male	367	32.6	286	77.9	(73.7-82.2)	60	16.3 (12.6-20.1)	14	3.8 (1.8-5.8)	7	1.9 (0.5-3.3)
Female	270	24.0	236	87.4	(83.4-91.4)	24	8.9 (5.5-12.3)	9	3.3 (1.2-5.5)	1	0.4 (0-1.1)
18-24	73	6.5	65	89.0	(81.9-96.2)	6	8.2 (1.9-14.5)	2	2.7 (0-6.5)	0	0.0 (0.0-4.9)
25-34	172	15.3	146	84.9	(79.5-90.3)	19	11.0 (6.3-15.7)	7	4.1 (1.1-7)	0	0.0 (0.0-2.1)
35-44	133	11.8	104	78.2	(71.2-85.2)	22	16.5 (10.2-22.9)	6	4.5 (1-8)	1	0.8 (0-2.2)
45-54	121	10.7	92	76.0	(68.4-83.7)	23	19.0 (12-26)	2	1.7 (0-3.9)	4	3.3 (0.1-6.5)
55-64	70	6.2	58	82.9	(74-91.7)	7	10.0 (3-17)	5	7.1 (1.1-13.2)	0	0.0 (0.0-5.1)
65+	68	6.0	57	83.8	(75-92.6)	7	10.3 (3.1-17.5)	1	1.5 (0-4.3)	3	4.4 (0-9.3)
Male 18-24	31	2.8	25	80.6	(66.7-94.6)	5	16.1 (3.1-29.1)	1	3.2 (0-9.5)	0	0.0 (0.0-11.2)
25-34	95	8.4	80	84.2	(76.9-91.6)	11	11.6 (5.1-18)	4	4.2 (0.2-8.3)	0	0.0 (0.0-3.8)
35-44	82	7.3	60	73.2	(63.6-82.8)	17	20.7 (11.9-29.5)	4	4.9 (0.2-9.6)	1	1.2 (0-3.6)
45-54	75	6.7	56	74.7	(64.8-84.5)	16	21.3 (12-30.6)	0	0.0 (0.0-4.8)	3	4.0 (0-8.4)
55-64	42	3.7	33	78.6	(66.1-91)	4	9.5 (0.6-18.4)	5	11.9 (2.1-21.7)	0	0.0 (0.0-8.4)
65+	42	3.7	32	76.2	(63.3-89.1)	7	16.7 (5.4-28)	0	0.0 (0.0-8.4)	3	7.1 (0-15)
Female 18-24	42	3.7	40	95.2	(88.8-100)	1	2.4 (0-7)	1	2.4 (0-7)	0	0.0 (0.0-8.4)
25-34	77	6.8	66	85.7	(77.9-93.6)	8	10.4 (3.6-17.2)	3	3.9 (0-8.2)	0	0.0 (0.0-4.7)
35-44	51	4.5	44	86.3	(76.8-95.7)	5	9.8 (1.6-18)	2	3.9 (0-9.3)	0	0.0 (0.0-7.0)
45-54	46	4.1	36	78.3	(66.3-90.2)	7	15.2 (4.8-25.6)	2	4.3 (0-10.3)	1	2.2 (0-6.4)
55-64	28	2.5	25	89.3	(77.8-100)	3	10.7 (0-22.2)	0	0.0 (0.0-12.3)	0	0.0 (0.0-12.3)
65+	26	2.3	25	96.2	(88.7-100)	0	0.0 (0.0-13.2)	1	3.8 (0-11.3)	0	0.0 (0.0-13.2)
Seattle-Tacoma DMA	482	42.8	390	80.9	(77.4-84.4)	66	13.7 (10.6-16.8)	20	4.1 (2.4-5.9)	6	1.2 (0.3-2.2)
Portland DMA	28	2.5	25	89.3	(77.8-100)	2	7.1 (0-16.7)	1	3.6 (0-10.5)	0	0.0 (0.0-12.3)
Spokane DMA	71	6.3	60	84.5	(76.1-92.9)	10	14.1 (6-22.2)	1	1.4 (0-4.2)	0	0.0 (0.0-5.1)
Yakima-Pasco-Richland-Kennewick	33	2.9	29	87.9	(76.7-99)	2	6.1 (0-14.2)	1	3.0 (0-8.9)	1	3.0 (0-8.9)
Unknown (Zip Code unreported)	23	2.0	18	78.3	(61.4-95.2)	4	17.4 (1.9-32.9)	0	0.0 (0.0-14.8)	1	4.3 (0-12.7)

SAFETY RESTRAINT USE

Question | In the past 60 days, have you read, seen or heard anything about seat belt enforcement by police?

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15). Table excludes 9 respondents who did not provide a response to this question.

Demographic	TOTAL		Yes			No		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,131	100.0	734	64.9	(62.1-67.7)	397	35.1	(32.3-37.9)
Male	622	55.0	431	69.3	(65.7-72.9)	191	30.7	(27.1-34.3)
Female	509	45.0	303	59.5	(55.3-63.8)	206	40.5	(36.2-44.7)
18-24	123	10.9	83	67.5	(59.2-75.8)	40	32.5	(24.2-40.8)
25-34	255	22.5	164	64.3	(58.4-70.2)	91	35.7	(29.8-41.6)
35-44	230	20.3	148	64.3	(58.1-70.5)	82	35.7	(29.5-41.9)
45-54	205	18.1	137	66.8	(60.4-73.3)	68	33.2	(26.7-39.6)
55-64	139	12.3	78	56.1	(47.9-64.4)	61	43.9	(35.6-52.1)
65+	179	15.8	124	69.3	(62.5-76)	55	30.7	(24-37.5)
Male 18-24	64	5.7	46	71.9	(60.8-82.9)	18	28.1	(17.1-39.2)
25-34	130	11.5	91	70.0	(62.1-77.9)	39	30.0	(22.1-37.9)
35-44	134	11.8	96	71.6	(64-79.3)	38	28.4	(20.7-36)
45-54	121	10.7	81	66.9	(58.5-75.3)	40	33.1	(24.7-41.5)
55-64	77	6.8	46	59.7	(48.8-70.7)	31	40.3	(29.3-51.2)
65+	96	8.5	71	74.0	(65.2-82.8)	25	26.0	(17.2-34.8)
Female 18-24	59	5.2	37	62.7	(50.4-75.1)	22	37.3	(24.9-49.6)
25-34	125	11.1	73	58.4	(49.7-67.1)	52	41.6	(32.9-50.3)
35-44	96	8.5	52	54.2	(44.2-64.1)	44	45.8	(35.9-55.8)
45-54	84	7.4	56	66.7	(56.6-76.8)	28	33.3	(23.2-43.4)
55-64	62	5.5	32	51.6	(39.2-64.1)	30	48.4	(35.9-60.8)
65+	83	7.3	53	63.9	(53.5-74.2)	30	36.1	(25.8-46.5)
Seattle-Tacoma DMA	846	74.8	528	62.4	(59.1-65.7)	318	37.6	(34.3-40.9)
Portland DMA	49	4.3	36	73.5	(61.1-85.8)	13	26.5	(14.2-38.9)
Spokane DMA	131	11.6	94	71.8	(64-79.5)	37	28.2	(20.5-36)
Yakima-Pasco-Richland-Kennewick	68	6.0	54	79.4	(69.8-89)	14	20.6	(11-30.2)
Unknown (Zip Code unreported)	37	3.3	22	59.5	(43.6-75.3)	15	40.5	(24.7-56.4)

Question | If yes, where did you hear or see about it?

Tables include only respondents who said they heard or saw about seat belt enforcement by police.

Demographic	TOTAL		Radio			Television			Newspaper			Family or Friends		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	734	100.0	341	46.5	(42.8-50.1)	415	56.5	(52.9-60.1)	92	12.5	(10.1-14.9)	70	9.5	(7.4-11.7)
Male	431	58.7	220	51.0	(46.3-55.8)	263	61.0	(56.4-65.6)	53	12.3	(9.2-15.4)	34	7.9	(5.3-10.4)
Female	303	41.3	121	39.9	(34.4-45.5)	152	50.2	(44.5-55.8)	39	12.9	(9.1-16.7)	36	11.9	(8.2-15.5)
18-24	83	11.3	38	45.8	(35-56.5)	40	48.2	(37.4-59)	6	7.2	(1.6-12.8)	10	12.0	(5-19.1)
25-34	164	22.3	98	59.8	(52.2-67.3)	81	49.4	(41.7-57.1)	14	8.5	(4.3-12.8)	15	9.1	(4.7-13.6)
35-44	148	20.2	77	52.0	(44-60.1)	81	54.7	(46.7-62.8)	13	8.8	(4.2-13.4)	12	8.1	(3.7-12.5)
45-54	137	18.7	56	40.9	(32.6-49.1)	78	56.9	(48.6-65.2)	13	9.5	(4.6-14.4)	13	9.5	(4.6-14.4)
55-64	78	10.6	28	35.9	(25.2-46.6)	50	64.1	(53.4-74.8)	10	12.8	(5.4-20.3)	10	12.8	(5.4-20.3)
65+	124	16.9	44	35.5	(27-43.9)	85	68.5	(60.4-76.7)	36	29.0	(21-37)	10	8.1	(3.3-12.9)
Male 18-24	46	6.3	23	50.0	(35.5-64.5)	24	52.2	(37.7-66.6)	5	10.9	(1.9-19.9)	5	10.9	(1.9-19.9)
25-34	91	12.4	62	68.1	(58.5-77.7)	54	59.3	(49.2-69.5)	9	9.9	(3.7-16)	8	8.8	(3-14.6)
35-44	96	13.1	52	54.2	(44.2-64.2)	57	59.4	(49.5-69.2)	8	8.3	(2.8-13.9)	5	5.2	(0.8-9.7)
45-54	81	11.0	38	46.9	(36-57.8)	51	63.0	(52.4-73.5)	9	11.1	(4.3-18)	8	9.9	(3.4-16.4)
55-64	46	6.3	15	32.6	(19-46.2)	31	67.4	(53.8-81)	6	13.0	(3.3-22.8)	5	10.9	(1.9-19.9)
65+	71	9.7	30	42.3	(30.7-53.8)	46	64.8	(53.7-75.9)	16	22.5	(12.8-32.3)	3	4.2	(0-8.9)
Female 18-24	37	5.0	15	40.5	(24.7-56.4)	16	43.2	(27.2-59.2)	1	2.7	(0-7.9)	5	13.5	(2.5-24.6)
25-34	73	9.9	36	49.3	(37.8-60.8)	27	37.0	(25.9-48.1)	5	6.8	(1-12.7)	7	9.6	(2.8-16.4)
35-44	52	7.1	25	48.1	(34.5-61.7)	24	46.2	(32.6-59.7)	5	9.6	(1.6-17.6)	7	13.5	(4.2-22.8)
45-54	56	7.6	18	32.1	(19.9-44.4)	27	48.2	(35.1-61.3)	4	7.1	(0.4-13.9)	5	8.9	(1.4-16.4)
55-64	32	4.4	13	40.6	(23.6-57.7)	19	59.4	(42.3-76.4)	4	12.5	(1-24)	5	15.6	(3-28.2)
65+	53	7.2	14	26.4	(14.5-38.3)	39	73.6	(61.7-85.5)	20	37.7	(24.7-50.8)	7	13.2	(4.1-22.3)
Seattle-Tacoma DMA	528	71.9	248	47.0	(42.7-51.2)	293	55.5	(51.2-59.7)	67	12.7	(9.8-15.5)	58	11.0	(8.3-13.7)
Portland DMA	36	4.9	8	22.2	(8.6-35.8)	12	33.3	(17.9-48.8)	5	13.9	(2.6-25.2)	3	8.3	(0-17.4)
Spokane DMA	94	12.8	47	50.0	(39.9-60.1)	61	64.9	(55.2-74.6)	8	8.5	(2.9-14.2)	4	4.3	(0.2-8.3)
Yakima-Pasco-Richland-Kennewick	54	7.4	27	50.0	(36.6-63.4)	35	64.8	(52-77.6)	7	13.0	(4-21.9)	5	9.3	(1.5-17)
Unknown (Zip Code unreported)	22	3.0	11	50.0	(29.1-70.9)	14	63.6	(43.5-83.8)	5	22.7	(5.2-40.3)	0	0.0	

Question | If yes, where did you hear or see about it? (Continued from previous page)

Tables include only respondents who said they heard or saw about seat belt enforcement by police.

Demographic	TOTAL		Online News Story			Online Advertisement			Electronic Road Sign			Roadside Billboard		
Groups	**N**	**%**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**
TOTAL	734	100.0	34	4.6	(3.1-6.2)	20	2.7	(1.5-3.9)	148	20.2	(17.3-23.1)	264	36.0	(32.5-39.4)
Male	431	58.7	23	5.3	(3.2-7.5)	10	2.3	(0.9-3.7)	90	20.9	(17-24.7)	154	35.7	(31.2-40.3)
Female	303	41.3	11	3.6	(1.5-5.7)	10	3.3	(1.3-5.3)	58	19.1	(14.7-23.6)	110	36.3	(30.9-41.7)
18-24	83	11.3	2	2.4	(0-5.7)	1	1.2	(0-3.6)	22	26.5	(17-36)	38	45.8	(35-56.5)
25-34	164	22.3	10	6.1	(2.4-9.8)	6	3.7	(0.8-6.5)	38	23.2	(16.7-29.6)	66	40.2	(32.7-47.8)
35-44	148	20.2	4	2.7	(0.1-5.3)	7	4.7	(1.3-8.2)	38	25.7	(18.6-32.7)	61	41.2	(33.3-49.2)
45-54	137	18.7	7	5.1	(1.4-8.8)	2	1.5	(0-3.5)	23	16.8	(10.5-23.1)	45	32.8	(25-40.7)
55-64	78	10.6	4	5.1	(0.2-10)	2	2.6	(0-6.1)	12	15.4	(7.4-23.4)	22	28.2	(18.2-38.2)
65+	124	16.9	7	5.6	(1.6-9.7)	2	1.6	(0-3.8)	15	12.1	(6.3-17.8)	32	25.8	(18.1-33.5)
Male 18-24	46	6.3	2	4.3	(0-10.3)	1	2.2	(0-6.4)	11	23.9	(11.6-36.3)	18	39.1	(25-53.3)
25-34	91	12.4	8	8.8	(3-14.6)	2	2.2	(0-5.2)	23	25.3	(16.3-34.2)	37	40.7	(30.5-50.8)
35-44	96	13.1	2	2.1	(0-4.9)	5	5.2	(0.8-9.7)	24	25.0	(16.3-33.7)	39	40.6	(30.8-50.5)
45-54	81	11.0	5	6.2	(0.9-11.4)	1	1.2	(0-3.6)	17	21.0	(12.1-29.9)	25	30.9	(20.8-40.9)
55-64	46	6.3	3	6.5	(0-13.7)	0	0.0	(0.0-3.4)	5	10.9	(1.9-19.9)	13	28.3	(15.2-41.3)
65+	71	9.7	3	4.2	(0-8.9)	1	1.4	(0-4.2)	10	14.1	(6-22.2)	22	31.0	(20.2-41.8)
Female 18-24	37	5.0	0	0.0	(0.0-3.3)	0	0.0	(0.0-3.3)	11	29.7	(15-44.5)	20	54.1	(38-70.1)
25-34	73	9.9	2	2.7	(0-6.5)	4	5.5	(0.2-10.7)	15	20.5	(11.3-29.8)	29	39.7	(28.5-51)
35-44	52	7.1	2	3.8	(0-9.1)	2	3.8	(0-9.1)	14	26.9	(14.8-39)	22	42.3	(28.8-55.8)
45-54	56	7.6	2	3.6	(0-8.4)	1	1.8	(0-5.3)	6	10.7	(2.6-18.8)	20	35.7	(23.1-48.3)
55-64	32	4.4	1	3.1	(0-9.2)	2	6.3	(0-14.7)	7	21.9	(7.5-36.2)	9	28.1	(12.5-43.7)
65+	53	7.2	4	7.5	(0.4-14.7)	1	1.9	(0-5.6)	5	9.4	(1.5-17.3)	10	18.9	(8.3-29.4)
Seattle-Tacoma DMA	528	71.9	24	4.5	(2.8-6.3)	17	3.2	(1.7-4.7)	101	19.1	(15.8-22.5)	192	36.4	(32.3-40.5)
Portland DMA	36	4.9	2	5.6	(0-13.1)	0	0.0	(0.0-9.7)	17	47.2	(30.9-63.6)	17	47.2	(30.9-63.6)
Spokane DMA	94	12.8	4	4.3	(0.2-8.3)	0	0.0	(0.0-3.9)	17	18.1	(10.3-25.9)	32	34.0	(24.4-43.6)
Yakima-Pasco-Richland-Kennewick	54	7.4	2	3.7	(0-8.8)	3	5.6	(0-11.7)	8	14.8	(5.3-24.3)	14	25.9	(14.2-37.6)
Unknown (Zip Code unreported)	22	3.0	2	9.1	(0-21.1)	1	0.0	(0.0-15.4)	5	22.7	(5.2-40.3)	9	40.9	(20.3-61.5)

Question | If yes, where did you hear or see about it? (Continued from previous page)

Tables include only respondents who said they heard or saw about seat belt enforcement by police.

Demographic	TOTAL		Facebook/Twitter			Other		
Groups	**N**	**%**	**N**	**%**	**(95% C.I.)**	**N**	**%**	**(95% C.I.)**
TOTAL	734	100.0	12	1.6	(0.7-2.6)	10	1.4	(0.5-2.2)
Male	431	58.7	8	1.9	(0.6-3.1)	6	1.4	(0.3-2.5)
Female	303	41.3	4	1.3	(0-2.6)	4	1.3	(0-2.6)
18-24	83	11.3	2	2.4	(0-5.7)	3	3.6	(0-7.6)
25-34	164	22.3	5	3.0	(0.4-5.7)	1	0.6	(0-1.8)
35-44	148	20.2	3	2.0	(0-4.3)	1	0.7	(0-2)
45-54	137	18.7	1	0.7	(0-2.2)	3	2.2	(0-4.6)
55-64	78	10.6	0	0.0	(0.0-1.7)	2	2.6	(0-6.1)
65+	124	16.9	1	0.8	(0-2.4)	0	0.0	(0.0-1.7)
Male 18-24	46	6.3	2	4.3	(0-10.3)	2	4.3	(0-10.3)
25-34	91	12.4	4	4.4	(0.2-8.6)	0	0.0	(0.0-2.0)
35-44	96	13.1	1	1.0	(0-3.1)	1	1.0	(0-3.1)
45-54	81	11.0	1	1.2	(0-3.6)	2	2.5	(0-5.9)
55-64	46	6.3	0	0.0	(0.0-3.4)	1	2.2	(0-6.4)
65+	71	9.7	0	0.0	(0.0-3.0)	0	0.0	(0.0-3.0)
Female 18-24	37	5.0	0	0.0	(0.0-3.3)	1	2.7	(0-7.9)
25-34	73	9.9	1	1.4	(0-4)	1	0.0	(0.0-2.5)
35-44	52	7.1	2	3.8	(0-9.1)	0	0.0	(0.0-3.6)
45-54	56	7.6	0	0.0	(0.0-3.1)	1	1.8	(0-5.3)
55-64	32	4.4	0	0.0	(0.0-3.5)	1	3.1	(0-9.2)
65+	53	7.2	1	1.9	(0-5.6)	0	0.0	(0.0-4.1)
Seattle-Tacoma DMA	528	71.9	10	1.9	(0.7-3.1)	9	1.7	(0.6-2.8)
Portland DMA	36	4.9	1	2.8	(0-8.2)	0	0.0	(0.0-9.7)
Spokane DMA	94	12.8	1	1.1	(0-3.1)	0	0.0	(0.0-3.9)
Yakima-Pasco-Richland-Kennewick	54	7.4	0	0.0	(0.0-6.6)	0	0.0	(0.0-6.6)
Unknown (Zip Code unreported)	22	3.0	0	0.0	(0.0-15.47)	1	4.5	(0-13.3)

Question | What do you think the chances are of getting a ticket if you don't wear your seat belt?

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15). Table excludes 14 respondents who did not provide a response to this question.

Demographic	TOTAL		Very Likely			Somewhat Likely			Somewhat Unlikely			Very Unlikely		
Groups	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,126	100.0	470	41.7	(38.9-44.6)	409	36.3	(33.5-39.1)	184	16.3	(14.2-18.5)	63	5.6	(4.3-6.9)
Male	618	54.9	241	39.0	(35.1-42.8)	224	36.2	(32.5-40)	115	18.6	(15.5-21.7)	38	6.1	(4.3-8)
Female	508	45.1	229	45.1	(40.7-49.4)	185	36.4	(32.2-40.6)	69	13.6	(10.6-16.6)	25	4.9	(3-6.8)
18-24	123	10.9	40	32.5	(24.2-40.8)	51	41.5	(32.7-50.2)	29	23.6	(16.1-31.1)	3	2.4	(0-5.2)
25-34	254	22.6	104	40.9	(34.9-47)	99	39.0	(33-45)	40	15.7	(11.3-20.2)	11	4.3	(1.8-6.8)
35-44	227	20.2	101	44.5	(38-51)	69	30.4	(24.4-36.4)	35	15.4	(10.7-20.1)	22	9.7	(5.8-13.5)
45-54	204	18.1	81	39.7	(33-46.4)	79	38.7	(32-45.4)	33	16.2	(11.1-21.2)	11	5.4	(2.3-8.5)
55-64	140	12.4	54	38.6	(30.5-46.6)	55	39.3	(31.2-47.4)	23	16.4	(10.3-22.6)	8	5.7	(1.9-9.6)
65+	178	15.8	90	50.6	(43.2-57.9)	56	31.5	(24.6-38.3)	24	13.5	(8.5-18.5)	8	4.5	(1.4-7.5)
Male 18-24	64	5.7	23	35.9	(24.2-47.7)	26	40.6	(28.6-52.7)	14	21.9	(11.7-32)	1	1.6	(0-4.6)
25-34	129	11.5	49	38.0	(29.6-46.4)	49	38.0	(29.6-46.4)	27	20.9	(13.9-28)	4	3.1	(0.1-6.1)
35-44	133	11.8	55	41.4	(33-49.7)	39	29.3	(21.6-37.1)	24	18.0	(11.5-24.6)	15	11.3	(5.9-16.7)
45-54	120	10.7	43	35.8	(27.2-44.4)	48	40.0	(31.2-48.8)	22	18.3	(11.4-25.3)	7	5.8	(1.6-10)
55-64	77	6.8	30	39.0	(28.1-49.9)	29	37.7	(26.8-48.5)	12	15.6	(7.5-23.7)	6	7.8	(1.8-13.8)
65+	95	8.4	41	43.2	(33.2-53.1)	33	34.7	(25.1-44.3)	16	16.8	(9.3-24.4)	5	5.3	(0.8-9.8)
Female 18-24	59	5.2	17	28.8	(17.2-40.4)	25	42.4	(29.7-55)	15	25.4	(14.3-36.6)	2	3.4	(0-8)
25-34	125	11.1	55	44.0	(35.3-52.7)	50	40.0	(31.4-48.6)	13	10.4	(5-15.8)	7	5.6	(1.6-9.6)
35-44	94	8.3	46	48.9	(38.8-59.1)	30	31.9	(22.5-41.4)	11	11.7	(5.2-18.2)	7	7.4	(2.1-12.8)
45-54	84	7.5	38	45.2	(34.6-55.9)	31	36.9	(26.6-47.2)	11	13.1	(5.9-20.3)	4	4.8	(0.2-9.3)
55-64	63	5.6	24	38.1	(26.1-50.1)	26	41.3	(29.1-53.4)	11	17.5	(8.1-26.8)	2	3.2	(0-7.5)
65+	83	7.4	49	59.0	(48.4-69.6)	23	27.7	(18.1-37.4)	8	9.6	(3.3-16)	3	3.6	(0-7.6)
Seattle-Tacoma DMA	841	74.7	334	39.7	(36.4-43)	317	37.7	(34.4-41)	140	16.6	(14.1-19.2)	50	5.9	(4.3-7.5)
Portland DMA	49	4.4	25	51.0	(37-65)	15	30.6	(17.7-43.5)	7	14.3	(4.5-24.1)	2	4.1	(0-9.6)
Spokane DMA	37	3.3	58	43.9	(35.5-52.4)	46	34.8	(26.7-43)	20	15.2	(9-21.3)	8	6.1	(2-10.1)
Yakima-Pasco-Richland-Kennewick	67	6.0	39	58.2	(46.4-70)	21	31.3	(20.2-42.5)	6	9.0	(2.1-15.8)	1	1.5	(0-4.4)
Unknown (Zip Code unreported)	37	3.3	14	37.8	(22.2-53.5)	10	27.0	(12.7-41.4)	11	29.7	(15-44.5)	2	5.4	(0-12.7)

CELL PHONE USE AND TEXT MESSAGING

Question | In the past 30 days, have you done any of the following while driving? (Check all that apply)

Table excludes 19 (1.6%) respondents with refused/missing responses for age (n=3), gender (n=1), or both age and gender (n=15). Table excludes 16 respondents who did not provide a response to this question.

Demographic Groups	TOTAL		Talked on a hand-held cell phone			Talked on a hands free cell phone			Sent or received a text message or email			None of the above		
	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,124	100.0	287	25.5	(23-28.1)	409	36.4	(33.6-39.2)	176	15.7	(13.5-17.8)	512	45.6	(42.6-48.5)
Male	618	55.0	176	28.5	(24.9-32)	234	37.9	(34-41.7)	108	17.5	(14.5-20.5)	265	42.9	(39-46.8)
Female	506	45.0	111	21.9	(18.3-25.5)	175	34.6	(30.4-38.7)	68	13.4	(10.5-16.4)	247	48.8	(44.5-53.2)
18-24	122	10.9	45	36.9	(28.3-45.5)	46	37.7	(29.1-46.3)	40	32.8	(24.4-41.1)	43	35.2	(26.8-43.7)
25-34	254	22.6	87	34.3	(28.4-40.1)	124	48.8	(42.7-55)	67	26.4	(21-31.8)	79	31.1	(25.4-36.8)
35-44	225	20.0	64	28.4	(22.5-34.3)	93	41.3	(34.9-47.8)	43	19.1	(14-24.3)	86	38.2	(31.9-44.6)
45-54	205	18.2	55	26.8	(20.8-32.9)	78	38.0	(31.4-44.7)	19	9.3	(5.3-13.2)	86	42.0	(35.2-48.7)
55-64	138	12.3	28	20.3	(13.6-27)	47	34.1	(26.1-42)	5	3.6	(0.5-6.7)	65	47.1	(38.8-55.4)
65+	180	16.0	8	4.4	(1.4-7.5)	21	11.7	(7-16.4)	2	1.1	(0-2.6)	153	85.0	(79.8-90.2)
Male 18-24	64	5.7	25	39.1	(27.1-51)	24	37.5	(25.6-49.4)	18	28.1	(17.1-39.2)	22	34.4	(22.7-46)
25-34	129	11.5	50	38.8	(30.3-47.2)	61	47.3	(38.7-55.9)	40	31.0	(23-39)	40	31.0	(23-39)
35-44	132	11.7	41	31.1	(23.2-39)	57	43.2	(34.7-51.6)	35	26.5	(19-34.1)	48	36.4	(28.1-44.6)
45-54	121	10.8	35	28.9	(20.8-37)	47	38.8	(30.1-47.5)	10	8.3	(3.4-13.2)	50	41.3	(32.5-50.1)
55-64	77	6.9	19	24.7	(15-34.3)	32	41.6	(30.5-52.6)	3	3.9	(0-8.2)	28	36.4	(25.6-47.1)
65+	95	8.5	6	6.3	(1.4-11.2)	13	13.7	(6.8-20.6)	2	2.1	(0-5)	77	81.1	(73.2-88.9)
Female 18-24	58	5.2	20	34.5	(22.2-46.7)	22	37.9	(25.4-50.4)	22	37.9	(25.4-50.4)	21	36.2	(23.8-48.6)
25-34	125	11.1	37	29.6	(21.6-37.6)	63	50.4	(41.6-59.2)	27	21.6	(14.4-28.8)	39	31.2	(23.1-39.3)
35-44	93	8.3	23	24.7	(15.9-33.5)	36	38.7	(28.8-48.6)	8	8.6	(2.9-14.3)	38	40.9	(30.9-50.9)
45-54	84	7.5	20	23.8	(14.7-32.9)	31	36.9	(26.6-47.2)	9	10.7	(4.1-17.3)	36	42.9	(32.3-53.5)
55-64	61	5.4	9	14.8	(5.8-23.7)	15	24.6	(13.8-35.4)	2	3.3	(0-7.8)	37	60.7	(48.4-72.9)
65+	85	7.6	2	2.4	(0-5.6)	8	9.4	(3.2-15.6)	0	0.0	(0.0-4.3)	76	89.4	(82.9-96)
Seattle-Tacoma DMA	49	4.4	15	30.6	(17.7-43.5)	16	32.7	(19.5-45.8)	9	18.4	(7.5-29.2)	19	38.8	(25.1-52.4)
Portland DMA	132	11.7	34	25.8	(18.3-33.2)	44	33.3	(25.3-41.4)	24	18.2	(11.6-24.8)	66	50.0	(41.5-58.5)
Spokane DMA	67	6.0	15	22.4	(12.4-32.4)	29	43.3	(31.4-55.2)	12	17.9	(8.7-27.1)	29	43.3	(31.4-55.2)
Yakima-Pasco-Richland-Kennewick	839	74.6	205	24.4	(21.5-27.3)	307	36.6	(33.3-39.9)	122	14.5	(12.2-16.9)	388	46.2	(42.9-49.6)
Unknown (Zip Code unreported)	37	3.3	18	48.6	(32.5-64.8)	13	35.1	(19.7-50.5)	9	24.3	(10.5-38.2)	10	27.0	(12.7-41.4)