Washington State

Driver Attitudes, Knowledge, and Awareness Survey 2012

Washington Traffic Safety Commission
February 2014

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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 were 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. Beginning in 2014, these questions will be administered on the statewide Behavioral Risk Factor and Surveillance System (BRFSS) survey, resulting in a larger, more representative sample for future reporting. Those results will be available near the end of 2015 or early 2016.

Over half of all Washington drivers reported knowledge of enforcement campaigns. According to the 2012 survey results, a large majority of survey respondents reported reading, seeing, or hearing messages about drunk driving enforcement (76%). For seat belt enforcement, 59% reported reading, seeing, or hearing messages and 46% for speed enforcement. Television, radio, and electronic signs were the top reported media channels for these messages but varied by age and Designated Media Area (DMAs). Regarding driver attitudes, four out of five drivers surveyed thought they were likely to get a ticket for speeding (8 MPH over the speed limit). Two-thirds thought they were likely to get a ticket for not wearing a seatbelt. Nearly 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 2012 survey results, 10% reported driving within two hours of consuming any alcohol. More than half 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 2012 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 (www.TargetZero.com). 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 3 – 27, 2012. The DOL offices where surveys were conducted are

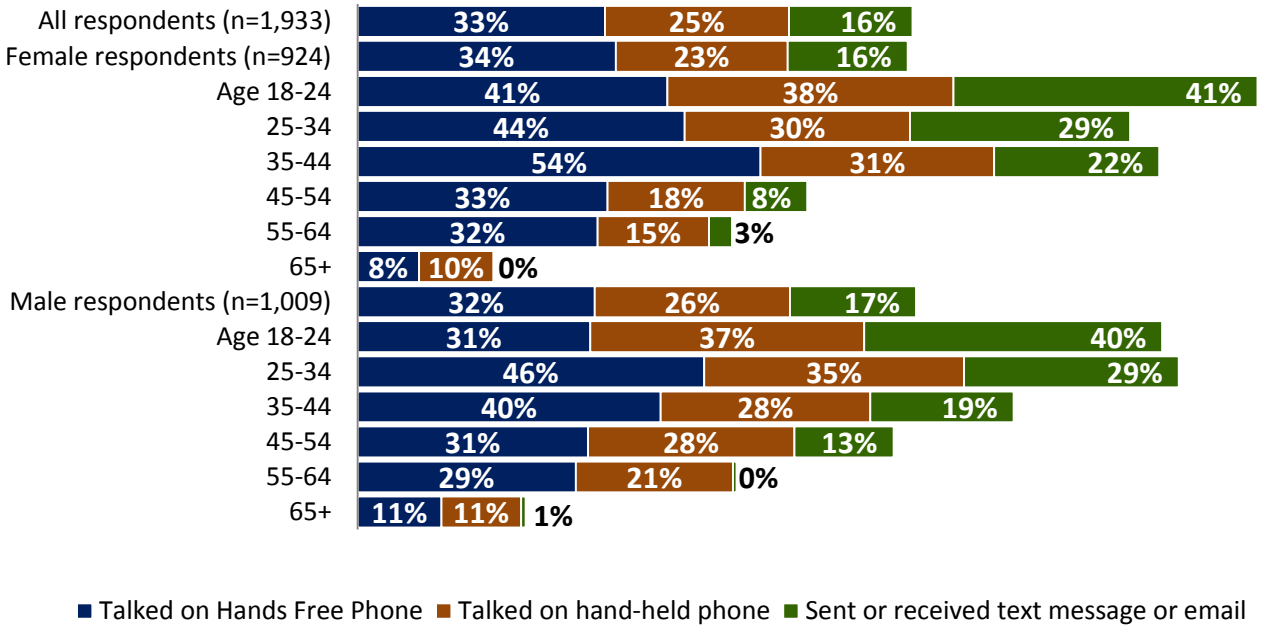
Lacey	Kennewick	East Vancouver
Bellingham	Spokane Valley	Lynnwood
West Seattle	Spokane	Kent
Bellevue	Bremerton	Everett
Shoreline	Puyallup	Federal Way

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 89%; and of the 2,062 surveys distributed to DOL patrons, 1,989 (96%) were returned to interviewers. 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.

CELL PHONE USE AND TEXT MESSAGING

Self-Reported Cell Phone and Texting Behavior

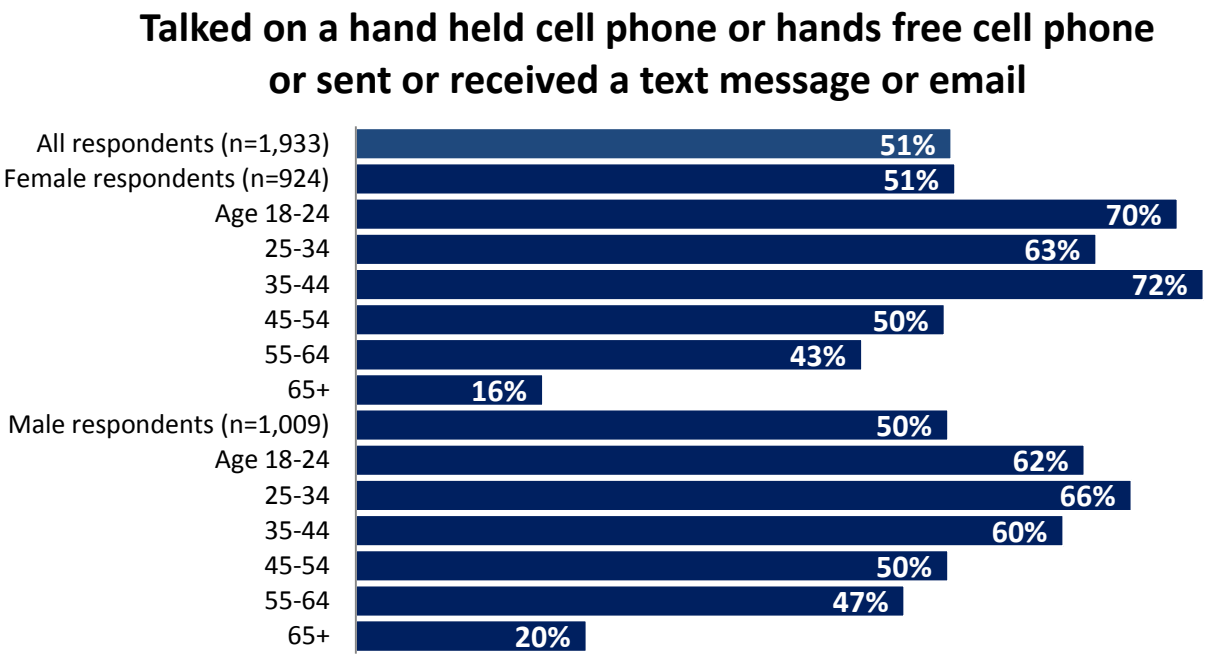
Q. ***In the past 30 days, have you done any of the following while driving? (Check all that apply)***



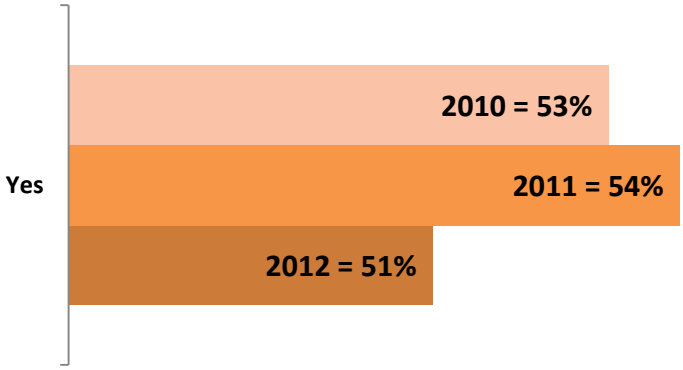
Approximately half of all drivers surveyed reported talking on a cell phone or sending or receiving a text message while driving in the past 30 days.

- One third of all respondents talked on a hands free cell phone while driving.
- One quarter of drivers 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.
- Females age 18-24 reported using hand-held devices and text messaging more than any other group.
- Substantially more males age 35-44 reported using hands free phones than any other group.

Cell phone and texting behavior varied with age.



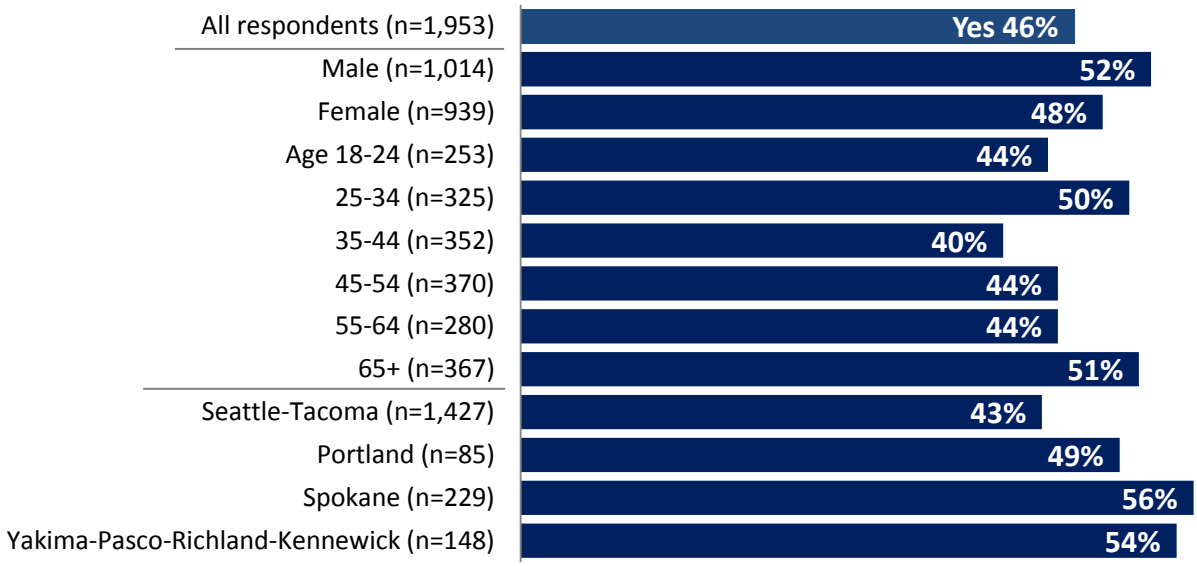
- The proportion of females using their cell phone while driving was nearly equal to the proportion of males (all ages).
- Females age 18-24 and 35-44 had the highest overall use rates among all groups, while older female drivers age 65+ had the lowest.
- Among males, the age group 25-34 had the highest overall use rate.
- The proportion of respondents reporting cell phone use while driving has slightly declined since 2010.



SPEEDING

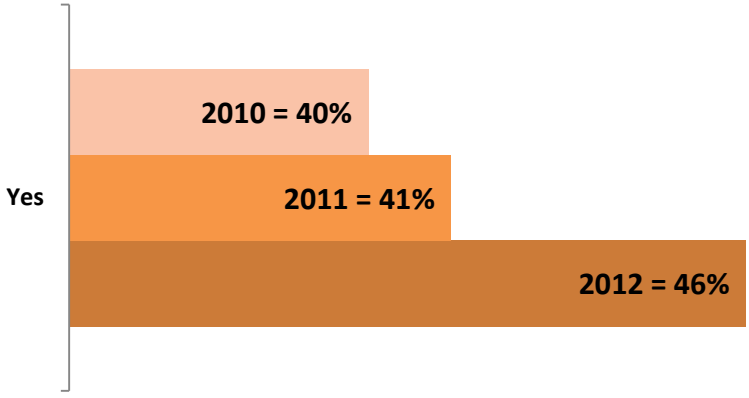
Awareness of Speed Enforcement

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



Nearly two out of three 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 (52% and 48%, respectively).
- The proportion of respondents who had read, saw, or heard something about speed enforcement in the past 2 months was lowest in the Seattle-Tacoma DMA.
- Awareness of speed enforcement has continually increased statewide since 2010.



Where Drivers Heard or Saw about Speed Enforcement

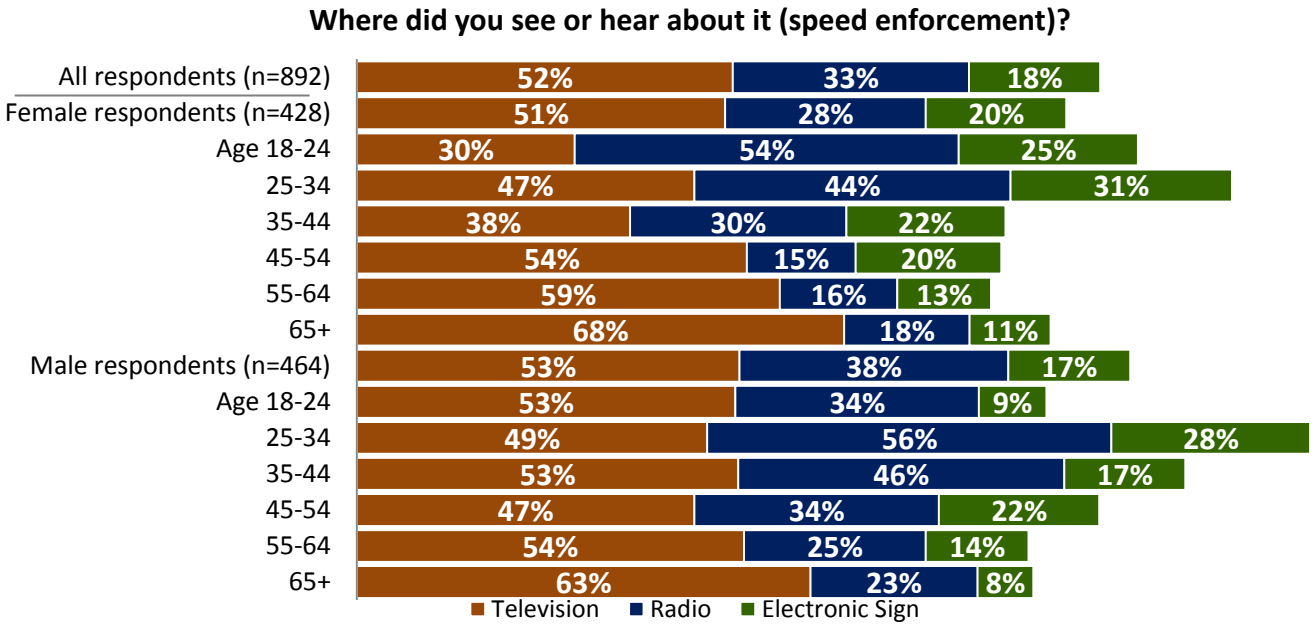
Q. *If yes, where did you see or hear about it? (Check all that apply)*

Media Channel	18-24 (n=253)	25-34 (n=325)	35-44 (n=352)	45-54 (n=370)	55-64 (n=280)	65+ (n=367)	All Ages (n=1,953)
Television	40.9%	48.5%	**46.4%**	**50.6%**	**56.5%**	**65.8%**	**52.5%**
Radio	**44.5%**	**51.5%**	38.6%	25.0%	21.0%	20.3%	33.0%
Electronic Sign	17.3%	28.8%	19.3%	21.3%	13.7%	9.6%	18.3%
Roadside Billboard	20.0%	32.5%	20.7%	23.2%	16.1%	5.3%	19.4%
Newspaper	5.5%	12.9%	10.7%	7.3%	19.4%	26.7%	14.3%
Friends & Family	30.0%	12.3%	14.3%	11.6%	7.3%	7.0%	12.8%
Online News Story	13.6%	13.5%	17.1%	13.4%	18.5%	8.0%	13.8%
Other	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.2%
Facebook/Twitter	4.5%	4.0%	2.9%	2.4%	1.6%	0.5%	2.6%
Online Advertisement	5.5%	4.9%	0.0%	0.0%	0.0%	0.0%	3.0%

Among all respondents, television (52.5%) and radio (33%) 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.

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

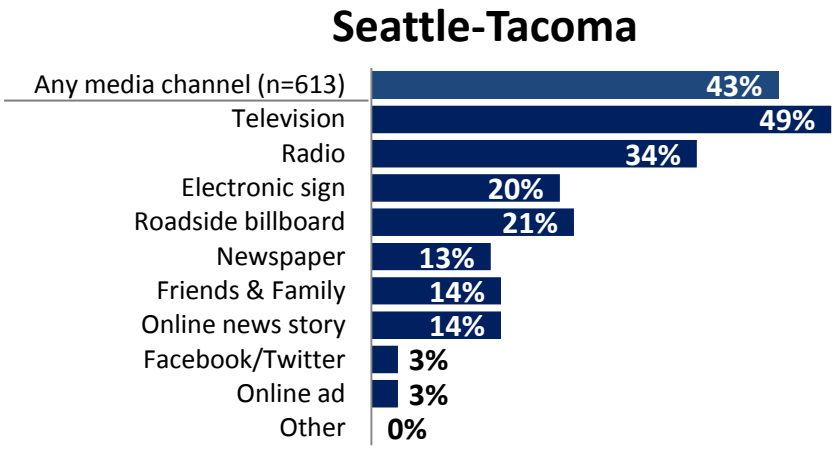
The following chart compares the top three speed enforcement media channels for males and females. Males ages 16-35 are typically the target demographic for our speed enforcement messages.



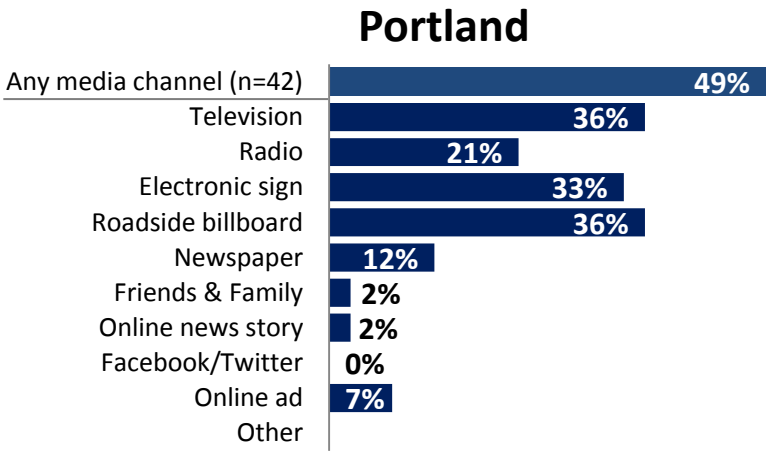
- Radio was the most often reported media channels among female respondents age 18-24 (54%) and male respondents age 25-34 (56%).

- With the exception of the above, television was the most often reported media channel among both female and male respondents in all age groups.

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



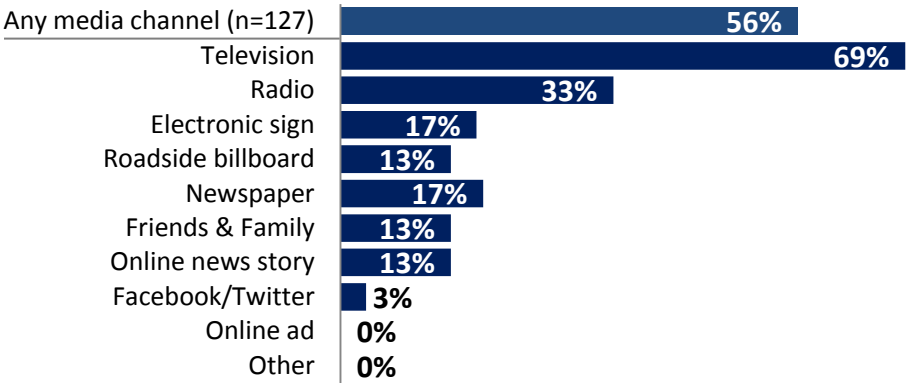
- Drivers residing in the Seattle-Tacoma DMA heard or saw about speed enforcement most often through television and radio.



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

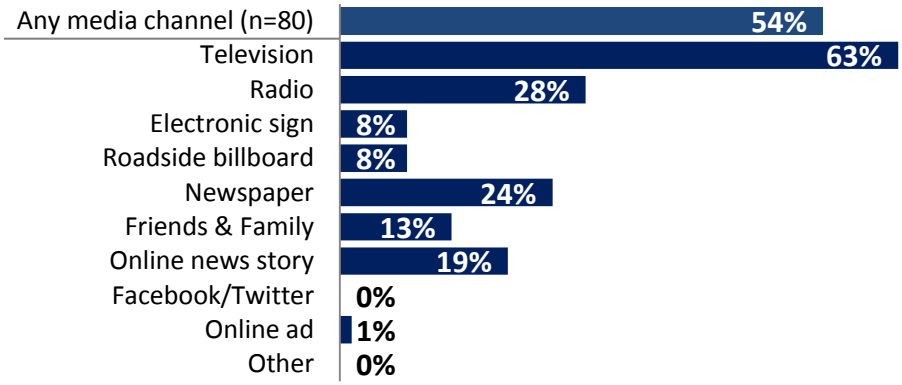
The relatively small population of Washington drivers in the Portland DMA results in TV and radio being too costly and inefficient to purchase. Roadside billboards are purchased to supplement messaging, and electronic signs take on a greater messaging role than in other DMAs. Nonetheless, television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

Spokane



- Drivers residing in the Spokane DMA heard or saw about speed enforcement most often through television. Spokane DMA had the highest reported television exposure.

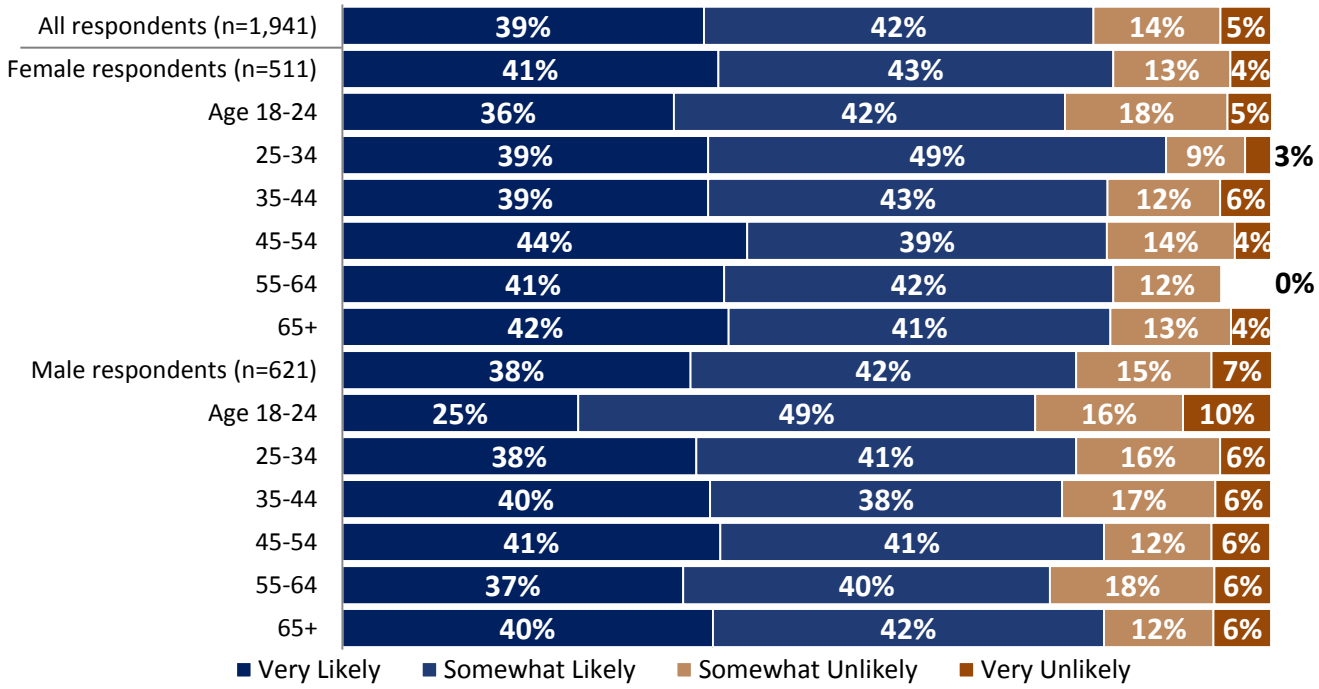
Yakima-Pasco-Richland-Kennewick



- Drivers residing in the Yakima-Pasco-Richland-Kennewick DMA heard or saw about speed enforcement most often through television. Although not as high as the Spokane DMA, television was also significantly higher than the Seattle-Tacoma and Portland DMAs.

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?***

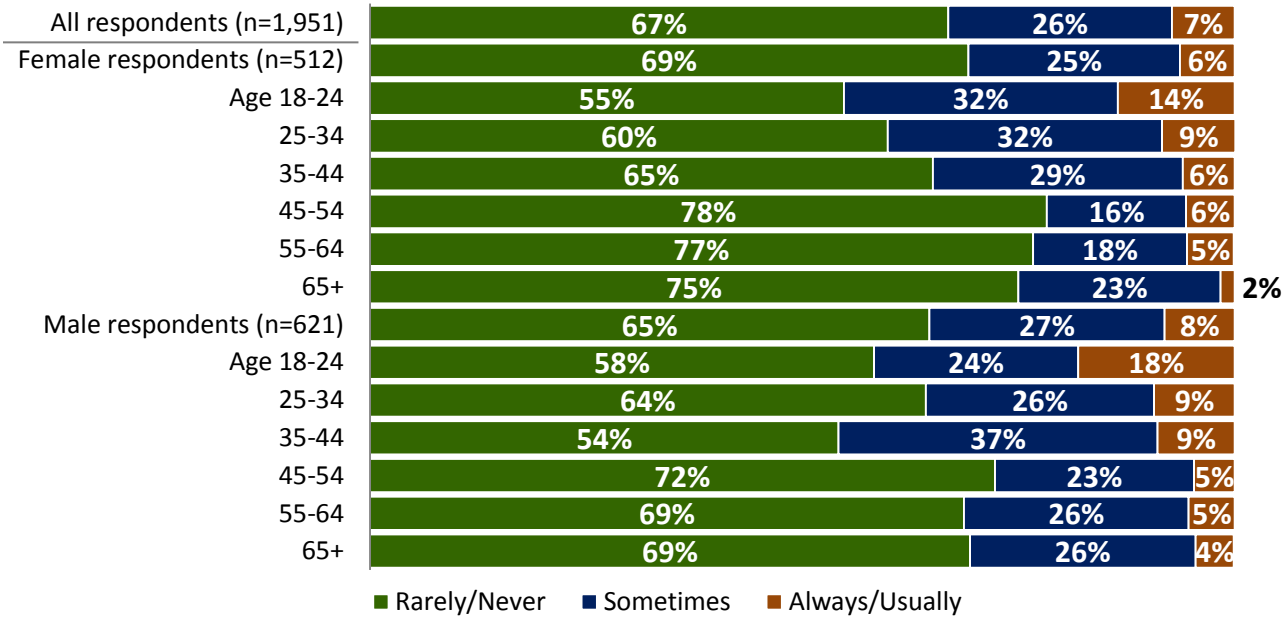


Four out of every five drivers surveyed thought they were likely to get a ticket for driving 68 MPH on a freeway posted for 60 MPH, or 8 MPH over the speed limit.

- Male drivers thought they were slightly less likely to get a ticket than female drivers.
- Males age 18-24 reported the lowest likelihood of receiving a ticket among all groups.

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.

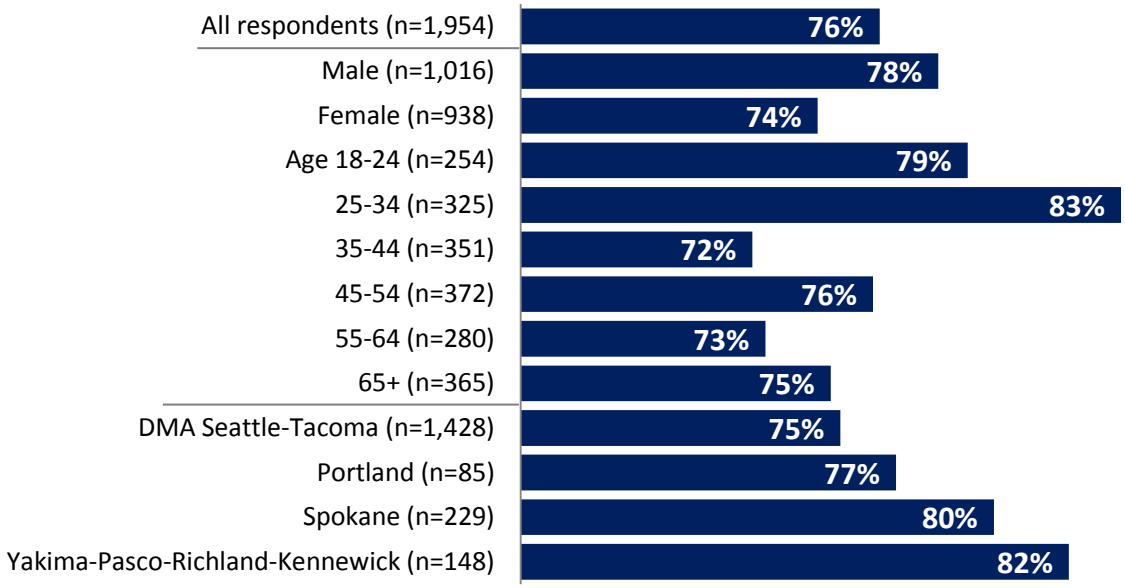
- Males and females age 18-24 reported always or usually driving faster than 30mph more often than any other age group (18% and 14% respectively).

- Respondents over age 45 were more likely to report rarely or never driving faster than 30mph than younger respondents.

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 slightly higher among males (78%) than females (74%).
- Awareness of drunk driving enforcement was highest for respondents in the Yakima-Pasco-Richland-Kennewick (82%) market and lowest in the Seattle-Tacoma (75%) market.
- Awareness of drunk driving enforcement has remained stable since 2010, with only negligible changes.

Where Drivers Heard or Saw about Drunk Driving Enforcement

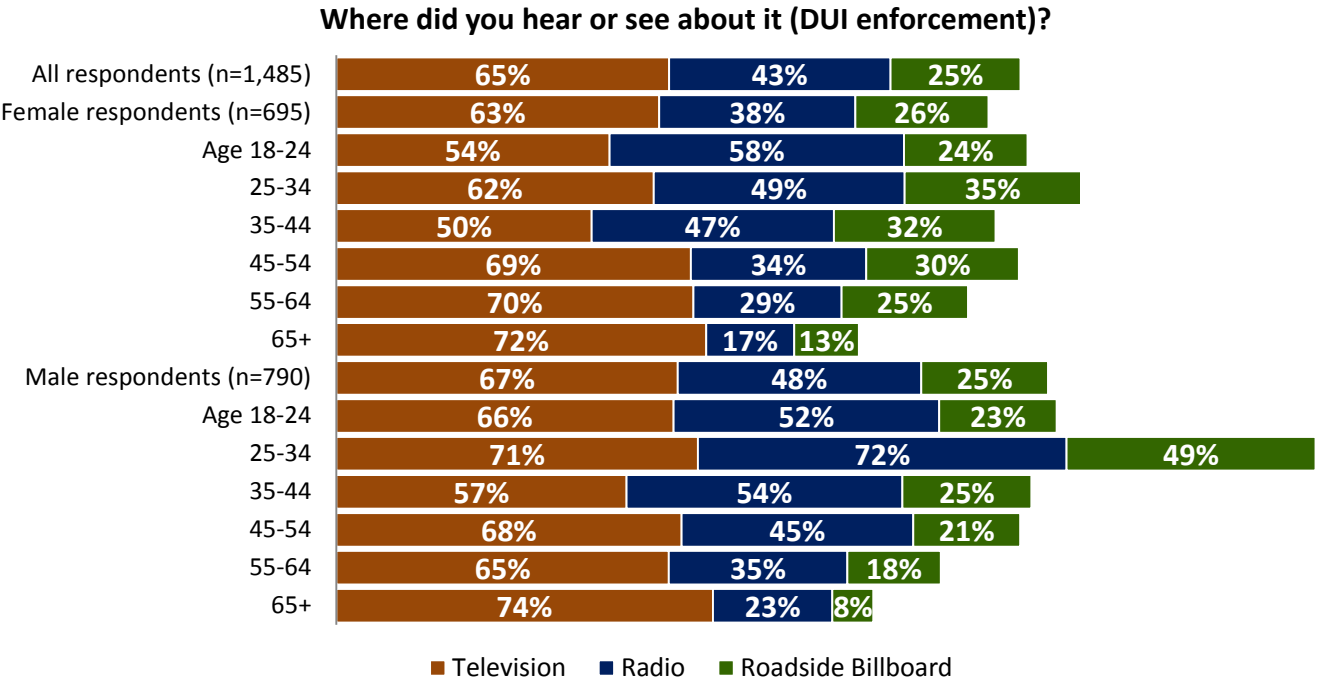
Q. *If yes, where did you see or hear about it?*

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	**59.5%**	**66.8%**	**53.8%**	**68.4%**	**67.5%**	**73.2%**	**65.1%**
Radio	55.0%	62.4%	51.0%	40.1%	32.5%	20.2%	43.4%
Roadside Billboard	23.5%	42.4%	28.1%	25.2%	21.2%	10.3%	25.4%
Electronic Sign	19.5%	25.1%	19.85	18.1%	17.7%	5.9%	17.5%
Newspaper	9.5%	14.0%	11.5%	13.5%	17.7%	32.4%	16.6%
Friends & Family	24.0%	14.0%	13.4%	7.4%	5.4%	5.5%	11.3%
Online News Story	22.5%	22.5%	19.8%	14.2%	19.2%	8.5%	17.5%
Online Advertisement	9.5%	7.0%	5.9%	2.5%	1.5%	1.5%	4.6%
Facebook/Twitter	12.5%	8.0%	3.6%	3.2%	0.0%	0.4%	4.4%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Among all respondents, television (65.1%) and radio (43.4%) were the most common media channels respondents saw or heard about drunk driving enforcement. How persons heard or saw about drunk driving enforcement varied by age group.

- In all age groups, television was the most commonly reported media channel for drunk driving enforcement.
- For all age groups under age 65, radio was the second most commonly reported media channel for drunk driving enforcement.
- Among older respondents age 65 and older, the newspaper was the second most commonly reported media channel.

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.

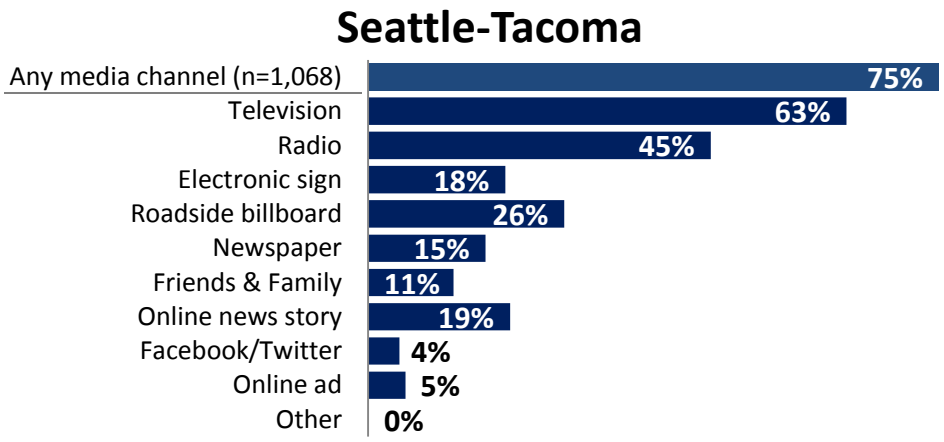


- Television was the most often reported media channels among female respondents age 25-34 (62%) and male respondents age 18-24 (66%).

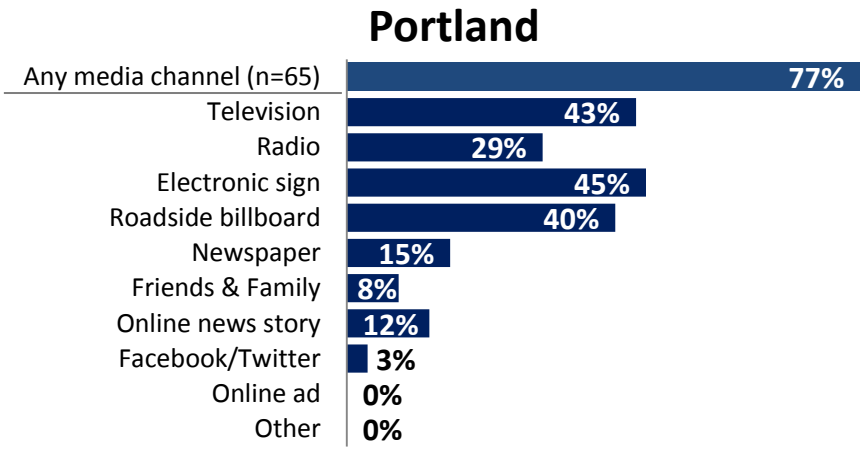
- Among males age 25-34, radio was reported slightly more often than television (71% and 72%, respectively).

- Overall, the target group (males age 16-35) seemed to have the highest exposure from all media channels.

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



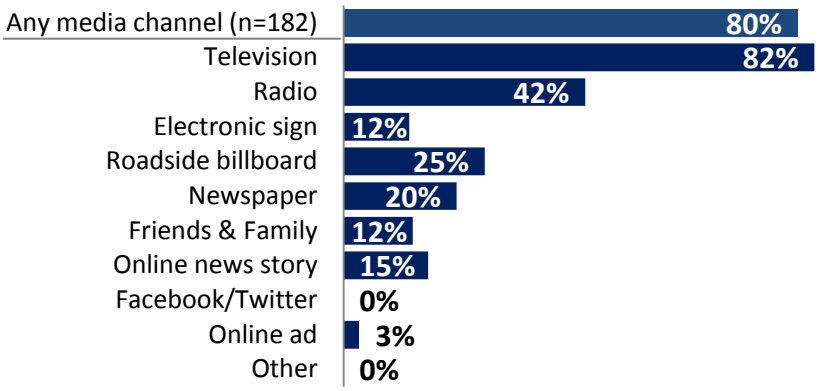
- Two thirds of drivers residing in the Seattle-Tacoma DMA heard or saw about drunk driving enforcement through television, followed by radio (45%).



- Drivers residing in the Portland DMA heard or saw about drunk driving enforcement most often through electronic signs (45%), followed closely by television (43%).

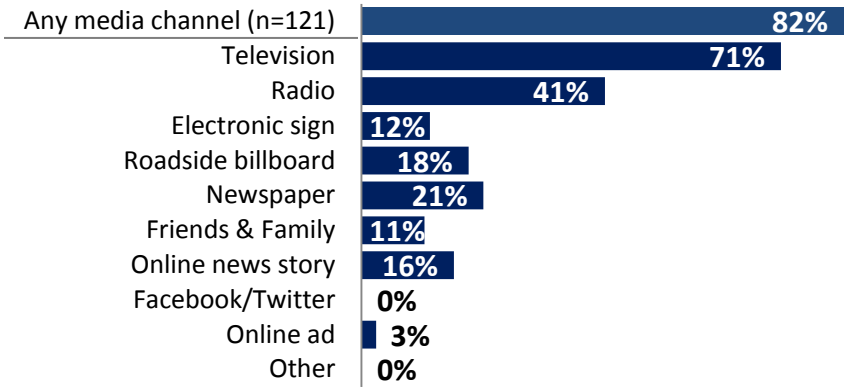
The relatively small population of Washington drivers in the Portland DMA results in TV and radio being too costly and inefficient to purchase. Roadside billboards are purchased to supplement messaging, and electronic signs take on a greater messaging role than in other DMAs. Nonetheless, television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

Spokane



- Drivers residing in the Spokane DMA heard or saw about drunk driving enforcement most often through television.

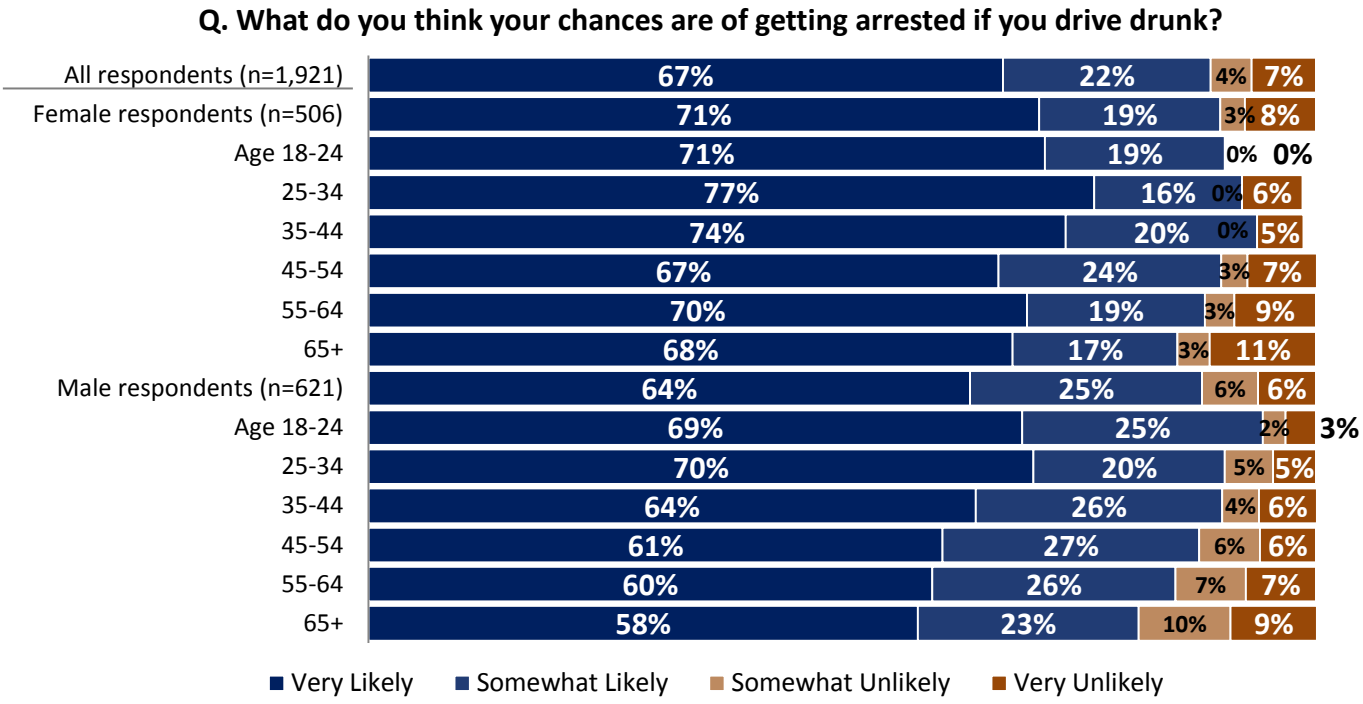
Yakima-Pasco-Richland-Kennewick



- Drivers residing in the Yakima-Pasco-Richland-Kennewick DMA heard or saw about drunk driving enforcement most often through television.

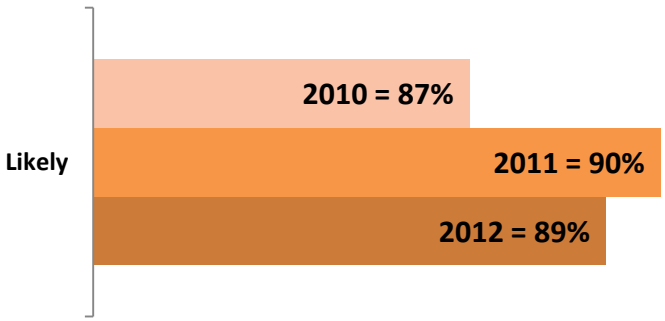
Perception of Drunk Driving Enforcement

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



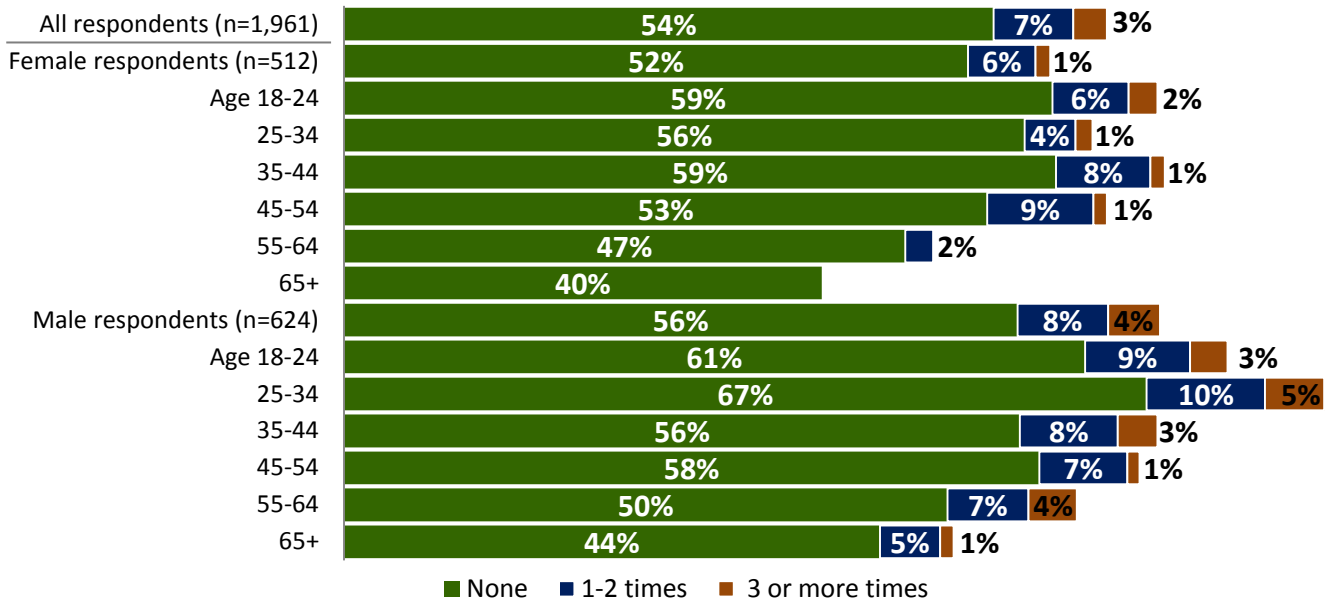
Nine out of 10 drivers surveyed thought they were likely to get arrested if they drove drunk.

- Younger drivers thought they were more likely to get arrested if they drove drunk compared to older drivers.
- Among female respondents age 18-24, none of them thought it was unlikely they would get arrested if they drove drunk, compared to 5% of males age 18-24. Respondents age 18-24 reported they were likely to get arrested more than any other age group.
- The proportion of drivers that reported they were likely to get arrested if they drove drunk has increased slightly since 2010.



Self-Reported Drinking and Driving Behavior

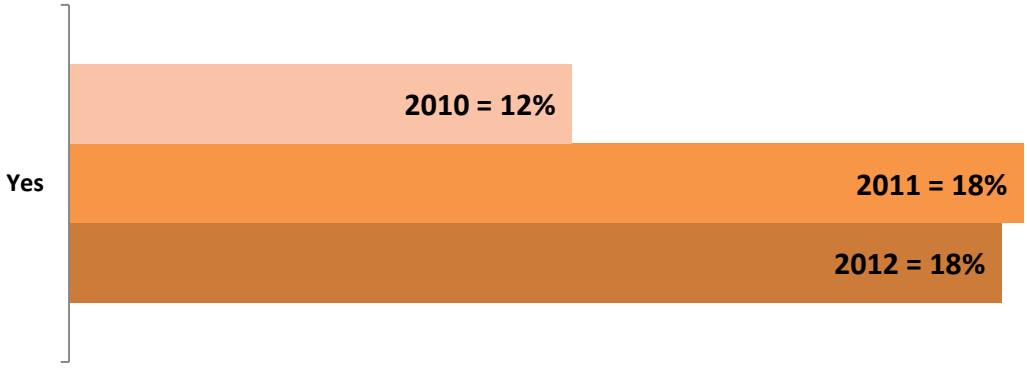
Q. ***In the past 60 days, how many times did you drive within 2 hours of drinking?***



**Percents reflect all drivers surveyed; some drivers reported consuming no alcohol in the past 60 days.*

One in ten of all drivers surveyed drove within 2 hours after consuming alcohol.

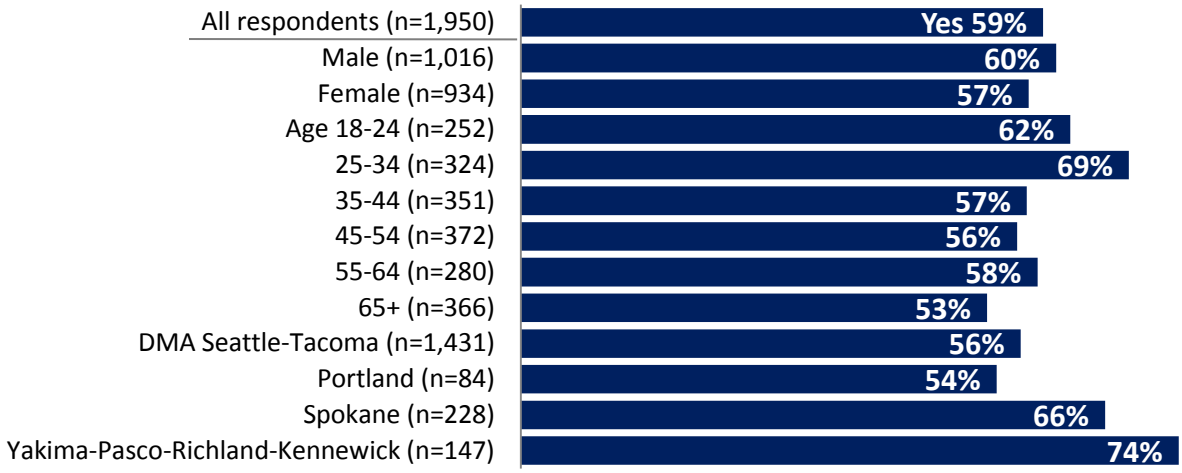
- Males age 25-34 reported driving within 2 hours of consuming alcohol more often than any other group (15%).
- Females were slightly less likely to report driving after consuming alcohol than males (7% versus 12%).
- Among drivers reporting consumption of alcohol in the past 60 days, self-reported driving after consuming alcohol has increased since 2010.



SEAT BELT USE

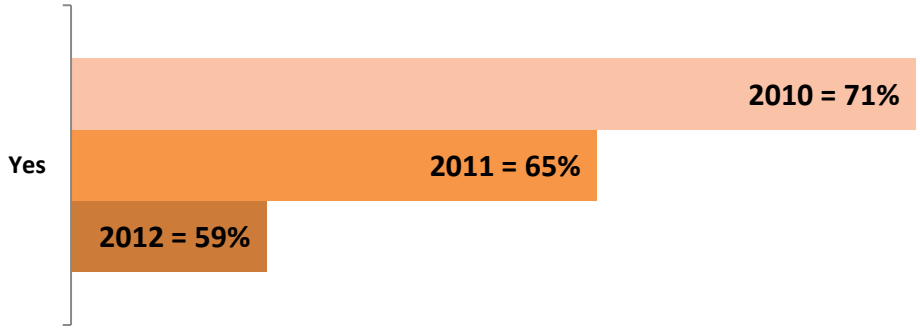
Awareness of Seat Belt Enforcement

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



Three out of every five drivers (59%) surveyed 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 (60%) than females (57%).
- Awareness of seat belt enforcement was highest for respondents in the Yakima-Pasco-Richland-Kennewick market and lowest in the Portland market.
- Overall awareness of seatbelt enforcement has steadily declined since 2010.



Where Drivers Heard or Saw about Seat Belt Enforcement

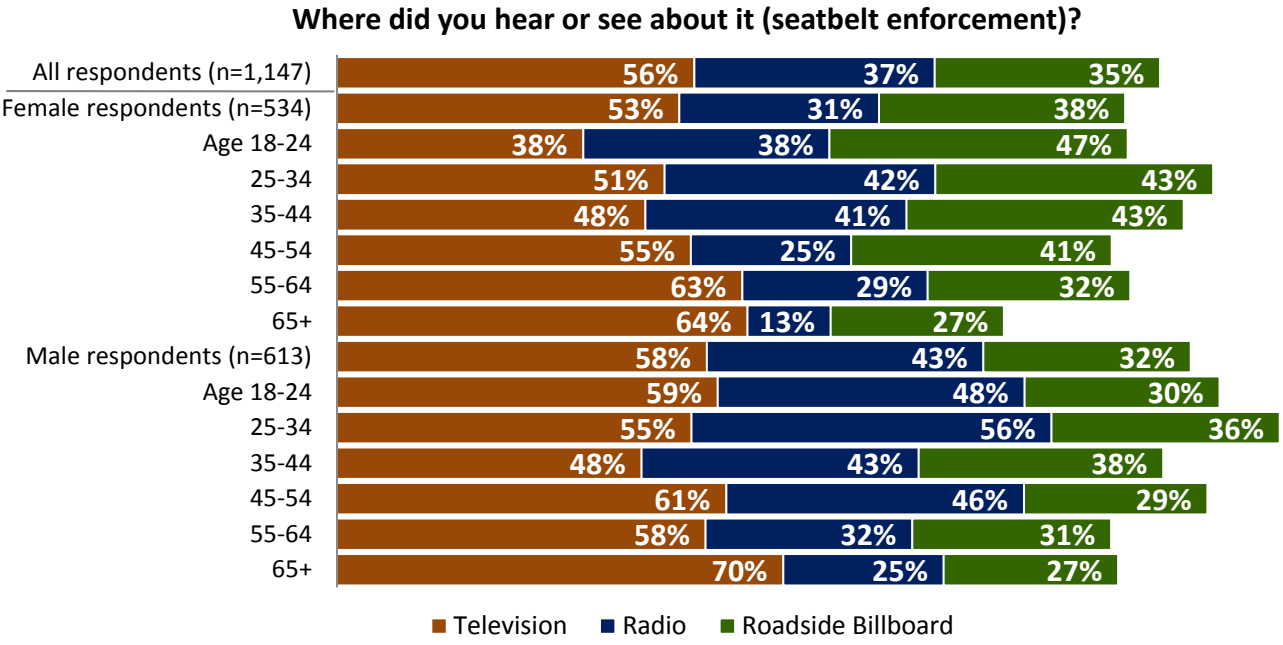
Q. *If yes, where did you see or hear about it?*

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	**47.4%**	**53.6%**	**47.5%**	**58.2%**	**60.1%**	**66.7%**	**55.7%**
Radio	42.9%	50.5%	42.0%	36.5%	30.7%	18.8%	**37.5%**
Roadside Billboard	39.1%	38.7%	40.5%	34.1%	31.3%	27.1%	**35.1%**
Electronic Sign	14.1%	18.5%	16.5%	13.9%	15.3%	6.8%	**14.4%**
Newspaper	5.1%	6.8%	8.0%	11.1%	14.7%	21.9%	**11.3%**
Friends & Family	17.9%	10.4%	10.5%	6.7%	6.7%	8.9%	**10.3%**
Online News Story	11.5%	14.4%	9.5%	9.1%	8.0%	5.7%	**9.9%**
Online Advertisement	5.8%	6.3%	3.5%	1.9%	2.5%	1.0%	**3.6%**
Facebook/Twitter	3.2%	3.2%	3.5%	2.4%	0.0%	0.0%	**2.2%**
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.0%**

Persons heard or saw about seat belt enforcement most often from television. How persons heard or saw about seat belt enforcement varied by age group.

- Television, radio, and roadside billboards were the most common media channels respondents saw or heard about seat belt enforcement.
- Younger drivers are more likely to see or hear about seat belt enforcement through online media channels than older drivers.

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

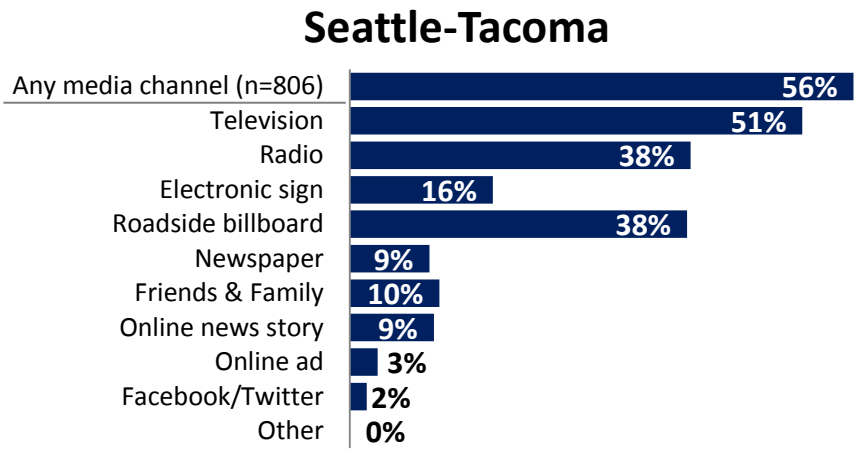


- Roadside billboard was the most often reported media channel among female respondents age 18-24 (47%) compared to only 30% of male respondents age 18-24.

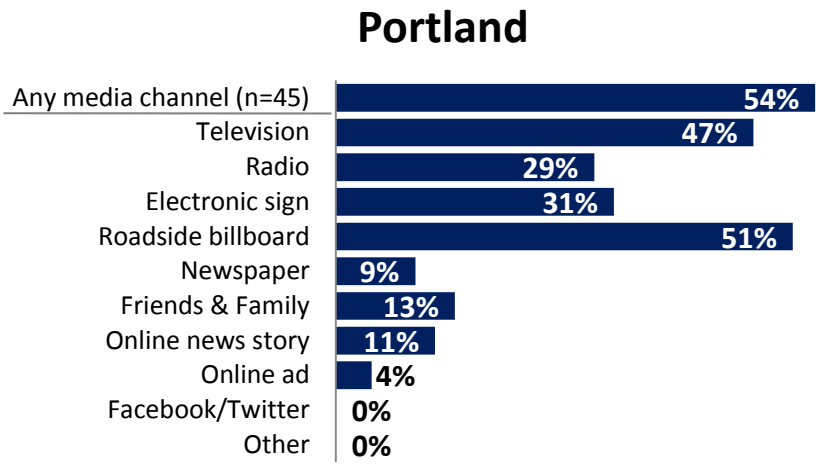
- Older drivers were much more likely to report hearing about seatbelt enforcement through television compared to radio and roadside billboards.

- Younger drivers reported hearing seatbelt enforcement through the radio more frequently than older respondents.

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



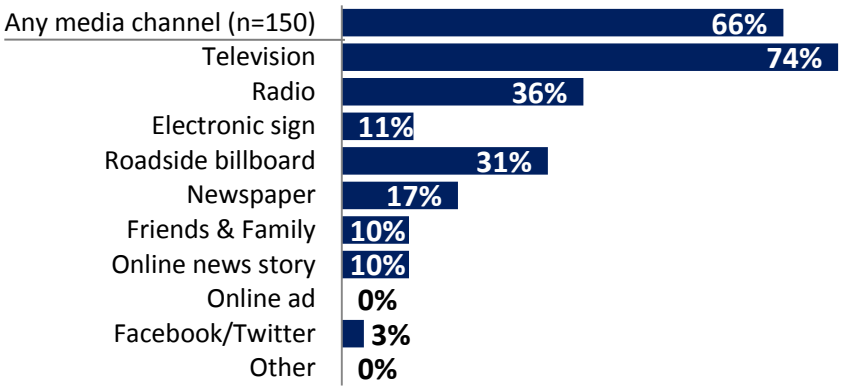
- Drivers residing in the Seattle-Tacoma DMA heard or saw about seat belt enforcement most often through television, followed by radio and roadside billboards.



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

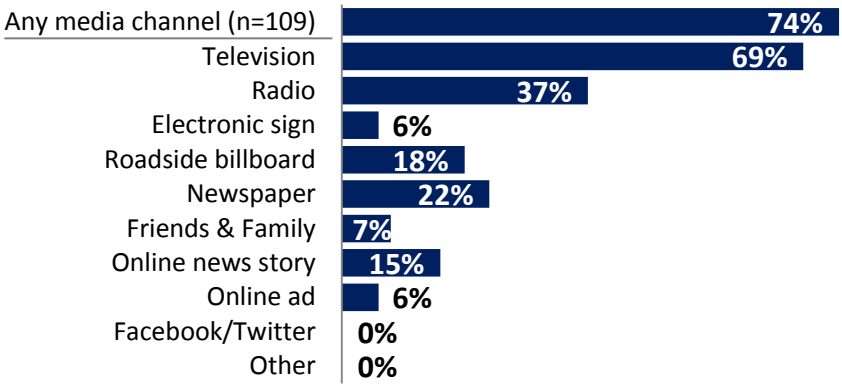
The relatively small population of Washington drivers in the Portland DMA results in TV and radio being too costly and inefficient to purchase. Roadside billboards are purchased to supplement messaging, and electronic signs take on a greater messaging role than in other DMAs. Nonetheless, television was reported as a media channel nearly as frequently as roadside billboards.

Spokane



- Drivers residing in the Spokane DMA heard or saw about seat belt enforcement most often through television.

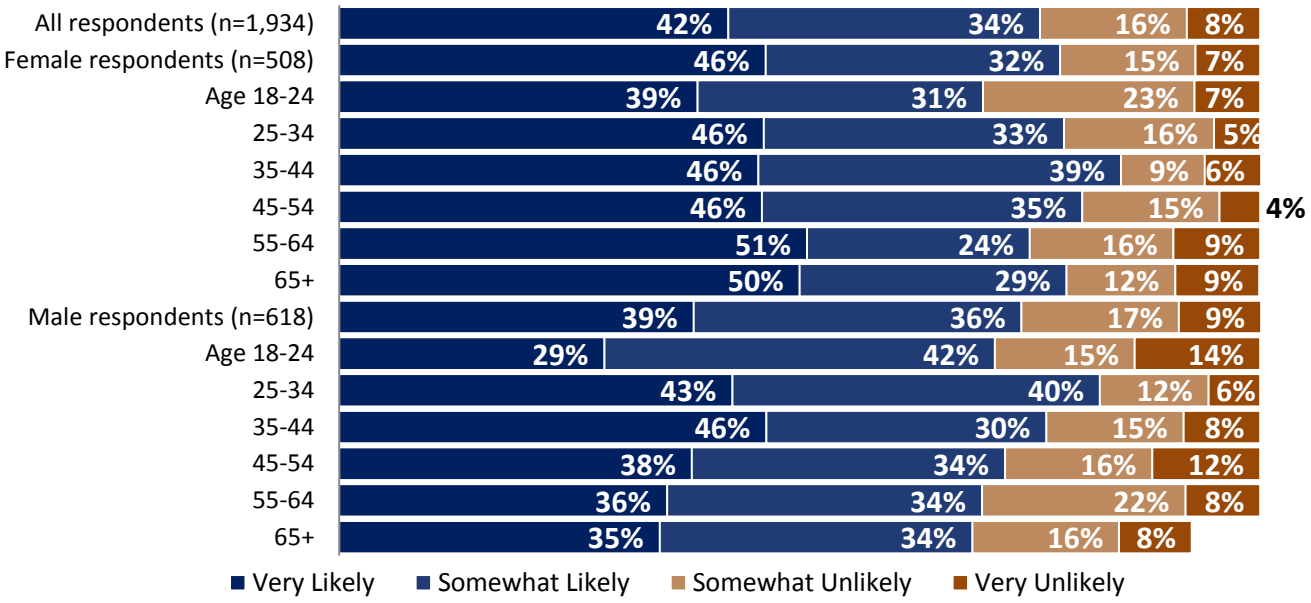
Yakima-Kennewick-Richland-Pascoe



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

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 46%, respectively).

- Approximately 70% of drivers age 18-24 thought it was likely they would get a ticket if they did not wear their seat belt, however female drivers reported that is was very likely more often the male drivers (39% and 29% respectively).

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 2012 survey:

Driver Knowledge

- **Nearly two out of three (67%) survey respondents had read, saw, or heard something about speed enforcement in the past 2 months. Speed enforcement awareness has slightly increased since 2010.**
- **Three out of four (76%) survey respondents said they had read, saw, or heard something about drunk driving enforcement in the past 2 months. Awareness has remained steady since 2010.**
- **Three out of five drivers (59%) survey respondents said they had read, saw, or heard something about seat belt enforcement in the past 2 months. Awareness has declined since 2010.**
- **How persons heard or saw about enforcement varied by age group and Designated Media Area (DMA).**

Driver Attitudes

- **Four out of five drivers (81%) 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 (89%) surveyed thought they were likely to get arrested if they drove drunk. This has remained steady since 2010.**
- **Two out of three drivers (61%) surveyed thought they were likely to get a ticket if they did not wear their seat belt.**

Driver Behaviors

- **Two thirds of all drivers (67%) surveyed rarely or never drove faster than 30 MPH on a local road posted for 25 MPH.**
- **Approximately 10% of all drivers surveyed drove within 2 hours of drinking any alcohol in the past 60 days. Among drivers reporting alcohol consumption, self-reported driving after consumption has increased since 2010.**
- **Half (51%) 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. Self-reported cell phone use while driving has slightly declined since 2010.**

References

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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.

National Highway Traffic Safety Administration (NHTSA). 2009. *Evaluation of the May 2007 'Click It or Ticket' Mobilization*. DOT HS 810 716, Washington DC. http://www.nhtsa.gov/Driving+Safety/Research+&+Evaluation/Click+It+or+Ticket+Seat+Belt+Mobilization+Evaluation+Reports.

Washington Department of Health (DOH). 2012. Behavioral Risk Factor Surveillance System (BRFSS). http://www.doh.wa.gov/DataandStatisticalReports/HealthBehaviors/BehavioralRiskFactorSurveillanceSystemBRFSS.aspx.

Appendix A: Targeted Marketing During and Prior to the July 2012 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 2012 are listed below.

Seat Belts

WSDOT Variable Message Signs
05/17/12 – 06/06/12

News media
05/14/12 – 06/3/12 Contractor, impending patrols NR

Paid media
05/14/12 – 06/03/12 Contractor buy radio, television, billboards, digital (total value $230,000)

Impaired Driving

WSDOT Variable Message Signs
06/18/12 – 07/08/12

News media
06/18/12 Locally-led, impending and post-patrol NRs

Paid media
06/18/12 – ~07/8/12 Contractor buy radio, television, billboards, digital (total value $150,000)

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 respondents with refused/missing responses for age, gender, or both age and gender.

Tables excludes 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	1,953	100.0	892	45.7	(43.5-47.9)	1,061	54.3	(52.1-56.5)
Male	1,014	51.9	464	52.0	(48.7-55.3)	550	51.8	(48.8-54.8)
Female	939	48.1	428	48.0	(44.7-51.3)	511	48.2	(45.2-51.2)
18-24	253	13.0	110	43.5	(37.4-49.6)	143	56.5	(50.4-62.6)
25-34	325	16.6	163	50.2	(44.7-55.6)	162	49.8	(44.4-55.3)
35-44	352	18.0	140	39.8	(34.7-44.9)	212	60.2	(55.1-65.3)
45-54	370	18.9	164	44.3	(39.3-49.4)	206	55.7	(50.6-60.7)
55-64	280	14.3	124	44.3	(38.5-50.1)	156	55.7	(49.9-61.5)
65+	367	18.8	187	51.0	(45.8-56.1)	180	49.0	(43.9-54.2)
Male 18-24	126	6.5	53	42.1	(33.4-50.7)	73	57.9	(49.3-66.6)
25-34	182	9.3	94	51.6	(44.4-58.9)	88	48.4	(41.1-55.6)
35-44	185	9.5	77	41.6	(34.5-48.7)	108	58.4	(51.3-65.5)
45-54	189	9.7	85	45.0	(37.9-52.1)	104	55.0	(47.9-62.1)
55-64	150	7.7	63	42.0	(34.1-49.9)	87	58.0	(50.1-65.9)
65+	179	9.2	90	50.3	(42.9-57.6)	89	49.7	(42.4-57.1)
Female 18-24	126	6.5	56	44.4	(35.8-53.1)	70	55.6	(46.9-64.2)
25-34	142	7.3	68	47.9	(39.7-56.1)	74	52.1	(43.9-60.3)
35-44	166	8.5	63	38.0	(30.6-45.3)	103	62.0	(54.7-69.4)
45-54	181	9.3	79	43.6	(36.4-50.9)	102	56.4	(49.1-63.6)
55-64	129	6.6	61	47.3	(38.7-55.9)	68	52.7	(44.1-61.3)
65+	187	9.6	97	51.9	(44.7-59)	90	48.1	(41-55.3)
Seattle-Tacoma DMA	1,427	73.1	613	43.0	(40.4-45.5)	814	57.0	(54.5-59.6)
Portland DMA	85	4.4	42	49.4	(38.8-60)	43	50.6	(40-61.2)
Spokane DMA	229	11.7	127	55.5	(49-61.9)	102	44.5	(38.1-51)
Yakima-Pasco-Richland-Kennewick	148	7.6	80	54.1	(46-62.1)	68	45.9	(37.9-54)
Unknown (Zip Code unreported)	92	4.7	42	45.7	(35.5-55.8)	50	54.3	(44.2-64.5)

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	1,953	100.0	294	33.0	(29.9-36.1)	468	52.5	(49.2-55.7)	128	14.3	(12-16.7)	114	12.8	(10.6-15)
Male	1,014	51.9	174	37.5	(33.1-41.9)	248	53.4	(48.9-58)	64	13.8	(10.6-16.9)	52	11.2	(8.3-14.1)
Female	939	48.1	120	28.0	(23.8-32.3)	220	51.4	(46.7-56.1)	64	15.0	(11.6-18.3)	62	14.5	(11.1-17.8)
18-24	253	13.0	49	44.5	(35.2-53.9)	45	40.9	(31.7-50.1)	6	5.5	(1.2-9.7)	33	30.0	(21.4-38.6)
25-34	325	16.6	84	51.5	(43.8-59.2)	79	48.5	(40.8-56.2)	21	12.9	(7.7-18)	20	12.3	(7.2-17.3)
35-44	352	18.0	54	38.6	(30.5-46.7)	65	46.4	(38.2-54.7)	15	10.7	(5.6-15.8)	20	14.3	(8.5-20.1)
45-54	370	18.9	41	25.0	(18.4-31.6)	83	50.6	(42.9-58.3)	12	7.3	(3.3-11.3)	19	11.6	(6.7-16.5)
55-64	280	14.3	26	21.0	(13.8-28.1)	70	56.5	(47.7-65.2)	24	19.4	(12.4-26.3)	9	7.3	(2.7-11.8)
65+	367	18.8	38	20.3	(14.5-26.1)	123	65.8	(59-72.6)	50	26.7	(20.4-33.1)	13	7.0	(3.3-10.6)
Male 18-24	126	6.5	18	34.0	(21.2-46.7)	28	52.8	(39.4-66.3)	3	5.7	(0-11.9)	16	30.2	(17.8-42.6)
25-34	182	9.3	53	56.4	(46.3-66.4)	46	48.9	(38.8-59.1)	14	14.9	(7.7-22.1)	10	10.6	(4.4-16.9)
35-44	185	9.5	35	45.5	(34.3-56.6)	41	53.2	(42.1-64.4)	9	11.7	(4.5-18.9)	8	10.4	(3.6-17.2)
45-54	189	9.7	29	34.1	(24-44.2)	40	47.1	(36.4-57.7)	9	10.6	(4-17.1)	10	11.8	(4.9-18.6)
55-64	150	7.7	16	25.4	(14.6-36.2)	34	54.0	(41.6-66.3)	11	17.5	(8.1-26.9)	4	6.3	(0.3-12.4)
65+	179	9.2	21	23.3	(14.6-32.1)	57	63.3	(53.4-73.3)	18	20.0	(11.7-28.3)	4	0.0	(0.0-5.4)
Female 18-24	126	6.5	30	53.6	(40.5-66.7)	17	30.4	(18.3-42.4)	3	0.0	(0.0-12.3)	17	30.4	(18.3-42.4)
25-34	142	7.3	30	44.1	(32.3-55.9)	32	47.1	(35.2-58.9)	6	8.8	(2.1-15.6)	10	14.7	(6.3-23.1)
35-44	166	8.5	19	30.2	(18.8-41.5)	24	38.1	(26.1-50.1)	6	9.5	(2.3-16.8)	12	19.0	(9.3-28.8)
45-54	181	9.3	12	15.2	(7.3-23.1)	43	54.4	(43.4-65.4)	3	3.8	(0-8)	9	11.4	(4.4-18.4)
55-64	129	6.6	10	16.4	(7.1-25.7)	36	59.0	(46.7-71.4)	13	21.3	(11-31.6)	5	8.2	(1.3-15.1)
65+	187	9.6	17	17.5	(9.9-25.1)	66	68.0	(58.7-77.3)	32	33.0	(23.6-42.4)	9	9.3	(3.5-15.1)
Seattle-Tacoma DMA	1,427	73.1	211	34.4	(30.7-38.2)	298	48.6	(44.6-52.6)	77	12.6	(9.9-15.2)	84	13.7	(11-16.4)
Portland DMA	85	4.4	9	21.4	(9-33.9)	15	35.7	(21.2-50.2)	5	11.9	(2.1-21.7)	1	2.4	(0-7)
Spokane DMA	229	11.7	42	33.1	(24.9-41.3)	87	68.5	(60.4-76.6)	22	17.3	(10.7-23.9)	17	13.4	(7.5-19.3)
Yakima-Pasco-Richland-Kennewick	148	7.6	22	27.5	(17.7-37.3)	50	62.5	(51.9-73.1)	19	23.8	(14.4-33.1)	10	12.5	(5.2-19.8)
Unknown (Zip Code unreported)	92	4.7	14	33.3	(19-47.6)	21	50.0	(34.8-65.2)	7	16.7	(5.4-28)	3	7.1	(0-14.9)

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 Groups	TOTAL		Online News Story			Online Advertisement			Electronic Road Sign			Roadside Billboard		
	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,953	100.0	123	13.8	(11.5-16.1)	27	3.0	(1.9-4.2)	163	18.3	(15.7-20.8)	173	19.4	(16.8-22)
Male	1,014	51.9	65	14.0	(10.8-17.2)	16	3.4	(1.8-5.1)	79	17.0	(13.6-20.5)	99	21.3	(17.6-25.1)
Female	939	48.1	58	13.6	(10.3-16.8)	11	2.6	(1.1-4.1)	84	19.6	(15.9-23.4)	74	17.3	(13.7-20.9)
18-24	253	13.0	15	13.6	(7.2-20.1)	6	5.5	(1.2-9.7)	19	17.3	(10.2-24.4)	22	20.0	(12.5-27.5)
25-34	325	16.6	22	13.5	(8.2-18.8)	8	4.9	(1.6-8.2)	47	28.8	(21.9-35.8)	53	32.5	(25.3-39.7)
35-44	352	18.0	24	17.1	(10.9-23.4)	8	0.0	(0.0-1.5)	27	19.3	(12.7-25.8)	29	20.7	(14-27.4)
45-54	370	18.9	22	13.4	(8.2-18.6)	1	0.0	(0.0-1.5)	35	21.3	(15.1-27.6)	38	23.2	(16.7-29.6)
55-64	280	14.3	23	18.5	(11.7-25.4)	4	0.0	(0.0-1.7)	17	13.7	(7.6-19.8)	20	16.1	(9.6-22.6)
65+	367	18.8	15	8.0	(4.1-11.9)	0	0.0	(0.0-1.7)	18	9.6	(5.4-13.9)	10	5.3	(2.1-8.6)
Male 18-24	126	6.5	8	15.1	(5.4-24.8)	4	7.5	(0.4-14.7)	5	9.4	(1.5-17.3)	11	20.8	(9.8-31.7)
25-34	182	9.3	13	13.8	(6.8-20.8)	5	0.0	(0.0-2.0)	26	27.7	(18.6-36.7)	33	35.1	(25.4-44.8)
35-44	185	9.5	16	20.8	(11.7-29.9)	3	0.0	(0.0-2.5)	13	16.9	(8.5-25.3)	17	22.1	(12.8-31.4)
45-54	189	9.7	14	16.5	(8.6-24.4)	1	0.0	(0.0-2.8)	19	22.4	(13.5-31.2)	18	21.2	(12.5-29.9)
55-64	150	7.7	9	14.3	(5.6-22.9)	3	0.0	(0.0-3.4)	9	14.3	(5.6-22.9)	13	20.6	(10.6-30.6)
65+	179	9.2	5	5.6	(0.8-10.3)	0	0.0	(0.0-3.0)	7	7.8	(2.2-13.3)	6	6.7	(1.5-11.8)
Female 18-24	126	6.5	7	12.5	(3.8-21.2)	2	0.0	(0.0-3.3)	14	25.0	(13.6-36.4)	11	19.6	(9.2-30.1)
25-34	142	7.3	9	13.2	(5.2-21.3)	3	4.4	(0-9.3)	21	30.9	(19.9-41.9)	20	29.4	(18.6-40.3)
35-44	166	8.5	8	12.7	(4.5-20.9)	5	0.0	(0.0-3.6)	14	22.2	(11.9-32.5)	12	19.0	(9.3-28.8)
45-54	181	9.3	8	10.1	(3.5-16.8)	0	0.0	(0.0-3.1)	16	20.3	(11.4-29.1)	20	25.3	(15.7-34.9)
55-64	129	6.6	14	23.0	(12.4-33.5)	1	0.0	(0.0-3.5)	8	13.1	(4.6-21.6)	7	11.5	(3.5-19.5)
65+	187	9.6	10	10.3	(4.2-16.4)	0	0.0	(0.0-4.1)	11	11.3	(5-17.7)	4	4.1	(0.2-8.1)
Seattle-Tacoma DMA	1,427	73.1	84	13.7	(11-16.4)	17	2.8	(1.5-4.1)	122	19.9	(16.7-23.1)	131	21.4	(18.1-24.6)
Portland DMA	85	4.4	1	2.4	(0-7)	3	0.0	(0.0-12.3)	14	33.3	(19-47.6)	15	35.7	(21.2-50.2)
Spokane DMA	229	11.7	17	13.4	(7.5-19.3)	5	0.0	(0.5-7.3)	21	16.5	(10.1-23)	17	13.4	(7.5-19.3)
Yakima-Pasco-Richland-Kennewick	148	7.6	15	18.8	(10.2-27.3)	1	1.3	(0-3.7)	6	7.5	(1.7-13.3)	6	7.5	(1.7-13.3)
Unknown (Zip Code unreported)	92	4.7	7	16.7	(5.4-28)	1	1.0	(0.0-16.1)	3	7.1	(0-14.9)	6	14.3	(3.7-24.9)

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 Groups	TOTAL N	TOTAL %	Facebook/Twitter N	Facebook/Twitter %	Facebook/Twitter (95% C.I.)	Other N	Other %	Other (95% C.I.)
TOTAL	1,953	100.0	23	2.6	(1.5-3.6)	2	0.2	(0-0.5)
Male	1,014	51.9	9	1.9	(0.7-3.2)	0	0.0	(0-0)
Female	939	48.1	14	3.3	(1.6-5)	2	0.5	(0-1.1)
18-24	253	13.0	5	4.5	(0.6-8.4)	0	0.0	(0-0)
25-34	325	16.6	7	4.3	(1.2-7.4)	0	0.0	(0-0)
35-44	352	18.0	4	2.9	(0.1-5.6)	0	0.0	(0-0)
45-54	370	18.9	4	2.4	(0.1-4.8)	0	0.0	(0-0)
55-64	280	14.3	2	1.6	(0-3.8)	1	0.8	(0-2.4)
65+	367	18.8	1	0.5	(0-1.6)	1	0.0	(0.0-1.7)
Male 18-24	126	6.5	1	1.9	(0-5.6)	0	0.0	(0-0)
25-34	182	9.3	4	4.3	(0.2-8.3)	0	0.0	(0-0)
35-44	185	9.5	1	0.0	(0.0-2.5)	0	0.0	(0-0)
45-54	189	9.7	2	2.4	(0-5.6)	0	0.0	(0-0)
55-64	150	7.7	1	1.6	(0-4.7)	0	0.0	(0-0)
65+	179	9.2	0	0.0	(0.0-3.0)	0	0.0	(0.0-3.0)
Female 18-24	126	6.5	4	0.0	(0.0-3.3)	0	0.0	(0-0)
25-34	142	7.3	3	4.4	(0-9.3)	0	0.0	(0.0-2.5)
35-44	166	8.5	3	4.8	(0-10)	0	0.0	(0-0)
45-54	181	9.3	2	0.0	(0.0-3.1)	0	0.0	(0-0)
55-64	129	6.6	1	0.0	(0.0-3.5)	1	1.6	(0-4.8)
65+	187	9.6	1	1.0	(0-3)	1	0.0	(0.0-4.1)
Seattle-Tacoma DMA	1,427	73.1	17	2.8	(1.5-4.1)	1	0.0	(0-0.5)
Portland DMA	85	4.4	0	0.0	(0-0)	0	0.0	(0.0-12.3)
Spokane DMA	229	11.7	4	3.1	(0.1-6.2)	1	0.0	(0.0-4.5)
Yakima-Pasco-Richland-Kennewick	148	7.6	1	0.0	(0.0-9.0)	0	0.0	(0.0-9.0)
Unknown (Zip Code unreported)	92	4.7	1	0.0	(0.0-16.1)	0	0.0	(0-0)

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 respondents with refused/missing responses for age, gender, or both age and gender.

Table excludes 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	1,941	100.0	756	38.9	(36.8-41.1)	814	41.9	(39.7-44.1)	265	13.7	(12.1-15.2)	106	5.5	(4.4-6.5)
Male	1,006	51.8	377	37.5	(34.5-40.5)	417	41.5	(38.4-44.5)	147	14.6	(12.4-16.8)	65	6.5	(4.9-8)
Female	935	48.2	379	40.5	(37.4-43.7)	397	42.5	(39.3-45.6)	118	12.6	(10.5-14.8)	41	4.4	(3.1-5.7)
18-24	253	13.0	77	30.4	(24.8-36.1)	116	45.8	(39.7-52)	42	16.6	(12-21.2)	18	7.1	(3.9-10.3)
25-34	324	16.7	125	38.6	(33.3-43.9)	144	44.4	(39-49.9)	40	12.3	(8.8-15.9)	15	4.6	(2.3-6.9)
35-44	348	17.9	137	39.4	(34.2-44.5)	141	40.5	(35.4-45.7)	50	14.4	(10.7-18.1)	20	5.7	(3.3-8.2)
45-54	370	19.1	156	42.2	(37.1-47.2)	148	40.0	(35-45)	47	12.7	(9.3-16.1)	19	5.1	(2.9-7.4)
55-64	277	14.3	108	39.0	(33.2-44.7)	112	40.4	(34.6-46.2)	41	14.8	(10.6-19)	16	5.8	(3-8.5)
65+	364	18.8	148	40.7	(35.6-45.7)	152	41.8	(36.7-46.8)	45	12.4	(9-15.7)	19	5.2	(2.9-7.5)
Male 18-24	126	6.5	32	25.4	(17.8-33)	62	49.2	(40.5-57.9)	20	15.9	(9.5-22.3)	12	9.5	(4.4-14.7)
25-34	181	9.3	69	38.1	(31-45.2)	74	40.9	(33.7-48.1)	28	15.5	(10.2-20.7)	10	5.5	(2.2-8.9)
35-44	182	9.4	72	39.6	(32.5-46.7)	69	37.9	(30.9-45)	30	16.5	(11.1-21.9)	11	6.0	(2.6-9.5)
45-54	189	9.7	77	40.7	(33.7-47.8)	78	41.3	(34.2-48.3)	22	11.6	(7.1-16.2)	12	6.3	(2.9-9.8)
55-64	147	7.6	54	36.7	(28.9-44.5)	58	39.5	(31.5-47.4)	26	17.7	(11.5-23.9)	9	6.1	(2.2-10)
65+	178	9.2	71	39.9	(32.7-47.1)	75	42.1	(34.9-49.4)	21	11.8	(7.1-16.5)	11	6.2	(2.6-9.7)
Female 18-24	126	6.5	45	35.7	(27.3-44.1)	53	42.1	(33.4-50.7)	22	17.5	(10.8-24.1)	6	4.8	(1-8.5)
25-34	142	7.3	56	39.4	(31.4-47.5)	70	49.3	(41.1-57.5)	12	8.5	(3.9-13)	4	2.8	(0.1-5.5)
35-44	165	8.5	65	39.4	(31.9-46.9)	71	43.0	(35.5-50.6)	20	12.1	(7.1-17.1)	9	5.5	(2-8.9)
45-54	181	9.3	79	43.6	(36.4-50.9)	70	38.7	(31.6-45.8)	25	13.8	(8.8-18.8)	7	3.9	(1.1-6.7)
55-64	129	6.6	53	41.1	(32.6-49.6)	54	41.9	(33.3-50.4)	15	11.6	(6.1-17.2)	7	0.0	
65+	185	9.5	77	41.6	(34.5-48.7)	76	41.1	(34-48.2)	24	13.0	(8.1-17.8)	8	4.3	(1.4-7.3)
Seattle-Tacoma DMA	1,418	73.1	528	37.2	(34.7-39.8)	600	42.3	(39.7-44.9)	201	14.2	(12.4-16)	89	6.3	(5-7.5)
Portland DMA	85	4.4	30	35.3	(25.1-45.5)	40	47.1	(36.4-57.7)	13	15.3	(7.6-23)	2	2.4	(0-5.6)
Spokane DMA	228	11.7	96	42.1	(35.7-48.5)	97	42.5	(36.1-49)	30	13.2	(8.8-17.5)	5	2.2	(0.3-4.1)
Yakima-Pasco-Richland-Kennewick	147	7.6	79	53.7	(45.7-61.8)	52	35.4	(27.6-43.1)	11	7.5	(3.2-11.7)	5	0.0	(0.0-5.4)
Unknown (Zip Code unreported)	91	4.7	30	33.0	(23.3-42.6)	38	41.8	(31.6-51.9)	16	17.6	(9.8-25.4)	7	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 respondents with refused/missing responses for age, gender, or both age and gender.

Tables excludes 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	1,951	100	141	7.2	(6.1-8.4)	505	25.9	(23.9-27.8)	1,305	66.9	(64.8-69)
Male	1,012	51.9	82	8.1	(6.4-9.8)	275	27.2	(24.4-29.9)	655	64.7	(61.8-67.7)
Female	939	48.1	59	6.3	(4.7-7.8)	505	25.9	(23.9-27.8)	1,305	66.9	(64.8-69)
18-24	254	13.0	40	15.7	(11.3-20.2)	70	27.6	(22.1-33.1)	144	56.7	(50.6-62.8)
25-34	325	16.7	30	9.2	(6.1-12.4)	93	28.6	(23.7-33.5)	202	62.2	(56.9-67.4)
35-44	346	17.7	26	7.5	(4.7-10.3)	114	32.9	(28-37.9)	206	59.5	(54.4-64.7)
45-54	371	19.0	19	5.1	(2.9-7.4)	73	19.7	(15.6-23.7)	279	75.2	(70.8-79.6)
55-64	280	14.4	15	5.4	(2.7-8)	62	22.1	(17.3-27)	203	72.5	(67.3-77.7)
65+	369	18.9	11	3.0	(1.2-4.7)	92	24.9	(20.5-29.4)	266	72.1	(67.5-76.7)
Male 18-24	127	6.5	23	18.1	(11.4-24.8)	30	23.6	(16.2-31)	74	58.3	(49.7-66.9)
25-34	182	9.3	17	9.3	(5.1-13.6)	48	26.4	(20-32.8)	117	64.3	(57.3-71.3)
35-44	179	9.2	16	8.9	(4.8-13.1)	66	36.9	(29.8-43.9)	97	54.2	(46.9-61.5)
45-54	191	9.8	9	4.7	(1.7-7.7)	44	23.0	(17.1-29)	138	72.3	(65.9-78.6)
55-64	150	7.7	8	5.3	(1.7-8.9)	39	26.0	(19-33)	103	68.7	(61.2-76.1)
65+	180	9.2	8	4.4	(1.4-7.5)	47	26.1	(19.7-32.5)	125	69.4	(62.7-76.2)
Female 18-24	126	6.5	17	13.5	(7.5-19.5)	40	31.7	(23.6-39.9)	69	54.8	(46.1-63.5)
25-34	142	7.3	12	8.5	(3.9-13)	45	31.7	(24-39.3)	85	59.9	(51.8-67.9)
35-44	166	8.5	10	6.0	(2.4-9.6)	48	28.9	(22-35.8)	108	65.1	(57.8-72.3)
45-54	180	9.2	10	5.6	(2.2-8.9)	29	16.1	(10.7-21.5)	141	78.3	(72.3-84.4)
55-64	129	6.6	7	5.4	(1.5-9.3)	23	17.8	(11.2-24.4)	99	76.7	(69.4-84)
65+	188	9.6	3	1.6	(0-3.4)	44	23.4	(17.3-29.5)	141	75.0	(68.8-81.2)
Seattle-Tacoma DMA	1,426	73.1	107	7.5	(6.1-8.9)	390	27.3	(25-29.7)	929	65.1	(62.7-67.6)
Portland DMA	85	4.4	5	5.9	(0.9-10.9)	20	23.5	(14.5-32.6)	60	70.6	(60.9-80.3)
Spokane DMA	229	11.7	13	5.7	(2.7-8.7)	48	21.0	(15.7-26.2)	168	73.4	(67.6-79.1)
Yakima-Pasco-Richland-Kennewick	148	7.6	7	4.7	(1.3-8.2)	32	21.6	(15-28.3)	109	73.6	(66.5-80.8)
Unknown (Zip Code unreported)	91	4.7	13	14.3	(7.1-21.5)	26	28.6	(19.3-37.9)	52	57.1	(47-67.3)

IMPAIRED DRIVING

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

Table excludes respondents with refused/missing responses for age, gender, or both age and gender.

Tables excludes 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	1,954	100.0	1,485	76.0	(74.1-77.9)	469	24.0	(22.1-25.9)
Male	1,016	52.0	790	77.8	(75.2-80.3)	226	22.2	(19.7-24.8)
Female	938	48.0	695	74.1	(71.3-76.9)	243	25.9	(23.1-28.7)
18-24	254	13.0	200	78.7	(73.7-83.8)	54	21.3	(16.2-26.3)
25-34	325	16.6	271	83.4	(79.3-87.4)	54	16.6	(12.6-20.7)
35-44	351	18.0	253	72.1	(67.4-76.8)	98	27.9	(23.2-32.6)
45-54	372	19.0	282	75.8	(71.5-80.2)	90	24.2	(19.8-28.5)
55-64	280	14.3	203	72.5	(67.3-77.7)	77	27.5	(22.3-32.7)
65+	365	18.7	272	74.5	(70-79)	93	25.5	(21-30)
Male 18-24	127	6.5	100	78.7	(71.6-85.9)	27	21.3	(14.1-28.4)
25-34	182	9.3	154	84.6	(79.4-89.9)	28	15.4	(10.1-20.6)
35-44	184	9.4	139	75.5	(69.3-81.8)	45	24.5	(18.2-30.7)
45-54	190	9.7	148	77.9	(72-83.8)	42	22.1	(16.2-28)
55-64	150	7.7	109	72.7	(65.5-79.8)	41	27.3	(20.2-34.5)
65+	179	9.2	137	76.5	(70.3-82.7)	42	23.5	(17.3-29.7)
Female 18-24	126	6.4	99	78.6	(71.4-85.7)	27	21.4	(14.3-28.6)
25-34	142	7.3	116	81.7	(75.3-88.1)	26	18.3	(11.9-24.7)
35-44	166	8.5	114	68.7	(61.6-75.7)	52	31.3	(24.3-38.4)
45-54	182	9.3	134	73.6	(67.2-80)	48	26.4	(20-32.8)
55-64	129	6.6	93	72.1	(64.3-79.8)	36	27.9	(20.2-35.7)
65+	185	9.5	134	72.4	(66-78.9)	51	27.6	(21.1-34)
Seattle-Tacoma DMA	1,428	73.1	1,068	74.8	(72.5-77)	360	25.2	(23-27.5)
Portland DMA	85	4.4	65	76.5	(67.4-85.5)	20	23.5	(14.5-32.6)
Spokane DMA	229	11.7	182	79.5	(74.2-84.7)	47	20.5	(15.3-25.8)
Yakima-Pasco-Richland-Kennewick	148	7.6	121	81.8	(75.5-88)	27	18.2	(12-24.5)
Unknown (Zip Code unreported)	91	4.7	68	74.7	(65.8-83.7)	23	25.3	(16.3-34.2)

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	1,485	100.0	644	43.4	(40.8-45.9)	967	65.1	(62.7-67.5)	247	16.6	(14.7-18.5)	168	11.3	(9.7-12.9)
Male	790	53.2	377	47.7	(44.2-51.2)	528	66.8	(63.5-70.1)	130	16.5	(13.9-19)	85	10.8	(8.6-12.9)
Female	695	46.8	267	38.4	(34.8-42)	439	63.2	(59.6-66.8)	117	16.8	(14-19.6)	83	11.9	(9.5-14.4)
18-24	200	13.5	110	55.0	(48.1-61.9)	119	59.5	(52.7-66.3)	19	9.5	(5.4-13.6)	48	24.0	(18.1-29.9)
25-34	271	18.2	169	62.4	(56.6-68.1)	181	66.8	(61.2-72.4)	38	14.0	(9.9-18.2)	38	14.0	(9.9-18.2)
35-44	253	17.0	129	51.0	(44.8-57.2)	136	53.8	(47.6-59.9)	29	11.5	(7.5-15.4)	34	13.4	(9.2-17.6)
45-54	282	19.0	113	40.1	(34.3-45.8)	193	68.4	(63-73.9)	38	13.5	(9.5-17.5)	21	7.4	(4.4-10.5)
55-64	203	13.7	66	32.5	(26.1-39)	137	67.5	(61-73.9)	36	17.7	(12.5-23)	11	5.4	(2.3-8.5)
65+	272	18.3	55	20.2	(15.4-25)	199	73.2	(67.9-78.4)	88	32.4	(26.8-37.9)	15	5.5	(2.8-8.2)
Male 18-24	100	6.7	52	52.0	(42.2-61.8)	66	66.0	(56.7-75.3)	12	12.0	(5.6-18.4)	22	22.0	(13.9-30.1)
25-34	154	10.4	111	72.1	(65-79.2)	109	70.8	(63.6-78)	27	17.5	(11.5-23.5)	23	14.9	(9.3-20.6)
35-44	139	9.4	75	54.0	(45.7-62.3)	79	56.8	(48.6-65.1)	20	14.4	(8.5-20.2)	18	12.9	(7.4-18.5)
45-54	148	10.0	67	45.3	(37.2-53.3)	100	67.6	(60-75.1)	16	10.8	(5.8-15.8)	10	6.8	(2.7-10.8)
55-64	109	7.3	38	34.9	(25.9-43.8)	71	65.1	(56.2-74.1)	17	15.6	(8.8-22.4)	4	3.7	(0.1-7.2)
65+	137	9.2	32	23.4	(16.3-30.5)	101	73.7	(66.3-81.1)	38	27.7	(20.2-35.2)	8	5.8	(1.9-9.8)
Female 18-24	99	6.7	57	57.6	(47.8-67.3)	53	53.5	(43.7-63.4)	7	7.1	(2-12.1)	26	26.3	(17.6-34.9)
25-34	116	7.8	57	49.1	(40-58.2)	72	62.1	(53.2-70.9)	11	9.5	(4.1-14.8)	15	12.9	(6.8-19)
35-44	114	7.7	54	47.4	(38.2-56.5)	57	50.0	(40.8-59.2)	9	7.9	(2.9-12.9)	16	14.0	(7.7-20.4)
45-54	134	9.0	46	34.3	(26.3-42.4)	93	69.4	(61.6-77.2)	22	16.4	(10.1-22.7)	11	8.2	(3.6-12.9)
55-64	93	6.3	27	29.0	(19.8-38.3)	65	69.9	(60.6-79.2)	19	20.4	(12.2-28.6)	7	7.5	(2.2-12.9)
65+	134	9.0	23	17.2	(10.8-23.6)	97	72.4	(64.8-80)	49	36.6	(28.4-44.7)	7	5.2	(1.5-9)
Seattle-Tacoma DMA	1,068	71.9	479	44.9	(41.9-47.8)	670	62.7	(59.8-65.6)	165	15.4	(13.3-17.6)	120	11.2	(9.3-13.1)
Portland DMA	65	4.4	19	29.2	(18.2-40.3)	28	43.1	(31-55.1)	10	15.4	(6.6-24.2)	5	7.7	(1.2-14.2)
Spokane DMA	182	12.3	77	42.3	(35.1-49.5)	150	82.4	(76.9-88)	36	19.8	(14-25.6)	22	12.1	(7.3-16.8)
Yakima-Pasco-Richland-Kennewick	121	8.1	50	41.3	(32.5-50.1)	86	71.1	(63-79.2)	25	20.7	(13.4-27.9)	13	10.7	(5.2-16.3)
Unknown (Zip Code unreported)	68	4.6	27	39.7	(28.1-51.3)	44	64.7	(53.3-76.1)	14	20.6	(11-30.2)	10	14.7	(6.3-23.1)

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 DUI enforcement by police.

Demographic Groups	TOTAL		Online News Story			Online Advertisement			Electronic Road Sign			Roadside Billboard		
	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	855	100.0	260	17.5	(15.6-19.4)	68	4.6	(3.5-5.6)	260	17.5	(15.6-19.4)	377	25.4	(23.2-27.6)
Male	494	57.8	141	17.8	(15.2-20.5)	40	5.1	(3.5-6.6)	131	16.6	(14-19.2)	196	24.8	(21.8-27.8)
Female	361	42.2	119	17.1	(14.3-19.9)	28	4.0	(2.6-5.5)	129	18.6	(15.7-21.5)	181	26.0	(22.8-29.3)
18-24	95	11.1	45	22.5	(16.7-28.3)	19	9.5	(5.4-13.6)	39	19.5	(14-25)	47	23.5	(17.6-29.4)
25-34	193	22.6	61	22.5	(17.5-27.5)	19	7.0	(4-10.1)	68	25.1	(19.9-30.3)	115	42.4	(36.5-48.3)
35-44	158	18.5	50	19.8	(14.9-24.7)	15	5.9	(3-8.8)	50	19.8	(14.9-24.7)	71	28.1	(22.5-33.6)
45-54	165	19.3	40	14.2	(10.1-18.3)	7	2.5	(0.7-4.3)	51	18.1	(13.6-22.6)	71	25.2	(20.1-30.2)
55-64	101	11.8	39	19.2	(13.8-24.6)	3	1.5	(0-3.1)	36	17.7	(12.5-23)	43	21.2	(15.6-26.8)
65+	143	16.7	23	8.5	(5.1-11.8)	4	1.5	(0-2.9)	16	5.9	(3.1-8.7)	28	10.3	(6.7-13.9)
Male 18-24	50	5.8	25	25.0	(16.5-33.5)	9	9.0	(3.4-14.6)	13	13.0	(6.4-19.6)	23	23.0	(14.7-31.3)
25-34	107	12.5	40	26.0	(19-32.9)	13	8.4	(4-12.8)	42	27.3	(20.2-34.3)	75	48.7	(40.8-56.6)
35-44	102	11.9	29	20.9	(14.1-27.6)	11	7.9	(3.4-12.4)	22	15.8	(9.8-21.9)	35	25.2	(18-32.4)
45-54	101	11.8	14	9.5	(4.7-14.2)	4	2.7	(0.1-5.3)	29	19.6	(13.2-26)	31	20.9	(14.4-27.5)
55-64	55	6.4	21	19.3	(11.9-26.7)	2	1.8	(0-4.4)	19	17.4	(10.3-24.6)	20	18.3	(11.1-25.6)
65+	79	9.2	11	8.0	(3.5-12.6)	1	0.0	(0.0-3.0)	6	4.4	(0.9-7.8)	11	8.0	(3.5-12.6)
Female 18-24	45	5.3	20	20.2	(12.3-28.1)	10	0.0	(0.0-3.3)	26	26.3	(17.6-34.9)	24	24.2	(15.8-32.7)
25-34	86	10.1	21	18.1	(11.1-25.1)	6	5.2	(1.1-9.2)	26	22.4	(14.8-30)	40	34.5	(25.8-43.1)
35-44	56	6.5	21	18.4	(11.3-25.5)	4	3.5	(0.1-6.9)	28	24.6	(16.7-32.5)	36	31.6	(23-40.1)
45-54	64	7.5	26	19.4	(12.7-26.1)	3	2.2	(0-4.7)	22	16.4	(10.1-22.7)	40	29.9	(22.1-37.6)
55-64	46	5.4	18	19.4	(11.3-27.4)	1	1.1	(0-3.2)	17	18.3	(10.4-26.1)	23	24.7	(16-33.5)
65+	64	7.5	12	9.0	(4.1-13.8)	3	2.2	(0-4.7)	10	7.5	(3-11.9)	17	12.7	(7-18.3)
Seattle-Tacoma DMA	627	73.3	199	18.6	(16.3-21)	52	4.9	(3.6-6.2)	192	18.0	(15.7-20.3)	275	25.7	(23.1-28.4)
Portland DMA	39	4.6	8	12.3	(4.3-20.3)	5	0.0	(0.0-9.0)	29	44.6	(32.5-56.7)	26	40.0	(28.1-51.9)
Spokane DMA	102	11.9	27	14.8	(9.7-20)	5	2.7	(0.4-5.1)	21	11.5	(6.9-16.2)	45	24.7	(18.5-31)
Yakima-Pasco-Richland-Kennewick	57	6.7	19	15.7	(9.2-22.2)	3	2.5	(0-5.3)	14	11.6	(5.9-17.3)	22	18.2	(11.3-25.1)
Unknown (Zip Code unreported)	30	3.5	10	14.7	(6.3-23.1)	1	3.0	(0.1-17.2)	7	10.3	(3.1-17.5)	15	22.1	(12.2-31.9)

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 Groups	TOTAL N	TOTAL %	Facebook/Twitter N	Facebook/Twitter %	Facebook/Twitter (95% C.I.)	Other N	Other %	Other (95% C.I.)
TOTAL	855	100.0	66	4.4	(3.4-5.5)	1	0.1	(0-0.2)
Male	494	57.8	27	3.4	(2.1-4.7)	0	0.0	(0-0)
Female	361	42.2	39	5.6	(3.9-7.3)	1	0.1	(0-0.4)
18-24	95	11.1	25	12.5	(7.9-17.1)	0	0.0	(0-0)
25-34	193	22.6	21	7.7	(4.6-10.9)	0	0.0	(0.0-1.1)
35-44	158	18.5	9	3.6	(1.3-5.8)	0	0.0	(0-0)
45-54	165	19.3	9	3.2	(1.1-5.2)	0	0.0	(0-0)
55-64	101	11.8	0	0.0	(0.0-1.7)	0	0.0	(0-0)
65+	143	16.7	1	0.4	(0-1.1)	1	0.0	(0.0-1.7)
Male 18-24	50	5.8	7	7.0	(2-12)	0	0.0	(0-0)
25-34	107	12.5	12	7.8	(3.6-12)	0	0.0	(0.0-2.0)
35-44	102	11.9	4	2.9	(0.1-5.7)	0	0.0	(0-0)
45-54	101	11.8	3	2.0	(0-4.3)	0	0.0	(0-0)
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	18	18.2	(10.6-25.8)	0	0.0	(0.0-3.3)
25-34	86	10.1	9	7.8	(2.9-12.6)	0	0.0	(0.0-2.5)
35-44	56	6.5	5	4.4	(0.6-8.1)	0	0.0	(0.0-3.6)
45-54	64	7.5	6	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)	0	0.0	(0-0)
65+	64	7.5	1	0.7	(0-2.2)	1	0.0	(0.0-4.1)
Seattle-Tacoma DMA	627	73.3	44	4.1	(2.9-5.3)	0	0.0	(0-0)
Portland DMA	39	4.6	2	3.1	(0-7.3)	0	0.0	(0.0-9.0)
Spokane DMA	102	11.9	14	0.0	(0.0-3.6)	1	0.0	(0.0-3.6)
Yakima-Pasco-Richland-Kennewick	57	6.7	4	0.0	(0.0-6.3)	0	0.0	(0-0)
Unknown (Zip Code unreported)	30	3.5	2	0.0	(0.0-11.6)	0	0.0	(0-0)

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

Table excludes respondents with refused/missing responses for age, gender, or both age and gender.

Tables excludes 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	1,921	100.0	1,287	67.0	(64.9-69.1)	421	21.9	(20.1-23.8)	83	4.3	(3.4-5.2)	130	6.8	(5.6-7.9)
Male	999	52.0	634	63.5	(60.5-66.5)	245	24.5	(21.9-27.2)	59	5.9	(4.4-7.4)	61	6.1	(4.6-7.6)
Female	922	48.0	653	70.8	(67.9-73.8)	176	19.1	(16.5-21.6)	24	2.6	(1.6-3.6)	69	7.5	(5.8-9.2)
18-24	253	13.2	178	70.4	(64.7-76)	56	22.1	(17-27.3)	8	3.2	(1-5.3)	11	4.3	(1.8-6.9)
25-34	320	16.7	233	72.8	(67.9-77.7)	59	18.4	(14.2-22.7)	11	3.4	(1.4-5.4)	17	5.3	(2.9-7.8)
35-44	345	18.0	237	68.7	(63.8-73.6)	80	23.2	(18.7-27.6)	9	2.6	(0.9-4.3)	19	5.5	(3.1-7.9)
45-54	367	19.1	233	63.5	(58.6-68.4)	93	25.3	(20.9-29.8)	17	4.6	(2.5-6.8)	24	6.5	(4-9.1)
55-64	277	14.4	178	64.3	(58.6-69.9)	62	22.4	(17.5-27.3)	15	5.4	(2.7-8.1)	22	7.9	(4.8-11.1)
65+	355	18.5	223	62.8	(57.8-67.8)	72	20.3	(16.1-24.5)	23	6.5	(3.9-9)	37	10.4	(7.2-13.6)
Male 18-24	126	6.6	87	69.0	(61-77.1)	32	25.4	(17.8-33)	3	2.4	(0-5)	4	3.2	(0.1-6.2)
25-34	178	9.3	125	70.2	(63.5-76.9)	36	20.2	(14.3-26.1)	9	5.1	(1.8-8.3)	8	4.5	(1.4-7.5)
35-44	181	9.4	116	64.1	(57.1-71.1)	47	26.0	(19.6-32.4)	7	3.9	(1.1-6.7)	11	6.1	(2.6-9.6)
45-54	188	9.8	114	60.6	(53.6-67.6)	51	27.1	(20.8-33.5)	12	6.4	(2.9-9.9)	11	5.9	(2.5-9.2)
55-64	148	7.7	88	59.5	(51.5-67.4)	38	25.7	(18.6-32.7)	11	7.4	(3.2-11.7)	11	7.4	(3.2-11.7)
65+	176	9.2	102	58.0	(50.7-65.3)	41	23.3	(17-29.5)	17	9.7	(5.3-14)	16	9.1	(4.8-13.3)
Female 18-24	126	6.6	90	71.4	(63.5-79.3)	24	19.0	(12.2-25.9)	5	0.0	(0.0-6.1)	7	0.0	(0.0-6.1)
25-34	141	7.3	108	76.6	(69.6-83.6)	22	15.6	(9.6-21.6)	2	0.0	(0.0-2.9)	9	6.4	(2.3-10.4)
35-44	163	8.5	120	73.6	(66.8-80.4)	33	20.2	(14.1-26.4)	2	0.0	(0.0-3.9)	8	4.9	(1.6-8.2)
45-54	179	9.3	119	66.5	(59.6-73.4)	42	23.5	(17.3-29.7)	5	2.8	(0.4-5.2)	13	7.3	(3.5-11.1)
55-64	128	6.7	89	69.5	(61.6-77.5)	24	18.8	(12-25.5)	4	3.1	(0.1-6.1)	11	8.6	(3.7-13.5)
65+	178	9.3	121	68.0	(61.1-74.8)	31	17.4	(11.8-23)	6	3.4	(0.7-6)	20	11.2	(6.6-15.9)
Seattle-Tacoma DMA	1,404	73.1	933	66.5	(64-68.9)	313	22.3	(20.1-24.5)	59	4.2	(3.2-5.3)	99	7.1	(5.7-8.4)
Portland DMA	84	4.4	62	73.8	(64.4-83.2)	16	19.0	(10.6-27.5)	3	0.0	(0.0-7.3)	3	3.6	(0-7.5)
Spokane DMA	87	4.5	148	65.2	(59-71.4)	50	22.0	(16.6-27.4)	11	4.8	(2.1-7.6)	18	7.9	(4.4-11.4)
Yakima-Pasco-Richland-Kennewick	145	7.5	108	74.5	(67.4-81.6)	29	20.0	(13.5-26.5)	4	2.8	(0.1-5.4)	4	2.8	(0.1-5.4)
Unknown (Zip Code unreported)	87	4.5	48	55.2	(44.7-65.6)	23	26.4	(17.2-35.7)	7	8.0	(2.3-13.8)	9	10.3	(3.9-16.7)

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

Table excludes respondents with refused/missing responses for age, gender, or both age and gender.

Tables excludes respondents who did not provide a response to this question.

Demographic Groups	TOTAL N	TOTAL %	Yes N	Yes %	Yes (95% C.I.)	No N	No %	No (95% C.I.)
TOTAL	1,949	100.0	1,052	53.8	(51.6-56)	903	46.2	(44-48.4)
Male	1,017	52.2	567	55.8	(52.7-58.8)	450	44.2	(41.2-47.3)
Female	938	48.1	485	51.7	(48.5-54.9)	453	48.3	(45.1-51.5)
18-24	254	13.0	153	60.2	(54.2-66.3)	101	39.8	(33.7-45.8)
25-34	323	16.6	200	61.9	(56.6-67.2)	123	38.1	(32.8-43.4)
35-44	351	18.0	202	57.5	(52.4-62.7)	149	42.5	(37.3-47.6)
45-54	373	19.1	207	55.5	(50.4-60.5)	166	44.5	(39.5-49.6)
55-64	280	14.4	135	48.2	(42.4-54.1)	145	51.8	(45.9-57.6)
65+	368	18.9	155	42.1	(37.1-47.2)	213	57.9	(52.8-62.9)
Male 18-24	127	6.5	78	61.4	(52.9-69.9)	49	38.6	(30.1-47.1)
25-34	182	9.3	121	66.5	(59.6-73.3)	61	33.5	(26.7-40.4)
35-44	184	9.4	103	56.0	(48.8-63.2)	81	44.0	(36.8-51.2)
45-54	191	9.8	110	57.6	(50.6-64.6)	81	42.4	(35.4-49.4)
55-64	150	7.7	75	50.0	(42-58)	75	50.0	(42-58)
65+	180	9.2	80	44.4	(37.2-51.7)	100	55.6	(48.3-62.8)
Female 18-24	126	6.5	74	58.7	(50.1-67.3)	52	41.3	(32.7-49.9)
25-34	140	7.2	79	56.4	(48.2-64.6)	61	43.6	(35.4-51.8)
35-44	166	8.5	98	59.0	(51.5-66.5)	68	41.0	(33.5-48.5)
45-54	182	9.3	97	53.3	(46-60.6)	85	46.7	(39.4-54)
55-64	129	6.6	60	46.5	(37.9-55.1)	69	53.5	(44.9-62.1)
65+	187	9.6	74	39.6	(32.6-46.6)	113	60.4	(53.4-67.4)
Seattle-Tacoma DMA	1,432	73.5	765	53.4	(50.8-56)	667	46.6	(44-49.2)
Portland DMA	85	4.4	44	51.8	(41.1-62.4)	41	48.2	(37.6-58.9)
Spokane DMA	229	11.7	133	58.1	(51.7-64.5)	96	41.9	(35.5-48.3)
Yakima-Pasco-Richland-Kennewick	148	7.6	75	50.7	(42.6-58.7)	73	49.3	(41.3-57.4)
Unknown (Zip Code unreported)	89	4.6	48	53.9	(43.6-64.3)	41	46.1	(35.7-56.4)

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

Table excludes respondents with refused/missing responses for age, gender, or both age and gender or who responded did not drink. Tables excludes respondents who did not provide a response to this question.

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	1,049	100.0	864	82.4	(80.1-84.7)	130	12.4	(10.4-14.4)	38	3.6	(2.5-4.8)	17	1.6	(0.9-2.4)
Male	565	29.4	444	78.6	(75.2-82)	77	13.6	(10.8-16.5)	30	5.3	(3.5-7.2)	14	2.5	(1.2-3.8)
Female	484	25.2	420	86.8	(83.8-89.8)	53	11.0	(8.2-13.7)	8	1.7	(0.5-2.8)	3	0.6	(0-1.3)
18-24	153	8.0	125	81.7	(75.6-87.8)	19	12.4	(7.2-17.7)	7	4.6	(1.3-7.9)	2	0.0	(0.0-4.9)
25-34	200	10.4	161	80.5	(75-86)	24	12.0	(7.5-16.5)	11	5.5	(2.3-8.7)	4	0.0	(0.0-2.1)
35-44	202	10.5	165	81.7	(76.3-87)	28	13.9	(9.1-18.6)	6	3.0	(0.6-5.3)	3	1.5	(0-3.2)
45-54	206	10.7	167	81.1	(75.7-86.4)	30	14.6	(9.7-19.4)	5	2.4	(0.3-4.5)	4	1.9	(0.1-3.8)
55-64	135	7.0	112	83.0	(76.6-89.3)	13	9.6	(4.6-14.6)	7	5.2	(1.4-8.9)	3	0.0	(0.0-5.1)
65+	153	8.0	133	86.9	(81.6-92.3)	16	10.5	(5.6-15.3)	2	1.3	(0-3.1)	2	1.3	(0-3.1)
Male 18-24	78	4.1	62	79.5	(70.5-88.5)	11	14.1	(6.4-21.8)	4	5.1	(0.2-10)	1	0.0	(0.0-11.2)
25-34	121	6.3	90	74.4	(66.6-82.2)	18	14.9	(8.5-21.2)	9	7.4	(2.8-12.1)	4	0.0	(0.0-3.8)
35-44	103	5.4	82	79.6	(71.8-87.4)	15	14.6	(7.7-21.4)	4	3.9	(0.1-7.6)	2	1.9	(0-4.6)
45-54	109	5.7	88	80.7	(73.3-88.2)	14	12.8	(6.6-19.1)	5	0.0	(0.0-4.8)	2	1.8	(0-4.4)
55-64	75	3.9	56	74.7	(64.8-84.5)	10	13.3	(5.6-21)	6	8.0	(1.9-14.1)	3	0.0	(0.0-8.4)
65+	79	4.1	66	83.5	(75.4-91.7)	9	11.4	(4.4-18.4)	2	0.0	(0.0-8.4)	2	2.5	(0-6)
Female 18-24	74	3.9	62	83.8	(75.4-92.2)	8	10.8	(3.7-17.9)	3	4.1	(0-8.6)	1	0.0	(0.0-8.4)
25-34	79	4.1	71	89.9	(83.2-96.5)	6	7.6	(1.7-13.4)	2	2.5	(0-6)	0	0.0	(0.0-4.7)
35-44	98	5.1	83	84.7	(77.6-91.8)	13	13.3	(6.5-20)	2	2.0	(0-4.8)	0	0.0	(0.0-7.0)
45-54	97	5.0	79	81.4	(73.7-89.2)	16	16.5	(9.1-23.9)	0	0.0	(0-0)	2	2.1	(0-4.9)
55-64	60	3.1	56	93.3	(87-99.7)	3	5.0	(0-10.5)	1	0.0	(0.0-12.3)	0	0.0	(0.0-12.3)
65+	73	3.8	66	90.4	(83.6-97.2)	7	0.0	(0.0-13.2)	0	0.0	(0-0)	0	0.0	(0.0-13.2)
Seattle-Tacoma DMA	762	39.7	617	81.0	(78.2-83.8)	104	13.6	(11.2-16.1)	27	3.5	(2.2-4.9)	14	1.8	(0.9-2.8)
Portland DMA	44	2.3	36	81.8	(70.4-93.2)	5	11.4	(2-20.8)	3	6.8	(0-14.3)	0	0.0	(0.0-12.3)
Spokane DMA	133	6.9	117	88.0	(82.4-93.5)	11	8.3	(3.6-13)	5	3.8	(0.5-7)	0	0.0	(0.0-5.1)
Yakima-Pasco-Richland-Kennewick	75	3.9	66	88.0	(80.6-95.4)	4	5.3	(0.2-10.4)	3	4.0	(0-8.4)	2	2.7	(0-6.3)
Unknown (Zip Code unreported)	48	2.5	37	77.1	(65.2-89)	9	18.8	(7.7-29.8)	0	0.0	(0.0-14.8)	2	4.2	(0-9.8)

SAFETY RESTRAINT USE

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

Table excludes respondents with refused/missing responses for age, gender, or both age and gender.

Tables excludes respondents who did not provide a response to this question.

Demographic Groups	TOTAL N	TOTAL %	Yes N	Yes %	Yes (95% C.I.)	No N	No %	No (95% C.I.)
TOTAL	1,950	100.0	1,147	58.8	(56.6-61)	803	41.2	(39-43.4)
Male	1,016	52.1	613	60.3	(57.3-63.3)	403	39.7	(36.7-42.7)
Female	934	47.9	534	57.2	(54-60.3)	400	42.8	(39.7-46)
18-24	252	12.9	156	61.9	(55.9-67.9)	96	38.1	(32.1-44.1)
25-34	324	16.6	222	68.5	(63.5-73.6)	102	31.5	(26.4-36.5)
35-44	351	18.0	200	57.0	(51.8-62.2)	151	43.0	(37.8-48.2)
45-54	372	19.1	208	55.9	(50.9-61)	164	44.1	(39-49.1)
55-64	280	14.4	163	58.2	(52.4-64)	117	41.8	(36-47.6)
65+	366	18.8	192	52.5	(47.3-57.6)	174	47.5	(42.4-52.7)
Male 18-24	126	6.5	69	54.8	(46.1-63.5)	57	45.2	(36.5-53.9)
25-34	183	9.4	132	72.1	(65.6-78.6)	51	27.9	(21.4-34.4)
35-44	185	9.5	118	63.8	(56.9-70.7)	67	36.2	(29.3-43.1)
45-54	190	9.7	112	58.9	(51.9-65.9)	78	41.1	(34.1-48.1)
55-64	150	7.7	87	58.0	(50.1-65.9)	63	42.0	(34.1-49.9)
65+	178	9.1	92	51.7	(44.3-59)	86	48.3	(41-55.7)
Female 18-24	125	6.4	86	68.8	(60.7-76.9)	39	31.2	(23.1-39.3)
25-34	140	7.2	90	64.3	(56.3-72.2)	50	35.7	(27.8-43.7)
35-44	165	8.5	81	49.1	(41.5-56.7)	84	50.9	(43.3-58.5)
45-54	182	9.3	96	52.7	(45.5-60)	86	47.3	(40-54.5)
55-64	129	6.6	76	58.9	(50.4-67.4)	53	41.1	(32.6-49.6)
65+	187	9.6	100	53.5	(46.3-60.6)	87	46.5	(39.4-53.7)
Seattle-Tacoma DMA	1,431	73.4	806	56.3	(53.8-58.9)	625	43.7	(41.1-46.2)
Portland DMA	84	4.3	45	53.6	(42.9-64.2)	39	46.4	(35.8-57.1)
Spokane DMA	228	11.7	150	65.8	(59.6-72)	78	34.2	(28-40.4)
Yakima-Pasco-Richland-Kennewick	147	7.5	109	74.1	(67.1-81.2)	38	25.9	(18.8-32.9)
Unknown (Zip Code unreported)	68	3.5	39	57.4	(45.6-69.1)	29	42.6	(30.9-54.4)

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	1,147	100.0	430	37.5	(34.7-40.3)	639	55.7	(52.8-58.6)	130	11.3	(9.5-13.2)	118	10.3	(8.5-12)
Male	613	53.4	264	43.1	(39.1-47)	354	57.7	(53.8-61.7)	62	10.1	(7.7-12.5)	59	9.6	(7.3-12)
Female	534	46.6	166	31.1	(27.2-35)	285	53.4	(49.1-57.6)	68	12.7	(9.9-15.6)	59	11.0	(8.4-13.7)
18-24	156	13.6	67	42.9	(35.2-50.7)	74	47.4	(39.6-55.3)	8	5.1	(1.7-8.6)	28	17.9	(11.9-24)
25-34	222	19.4	112	50.5	(43.9-57)	119	53.6	(47-60.2)	15	6.8	(3.5-10.1)	23	10.4	(6.3-14.4)
35-44	200	17.4	84	42.0	(35.1-48.9)	95	47.5	(40.6-54.4)	16	8.0	(4.2-11.8)	21	10.5	(6.2-14.8)
45-54	208	18.1	76	36.5	(30-43.1)	121	58.2	(51.5-64.9)	23	11.1	(6.8-15.3)	14	6.7	(3.3-10.1)
55-64	163	14.2	50	30.7	(23.6-37.8)	98	60.1	(52.6-67.7)	24	14.7	(9.3-20.2)	11	6.7	(2.9-10.6)
65+	192	16.7	36	18.8	(13.2-24.3)	128	66.7	(60-73.3)	42	21.9	(16-27.7)	17	8.9	(4.8-12.9)
Male 18-24	69	6.0	33	47.8	(36-59.6)	41	59.4	(47.8-71)	5	7.2	(1.1-13.4)	17	24.6	(14.5-34.8)
25-34	132	11.5	74	56.1	(47.6-64.5)	73	55.3	(46.8-63.8)	8	6.1	(2-10.1)	12	9.1	(4.2-14)
35-44	118	10.3	51	43.2	(34.3-52.2)	56	47.5	(38.4-56.5)	7	5.9	(1.7-10.2)	12	10.2	(4.7-15.6)
45-54	112	9.8	52	46.4	(37.2-55.7)	68	60.7	(51.7-69.8)	15	13.4	(7.1-19.7)	8	7.1	(2.4-11.9)
55-64	87	7.6	28	32.2	(22.4-42)	50	57.5	(47.1-67.9)	9	10.3	(3.9-16.8)	3	3.4	(0-7.3)
65+	92	8.0	23	25.0	(16.1-33.9)	64	69.6	(60.1-79)	17	18.5	(10.5-26.4)	5	5.4	(0.8-10.1)
Female 18-24	86	7.5	33	38.4	(28.1-48.7)	33	38.4	(28.1-48.7)	3	3.5	(0-7.4)	11	12.8	(5.7-19.9)
25-34	90	7.8	38	42.2	(32-52.4)	46	51.1	(40.8-61.5)	7	7.8	(2.2-13.3)	11	12.2	(5.4-19)
35-44	81	7.1	33	40.7	(30-51.5)	39	48.1	(37.3-59)	9	11.1	(4.3-18)	9	11.1	(4.3-18)
45-54	96	8.4	24	25.0	(16.3-33.7)	53	55.2	(45.2-65.2)	8	8.3	(2.8-13.9)	6	6.3	(1.4-11.1)
55-64	76	6.6	22	28.9	(18.7-39.2)	48	63.2	(52.3-74)	15	19.7	(10.8-28.7)	8	10.5	(3.6-17.4)
65+	100	8.7	13	13.0	(6.4-19.6)	64	64.0	(54.6-73.4)	25	25.0	(16.5-33.5)	12	12.0	(5.6-18.4)
Seattle-Tacoma DMA	806	70.3	307	38.1	(34.7-41.4)	408	50.6	(47.2-54.1)	72	8.9	(7-10.9)	81	10.0	(8-12.1)
Portland DMA	45	3.9	13	28.9	(15.6-42.2)	21	46.7	(32.1-61.3)	4	8.9	(0.6-17.2)	6	13.3	(3.4-23.3)
Spokane DMA	150	13.1	54	36.0	(28.3-43.7)	111	74.0	(67-81)	26	17.3	(11.3-23.4)	15	10.0	(5.2-14.8)
Yakima-Pasco-Richland-Kennewick	109	9.5	40	36.7	(27.6-45.8)	75	68.8	(60.1-77.5)	24	22.0	(14.2-29.8)	8	7.3	(2.4-12.2)
Unknown (Zip Code unreported)	39	3.4	17	43.6	(28-59.2)	24	61.5	(46.2-76.8)	4	10.3	(0.7-19.8)	8	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	114	9.9	(8.2-11.7)	41	3.6	(2.5-4.7)	165	14.4	(12.4-16.4)	403	35.1	(32.4-37.9)
Male	431	58.7	61	10.0	(7.6-12.3)	23	3.8	(2.2-5.3)	87	14.2	(11.4-17)	198	32.3	(28.6-36)
Female	303	41.3	53	9.9	(7.4-12.5)	18	3.4	(1.8-4.9)	78	14.6	(11.6-17.6)	205	38.4	(34.3-42.5)
18-24	83	11.3	18	11.5	(6.5-16.6)	9	5.8	(2.1-9.4)	22	14.1	(8.6-19.6)	61	39.1	(31.4-46.8)
25-34	164	22.3	32	14.4	(9.8-19)	14	6.3	(3.1-9.5)	41	18.5	(13.4-23.6)	86	38.7	(32.3-45.2)
35-44	148	20.2	19	9.5	(5.4-13.6)	7	3.5	(0.9-6.1)	33	16.5	(11.3-21.7)	81	40.5	(33.7-47.3)
45-54	137	18.7	19	9.1	(5.2-13.1)	4	1.9	(0.1-3.8)	29	13.9	(9.2-18.7)	71	34.1	(27.7-40.6)
55-64	78	10.6	13	8.0	(3.8-12.1)	4	2.5	(0.1-4.8)	25	15.3	(9.8-20.9)	51	31.3	(24.2-38.4)
65+	124	16.9	11	5.7	(2.4-9)	2	1.0	(0-2.5)	13	6.8	(3.2-10.3)	52	27.1	(20.8-33.4)
Male 18-24	46	6.3	12	17.4	(8.4-26.3)	6	8.7	(2-15.4)	5	7.2	(1.1-13.4)	21	30.4	(19.6-41.3)
25-34	91	12.4	19	14.4	(8.4-20.4)	7	5.3	(1.5-9.1)	28	21.2	(14.2-28.2)	47	35.6	(27.4-43.8)
35-44	96	13.1	10	8.5	(3.4-13.5)	4	3.4	(0.1-6.7)	15	12.7	(6.7-18.7)	45	38.1	(29.4-46.9)
45-54	81	11.0	10	8.9	(3.6-14.2)	3	2.7	(0-5.7)	21	18.8	(11.5-26)	32	28.6	(20.2-37)
55-64	46	6.3	7	8.0	(2.3-13.8)	2	0.0	(0.0-3.4)	11	12.6	(5.6-19.6)	27	31.0	(21.3-40.8)
65+	71	9.7	2	2.2	(0-5.2)	1	1.1	(0-3.2)	6	6.5	(1.5-11.6)	25	27.2	(18.1-36.3)
Female 18-24	37	5.0	6	0.0	(0.0-3.3)	3	0.0	(0.0-3.3)	17	19.8	(11.3-28.2)	40	46.5	(36-57.1)
25-34	73	9.9	13	14.4	(7.2-21.7)	7	7.8	(2.2-13.3)	13	14.4	(7.2-21.7)	39	43.3	(33.1-53.6)
35-44	52	7.1	9	11.1	(4.3-18)	3	3.7	(0-7.8)	18	22.2	(13.2-31.3)	35	43.2	(32.4-54)
45-54	56	7.6	9	9.4	(3.5-15.2)	1	1.0	(0-3.1)	8	8.3	(2.8-13.9)	39	40.6	(30.8-50.5)
55-64	32	4.4	6	7.9	(1.8-14)	2	2.6	(0-6.2)	14	18.4	(9.7-27.1)	24	31.6	(21.1-42)
65+	53	7.2	9	9.0	(3.4-14.6)	1	1.0	(0-3)	7	7.0	(2-12)	27	27.0	(18.3-35.7)
Seattle-Tacoma DMA	528	71.9	76	9.4	(7.4-11.4)	25	3.1	(1.9-4.3)	129	16.0	(13.5-18.5)	304	37.7	(34.4-41.1)
Portland DMA	36	4.9	5	11.1	(1.9-20.3)	4	0.0	(0.0-9.7)	14	31.1	(17.6-44.7)	23	51.1	(36.5-65.7)
Spokane DMA	94	12.8	15	10.0	(5.2-14.8)	3	0.0	(0.0-3.9)	16	10.7	(5.7-15.6)	46	30.7	(23.3-38.1)
Yakima-Pasco-Richland-Kennewick	54	7.4	16	14.7	(8-21.3)	6	5.5	(1.2-9.8)	6	5.5	(1.2-9.8)	20	18.3	(11.1-25.6)
Unknown (Zip Code unreported)	22	3.0	2	5.1	(0-12.1)	1	3.0	(0.0-15.4)	0	0.0	(0-0)	11	28.2	(14.1-42.3)

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	25	2.2	(1.3-3)	0	0.0	(0-0)
Male	431	58.7	16	2.6	(1.3-3.9)	0	0.0	(0-0)
Female	303	41.3	9	1.7	(0.6-2.8)	0	0.0	(0-0)
18-24	83	11.3	5	3.2	(0.4-6)	0	0.0	(0-0)
25-34	164	22.3	7	3.2	(0.9-5.5)	0	0.0	(0-0)
35-44	148	20.2	7	3.5	(0.9-6.1)	0	0.0	(0-0)
45-54	137	18.7	5	2.4	(0.3-4.5)	0	0.0	(0-0)
55-64	78	10.6	0	0.0	(0.0-1.7)	0	0.0	(0-0)
65+	124	16.9	0	0.0	(0-0)	0	0.0	(0.0-1.7)
Male 18-24	46	6.3	4	5.8	(0.3-11.3)	0	0.0	(0-0)
25-34	91	12.4	5	3.8	(0.5-7)	0	0.0	(0.0-2.0)
35-44	96	13.1	2	1.7	(0-4)	0	0.0	(0-0)
45-54	81	11.0	4	3.6	(0.1-7)	0	0.0	(0-0)
55-64	46	6.3	0	0.0	(0.0-3.4)	0	0.0	(0-0)
65+	71	9.7	0	0.0	(0.0-3.0)	0	0.0	(0.0-3.0)
Female 18-24	37	5.0	1	0.0	(0.0-3.3)	0	0.0	(0-0)
25-34	73	9.9	2	2.2	(0-5.3)	0	0.0	(0.0-2.5)
35-44	52	7.1	5	6.2	(0.9-11.4)	0	0.0	(0.0-3.6)
45-54	56	7.6	1	0.0	(0.0-3.1)	0	0.0	(0-0)
55-64	32	4.4	0	0.0	(0.0-3.5)	0	0.0	(0-0)
65+	53	7.2	0	0.0	(0-0)	0	0.0	(0.0-4.1)
Seattle-Tacoma DMA	528	71.9	15	1.9	(0.9-2.8)	0	0.0	(0-0)
Portland DMA	36	4.9	0	0.0	(0-0)	0	0.0	(0.0-9.7)
Spokane DMA	94	12.8	5	3.3	(0.5-6.2)	0	0.0	(0.0-3.9)
Yakima-Pasco-Richland-Kennewick	54	7.4	3	0.0	(0.0-6.6)	0	0.0	(0.0-6.6)
Unknown (Zip Code unreported)	22	3.0	2	0.0	(0.0-15.47)	0	0.0	(0-0)

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

Table excludes respondents with refused/missing responses for age, gender, or both age and gender.

Tables excludes respondents who did not provide a response to this question.

Demographic Groups	TOTAL		Very Likely			Somewhat Likely			Somewhat Unlikely			Very Unlikely		
	N	%	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)	N	%	(95% C.I.)
TOTAL	1,934	100.0	817	42.2	(40-44.4)	655	33.9	(31.8-36)	308	15.9	(14.3-17.6)	154	8.0	(6.8-9.2)
Male	1,001	51.8	385	38.5	(35.4-41.5)	356	35.6	(32.6-38.5)	171	17.1	(14.7-19.4)	89	8.9	(7.1-10.7)
Female	933	48.2	432	46.3	(43.1-49.5)	299	32.0	(29.1-35)	137	14.7	(12.4-17)	65	7.0	(5.3-8.6)
18-24	252	13.0	86	34.1	(28.3-40)	92	36.5	(30.6-42.5)	48	19.0	(14.2-23.9)	26	10.3	(6.6-14.1)
25-34	320	16.5	141	44.1	(38.6-49.5)	117	36.6	(31.3-41.8)	45	14.1	(10.3-17.9)	17	5.3	(2.9-7.8)
35-44	347	17.9	159	45.8	(40.6-51.1)	121	34.9	(29.9-39.9)	42	12.1	(8.7-15.5)	25	7.2	(4.5-9.9)
45-54	369	19.1	155	42.0	(37-47)	127	34.4	(29.6-39.3)	57	15.4	(11.8-19.1)	30	8.1	(5.3-10.9)
55-64	278	14.4	119	42.8	(37-48.6)	82	29.5	(24.1-34.9)	53	19.1	(14.4-23.7)	24	8.6	(5.3-11.9)
65+	365	18.9	155	42.5	(37.4-47.5)	116	31.8	(27-36.6)	63	17.3	(13.4-21.1)	31	8.5	(5.6-11.4)
Male 18-24	125	6.5	36	28.8	(20.9-36.7)	53	42.4	(33.7-51.1)	19	15.2	(8.9-21.5)	17	13.6	(7.6-19.6)
25-34	178	9.2	76	42.7	(35.4-50)	71	39.9	(32.7-47.1)	21	11.8	(7.1-16.5)	10	5.6	(2.2-9)
35-44	181	9.4	84	46.4	(39.1-53.7)	55	30.4	(23.7-37.1)	27	14.9	(9.7-20.1)	15	8.3	(4.3-12.3)
45-54	188	9.7	72	38.3	(31.3-45.3)	64	34.0	(27.3-40.8)	30	16.0	(10.7-21.2)	22	11.7	(7.1-16.3)
55-64	149	7.7	53	35.6	(27.9-43.3)	51	34.2	(26.6-41.9)	33	22.1	(15.5-28.8)	12	8.1	(3.7-12.4)
65+	178	9.2	62	34.8	(27.8-41.8)	62	34.8	(27.8-41.8)	41	23.0	(16.8-29.2)	13	7.3	(3.5-11.1)
Female 18-24	126	6.5	49	38.9	(30.4-47.4)	39	31.0	(22.9-39)	29	23.0	(15.7-30.4)	9	7.1	(2.6-11.6)
25-34	141	7.3	65	46.1	(37.9-54.3)	46	32.6	(24.9-40.4)	23	16.3	(10.2-22.4)	7	5.0	(1.4-8.6)
35-44	165	8.5	75	45.5	(37.9-53.1)	65	39.4	(31.9-46.9)	15	9.1	(4.7-13.5)	10	6.1	(2.4-9.7)
45-54	181	9.4	83	45.9	(38.6-53.1)	63	34.8	(27.9-41.8)	27	14.9	(9.7-20.1)	8	4.4	(1.4-7.4)
55-64	128	6.6	65	50.8	(42.1-59.4)	31	24.2	(16.8-31.6)	20	15.6	(9.3-21.9)	12	9.4	(4.3-14.4)
65+	186	9.6	93	50.0	(42.8-57.2)	54	29.0	(22.5-35.6)	22	11.8	(7.2-16.5)	17	9.1	(5-13.3)
Seattle-Tacoma DMA	1,418	73.3	579	40.8	(38.3-43.4)	474	33.4	(31-35.9)	247	17.4	(15.4-19.4)	118	8.3	(6.9-9.8)
Portland DMA	84	4.3	34	40.5	(30-51)	37	44.0	(33.4-54.7)	8	9.5	(3.2-15.8)	5	6.0	(0.9-11)
Spokane DMA	66	3.4	99	43.8	(37.3-50.3)	81	35.8	(29.6-42.1)	33	14.6	(10-19.2)	13	5.8	(2.7-8.8)
Yakima-Pasco-Richland-Kennewick	148	7.7	81	54.7	(46.7-62.8)	51	34.5	(26.8-42.1)	8	5.4	(1.8-9.1)	8	5.4	(1.8-9.1)
Unknown (Zip Code unreported)	66	3.4	26	39.4	(27.6-51.2)	15	22.7	(12.6-32.8)	13	19.7	(10.1-29.3)	12	18.2	(8.9-27.5)

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 respondents with refused/missing responses for age, gender, or both age and gender.

Tables excludes 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	1,933	100.0	474	24.5	(22.6-26.4)	637	33.0	(30.9-35.1)	318	16.5	(14.8-18.1)	955	49.4	(47.2-51.6)
Male	1,009	52.2	262	26.0	(23.3-28.7)	319	31.6	(28.7-34.5)	170	16.8	(14.5-19.2)	501	49.7	(46.6-52.7)
Female	924	47.8	212	22.9	(20.2-25.7)	318	34.4	(31.3-37.5)	148	16.0	(13.7-18.4)	454	49.1	(45.9-52.4)
18-24	253	13.1	94	37.2	(31.2-43.1)	91	36.0	(30-41.9)	102	40.3	(34.3-46.4)	86	34.0	(28.2-39.8)
25-34	323	16.7	106	32.8	(27.7-37.9)	146	45.2	(39.8-50.6)	93	28.8	(23.9-33.7)	114	35.3	(30.1-40.5)
35-44	348	18.0	103	29.6	(24.8-34.4)	162	46.6	(41.3-51.8)	72	20.7	(16.4-24.9)	119	34.2	(29.2-39.2)
45-54	369	19.1	85	23.0	(18.7-27.3)	118	32.0	(27.2-36.7)	40	10.8	(7.7-14)	184	49.9	(44.8-55)
55-64	277	14.3	50	18.1	(13.5-22.6)	84	30.3	(24.9-35.7)	11	4.0	(1.7-6.3)	153	55.2	(49.4-61.1)
65+	362	18.7	37	10.2	(7.1-13.3)	35	9.7	(6.6-12.7)	2	0.6	(0-1.3)	298	82.3	(78.4-86.3)
Male 18-24	126	6.5	46	36.5	(28.1-44.9)	39	31.0	(22.9-39)	50	39.7	(31.1-48.2)	48	38.1	(29.6-46.6)
25-34	182	9.4	63	34.6	(27.7-41.5)	84	46.2	(38.9-53.4)	52	28.6	(22-35.1)	62	34.1	(27.2-41)
35-44	183	9.5	51	27.9	(21.4-34.4)	74	40.4	(33.3-47.6)	35	19.1	(13.4-24.8)	73	39.9	(32.8-47)
45-54	189	9.8	52	27.5	(21.1-33.9)	58	30.7	(24.1-37.3)	25	13.2	(8.4-18.1)	94	49.7	(42.6-56.9)
55-64	148	7.7	31	20.9	(14.4-27.5)	43	29.1	(21.7-36.4)	7	4.7	(1.3-8.2)	79	53.4	(45.3-61.4)
65+	179	9.3	19	10.6	(6.1-15.1)	20	11.2	(6.6-15.8)	1	0.6	(0-1.7)	144	80.4	(74.6-86.3)
Female 18-24	126	6.5	48	38.1	(29.6-46.6)	52	41.3	(32.7-49.9)	51	40.5	(31.9-49.1)	38	30.2	(22.1-38.2)
25-34	140	7.2	42	30.0	(22.4-37.6)	61	43.6	(35.4-51.8)	41	29.3	(21.7-36.8)	52	37.1	(29.1-45.2)
35-44	164	8.5	51	31.1	(24-38.2)	88	53.7	(46-61.3)	36	22.0	(15.6-28.3)	46	28.0	(21.2-34.9)
45-54	180	9.3	33	18.3	(12.7-24)	60	33.3	(26.4-40.2)	15	8.3	(4.3-12.4)	90	50.0	(42.7-57.3)
55-64	128	6.6	19	14.8	(8.7-21)	41	32.0	(23.9-40.1)	4	3.1	(0.1-6.1)	73	57.0	(48.4-65.6)
65+	182	9.4	18	9.9	(5.5-14.2)	15	8.2	(4.2-12.2)	1	0.0	(0.0-4.3)	153	84.1	(78.7-89.4)
Seattle-Tacoma DMA	84	4.3	24	28.6	(18.9-38.2)	26	31.0	(21.1-40.8)	16	19.0	(10.6-27.5)	41	48.8	(38.1-59.5)
Portland DMA	228	11.8	52	22.8	(17.4-28.3)	65	28.5	(22.6-34.4)	32	14.0	(9.5-18.5)	120	52.6	(46.1-59.1)
Spokane DMA	148	7.7	37	25.0	(18-32)	40	27.0	(19.9-34.2)	29	19.6	(13.2-26)	81	54.7	(46.7-62.8)
Yakima-Pasco-Richland-Kennewick	1,418	73.4	348	24.5	(22.3-26.8)	492	34.7	(32.2-37.2)	233	16.4	(14.5-18.4)	683	48.2	(45.6-50.8)
Unknown (Zip Code unreported)	60	3.1	15	25.0	(14-36)	15	25.0	(14-36)	10	16.7	(7.2-26.1)	32	53.3	(40.7-66)