



Seat Belt Usage and Campaign Awareness Survey –
May-June 2011 Mobilization Impact
Minnesota Department of Public Safety, Office of Traffic Safety

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SEAT BELT USAGE AND CAMPAIGN AWARENESS SURVEY

INTRODUCTION

BACKGROUND AND OBJECTIVES

In 2011, the Minnesota Department of Public Safety's Office of Traffic Safety retained Corona Insights to conduct a series of three random telephone surveys of Minnesotans, for the purpose of examining the impacts and effectiveness of two distinct media and enforcement campaigns. The first and second surveys were intended to answer several questions regarding seat belt usage, including Minnesotans' seat belt usage behavior, awareness of the enforcement campaign, and response to the enforcement campaign. The first survey examined baseline attitudes and behaviors prior to the campaign, and the second survey examined attitudes and behaviors after the campaign. By comparing the two, the net impact of the campaign can be measured. In parallel, the first and third surveys examine similar questions about impaired driving, along with attitudes toward impaired driving laws and drinking behavior. The first survey, therefore, served as the baseline for both the seat belt and impaired driving programs.

NOTE: This report specifically compares the findings of the first survey (the baseline) and the second survey (post-seat belt campaign), as they relate to seat belt attitudes and behaviors. Comparisons of the first survey with the third survey will concentrate on DWI campaign impacts, and will be documented in a separate report.

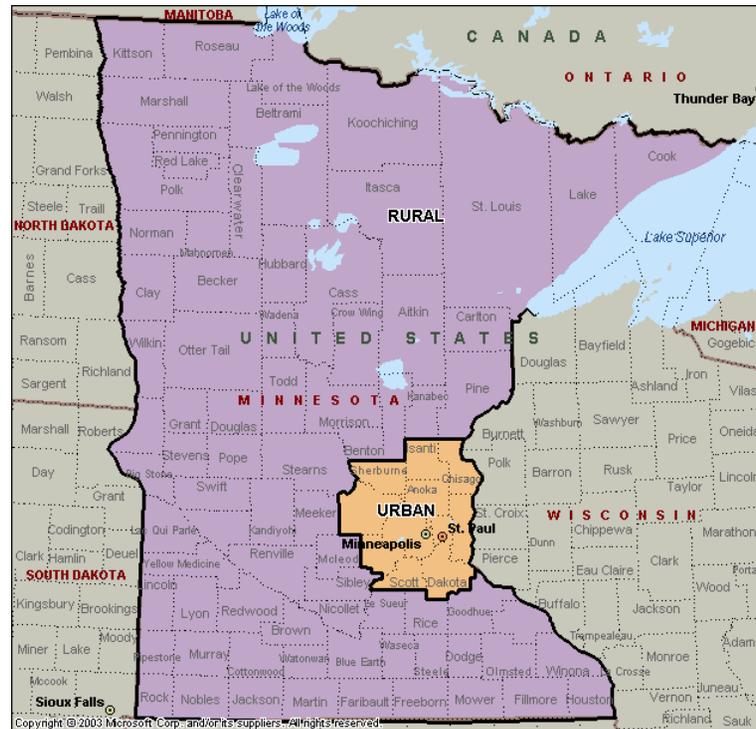
In addition to gathering statewide figures of awareness, the surveys had other analysis objectives. Specifically, the study was designed to examine five distinct but overlapping populations:

1. Statewide population.
2. Young unmarried males. This population represents a key target market of the campaign. Therefore, young, unmarried males (defined as males between the ages of 18 and 35 who have never been married) were oversampled and specifically examined and reported.
3. Urban and rural figures. Urban figures reflect the greater Minneapolis/St. Paul metropolitan area. Rural figures reflect all other regions of the state.
4. Gender. Figures are reported separately for males and females.
5. Age cohorts. Figures are reported separately for respondents age 35 or older, versus those under 35.

GEOGRAPHIC MARKET AREAS

The following map describes the exact geographic areas that are defined as “urban” and “rural” in this report.

Geographic Markets of Study – Urban vs. Rural



SURVEY TIMING AND SAMPLING

As explained above, one goal of the survey was to gather data on specific subpopulations such as rural populations and young unmarried males. Therefore, the research team intentionally oversampled these populations to ensure that enough responses were received to develop statistically significant analyses. The surveys were conducted as follows:

Survey Name	Execution Dates	Survey Quotas	Purpose
Pre-Program Survey	April 21 st through May 14 th	790 surveys, as follows: - 89 surveys of rural young unmarried males - 157 surveys of urban young unmarried males - 281 other rural surveys - 263 other urban surveys	Baseline Survey Prior to any Program Implementation. Included both questions about seat belt attitudes and behaviors, and impaired driving attitudes and behaviors.
Post-SB (Seat Belt) Program Survey	June 6 th through June 21 st	775 surveys, as follows: - 87 surveys of rural young unmarried males - 156 surveys of urban young unmarried males - 269 other rural surveys - 263 other urban surveys	Examined potential impacts of a program that specifically targeted seat belt use in both urban and rural areas in May and June of 2011. Asked about seat belt attitudes and behaviors only.
Post-DUI Program Survey	To begin September 6th, 2011	Same as Pre-Program Survey	Will examine potential impacts of a program that specifically targets impaired driving in both urban and rural areas during the weekends in August and September of 2011. Asks about impaired driving attitudes and behaviors only.

SURVEY METHODOLOGY

Surveys were conducted by telephone using a randomly generated statewide sample of telephone numbers. For the general population surveys in both urban and rural areas, a Random Digit Dial (RDD) approach was used. This approach provides a low coverage error during the survey process and is generally deemed to be the best approach for conducting general population surveys.

Since one of the campaign targets was 18-34 year old unmarried males, the surveys oversampled this demographic group in order to produce statistically reliable findings and to allow for measuring changes among this group before and after the campaign. Given that this population segment is only about nine percent of the total adult population in Minnesota, an RDD approach was not cost-effective in gathering those surveys. Any young unmarried males who were surveyed during the general population surveys were included in the analysis, and then the remainder of the quota was reached by specifically calling households that were known to be headed by 18-34 year old males.

Rural areas were also oversampled in order to develop robust statistics. However, that oversampling was conducted purely through RDD methods.

Telephone surveys, like any other type of survey, do not precisely reflect the entire population when merely summed and totaled. Women, for example, are more likely to respond to telephone surveys than are men, and older people are more likely to respond than are younger people. Other biases can occur as well, including intentional oversamplings as discussed above. To account for this factor, the study team developed a unique weighting factor for every single response that adjusted that person's representation in the survey to account for age, gender, region (urban/rural), and marital status. The responses of some respondents who have traits that were underrepresented in the group of survey participants were therefore weighted more heavily than the responses of people whose traits were overrepresented among the survey participants. Additionally, the responses of groups that were intentionally oversampled for analysis purposes are weighted down in the statewide figures to ensure that they are proportionally represented. For this reason, the survey findings represent a much more complex, but also more accurate analysis than would a mere tabulation of the raw data.

REPORT LAYOUT

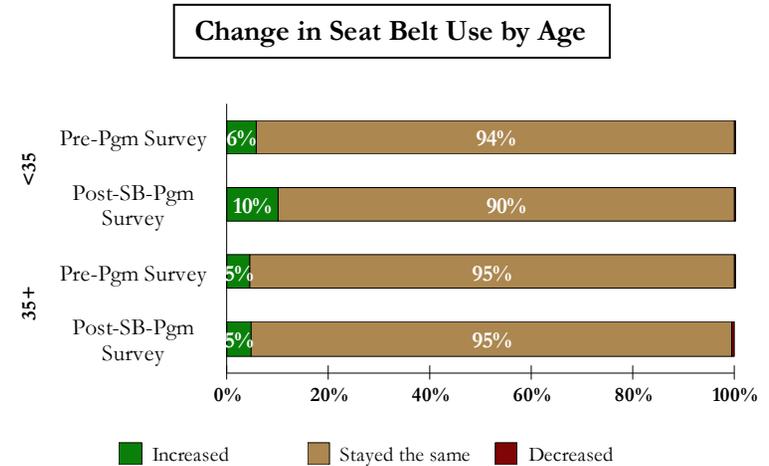
Throughout the report, the findings from the pre-program survey and the post-program surveys are presented together, to better facilitate comparisons. Recall that the pre-program survey is the baseline survey that was conducted in May of 2011 (the first survey of the series), and the post-SB-program survey was conducted in June of 2011, after the completion of a seat belt enforcement and media campaign in early June.

When comparing pre-program and post-program statistics, figures are first compared graphically, as shown in the example to the right. Beneath the graph, the changes between pre-program and post-program are presented in a tabular format¹. Statistical tests are conducted for each of those differences, and where changes are significant at a 95 percent or 90 percent confidence level. The confidence level is reported in the bottom table labeled “Significance Lvl.” Significance at a 95 percent level is the more powerful difference, while significance at a 90 percent level is weaker, but still noteworthy.

If the differences are not significant at 90 percent level or higher, the “Level of Significance” is left blank.

The example at right details increases and decreases in seat belt usage by age. We can see that the 4 percentage point increase in seat belt use among younger respondents is statistically significant at a 90 percent level.

Please note that these tests were not performed on the raw demographic data in Section 1 since those data are reported prior to corrective weightings.



		Increased	Decreased	Stayed the same
<35	Difference (%)	4%	0%	-4%
	Significance Lvl	90%		90%
35+	Difference (%)	0%	1%	0%
	Significance Lvl	90%		

¹ These reported changes do not incorporate the rounding that is implemented in the graphs, and therefore often differ by one percentage point. The differences noted in the table are more precise than those that are observed by comparing bars in the graphs.

Section 1 of this report includes raw survey demographics for informational purposes. Beginning with Section 2, each survey question is reported in five different breakdowns, with one breakdown per page. With occasional exceptions and exclusions, that structure is as follows:

First page:	Totals for Pre-Program Survey and Post-SB-program Survey
Second page:	Totals for Pre-Program Survey and Post- SB Program Survey for Unmarried Young Males
Third page:	Totals for Pre-Program Survey and Post- SB Program Survey for Urban and Rural Populations
Fourth page:	Totals for Pre-Program Survey and Post- SB Program Survey for Males and Females
Fifth page:	Totals for Pre-Program Survey and Post- SB Program Survey for People Under 35 and People 35 and Older

In reviewing the following graphs, the following notes are important to keep in mind:

- ➔ Figures in all graphs and tables have been rounded for reporting purposes. Occasionally, a graph may not add exactly to 100 percent for this reason. Also, this may cause some bars labeled with common values to have slightly different lengths.
- ➔ Very small percentage labels (typically 4 percent or less) on graphs are often removed for clarity in reading.

SUMMARY OF KEY FINDINGS

Several key findings emerge from the surveys that have relevance to the 2011 seat belt campaign. These include:

SEAT BELT BEHAVIORS

- 1. Self-reported statewide seat belt usage remained mostly consistent and high over the course of the program.** For respondents overall, self-reported seat belt usage was very high in both the pre-program and the post-program surveys (92 percent for both). The proportion of unmarried young males who said they wore their seat belts all of the time increased from 82 percent to 88 percent, though this change was not statistically significant. Urban respondents were slightly more likely to say they wore their seat belt all of the time after the seat belt program (an increase of one percentage point). Rural respondents were less likely to always wear their seat belt than were urban respondents (in both surveys), and this did not change between surveys (87 percent both pre- and post-program). Male respondents' seat belt usage increased somewhat during the program (from 86 percent to 89 percent), but males were still less likely than females to always wear their seat belt both before and after the program. The percentage of females who wore their seat belts all the time decreased slightly (from 98 percent to 96 percent) between the two surveys (though this change was not statistically significant). Usage of seat belts "all the time" increased by three percentage points among people under 35 (including young unmarried males), while usage all of the time decreased among people 35 and older by two percent. Neither change was significant. *Source: Exhibits III-1a through III-1e.*
- 2. The proportion of people for whom it has been at least a year since last not wearing their seat belt when driving increased significantly** by six percentage points, from approximately 76 percent to 82 percent. Unmarried young males were notably more likely than other demographic groups to have not worn their seat belt in the past year on both the pre- and post-program surveys; only 66 percent and 67 percent, respectively, reported that it had been more than 1 year since not wearing one. Rural respondents were also notably more likely than urban respondents to report not wearing their seat belt within the last year. However, the proportion of both rural and urban respondents who said that it had been more than a year since not wearing a seat belt increased significantly between surveys (5 percent for urban, 7 percent for rural). Also, males were much more likely than females to report not wearing their seat belt within the past year, and younger respondents were slightly more likely to have not worn their seat belt at some point in the past year than older respondents. *Source: Exhibits III-2a through III-2e.*
- 3. After the campaign, young unmarried males were especially likely to report that their seat belt usage has increased in the past 30 days.** While the vast majority of all respondents reported that their seat belt usage had not changed in the past 30 days, the young male population did report increased use post-program. A statistically significant increase was observed in the proportion of younger unmarried male respondents who reported an increase in seat belt use over the past 30 days (an increase of 5 percentage points was observed after the SB program). A statistically significant (2 percent) increase was also observed for older respondents. *Source: Exhibits III-3a through III-3e.*
- 4. After the campaign, respondents most frequently cited increased awareness of safety as the cause for their increased seat belt usage.** Among people who reported an increase in seat belt use, more respondents cited awareness of safety as the reason than any other choice. In addition, "seat belt law" and "don't want to get a ticket" were also popular choices. Young unmarried males were most likely to

cite not wanting to get a ticket as the primary reason post-program (a large increase from before the program). While various minor shifts in the reasons given occurred between the two surveys, most of these shifts were not statistically significant due to the relatively small number of people who had said their seat belt usage had increased. *Source: Exhibit III-4a through III-4e.*

KNOWLEDGE OF THE LAW

5. **Awareness of Minnesota’s seat belt law was very high, and increased between surveys.** Across all respondents, knowledge of the seat belt law was almost universal (97 percent during the pre-program survey and 98 percent in the post-SB-program surveys). This one percent increase in awareness of the law was statistically significant. Given the high initial knowledge, it would have been very difficult to observe an increase; still the increases were significant for urban residents, females, and older drivers. *Source: Exhibit IV-1a through IV-1e.*
6. **Respondents were significantly more likely to feel they would be very likely to receive a ticket for not wearing a seat belt after the program.** This perception significantly increased for urban residents, females, and for both age groups (although the change was larger among younger drivers). *Source: Exhibit IV-2a through IV-2e.*
7. **Understanding of the Minnesota seat belt law did not change significantly between surveys.** Both before and after the seat belt program, a majority of all respondents correctly understood the Minnesota standard seat belt law. For respondents overall, there was essentially no change in understanding of the law after the program. Two demographic groups – young unmarried males, and younger drivers – had small increases in understanding; however these were not statistically significant. *Source: Exhibit IV-3a through IV-3e.*
8. **A majority of respondents were in support of a primary seat belt law.** In both surveys, a strong majority of survey respondents felt police should be able to stop a vehicle if a seat belt violation was observed (primary law). In total, 74 percent of respondents in the pre-program survey and 70 percent of respondents in the post-SB-program survey supported a primary seat belt law. This small decrease in support was statistically significant. Young unmarried males were less likely than the overall population to support the law; however the percentage who *did* support the law was still roughly two-thirds of respondents (66-68 percent). Among demographic groups, women were more likely to support the seat belt law than were men, and only men had a significant decrease in support. Rural drivers were less likely to support the law than were urban respondents; however, urban drivers showed a significant decrease in support between surveys. Also, older drivers were more supportive than younger; although, older drivers’ support decreased significantly between surveys, while that of younger drivers actually increased somewhat. *Source: Exhibit IV-4a through IV-4e.*

ALERTNESS AND PERCEPTIONS OF ENFORCEMENT

9. **After the seat belt campaign, respondents were more likely to feel police were writing more seat belt tickets in their community.** Overall, the proportion of respondents who felt more tickets were being written in their community increased by six percent, and this increase was statistically significant. Among demographic groups, urban residents, women, and older drivers all had significant increases in the percentage of respondents who believed police were writing more tickets. In addition, urban residents showed a significant increase between surveys in the percentage who believed that it is important for police to enforce seat belt laws. Finally, there was a significant

decrease in the number of respondents (both overall, and among some demographic groups) who reported that putting on a seat belt makes them worry about being in an accident. *Source: Exhibit IV-5a through IV-5e.*

- 10. Awareness of seat belt law enforcement efforts increased greatly, and for all demographic groups.** During the pre-program period, 24 percent of respondents reported hearing about special enforcement efforts regarding seat belt violations. After the program, that figure increased to 35 percent. The increase in awareness of enforcement was statistically significant overall, and for all subpopulations except young unmarried males and younger drivers, although these groups still increased somewhat. Older drivers and females had the largest increases in awareness. There was no change in respondents' awareness of nighttime seat belt enforcement efforts in their community following the SB program either overall or among any demographic group. *Source: Exhibits V-1a through V-1e and Exhibits V-4a through V-4e.*

CAMPAIGN AWARENESS

- 11. Awareness of the seat belt campaign increased overall.** After the program, seat belt campaign awareness had increased by 4 percentage points, from 72 percent to 76 percent. This increase was statistically significant. Among demographic groups, young unmarried males showed the largest increase in awareness, with a significant (11 percent) change. Rural residents were the only other population for whom the increase was statistically significant, although several other groups had small increases in campaign awareness as well. *Source: Exhibits V-5a through V-5e.*
- 12. Respondents perceived that there had been an increase in seat belt messages.** The proportion of respondents who felt that the number of seat belt messages they had seen or heard in the past 30 days was more than usual increased by 19 percentage points, from 17 to 36 percent. This increase was statistically significant. Significant increases were also seen among all subpopulations, including young unmarried males, who had an even larger (20 percent) increase. *Source: Exhibits V-8a through V-8e.*
- 13. Awareness of child restraint advertisements increased after the seat belt campaign program.** Awareness of child restraint messages increased significantly (by 5 percentage points) from the pre-program survey to the post-SB-program survey. This overall change, however, was primarily due to large (and statistically significant) increases among women and older drivers. An increase in child restraint ad awareness was not observed for other demographic groups. *Source: Exhibits V-9a through V-9e.*
- 14. The majority of respondents felt that enforcing seat belt laws for adults more strictly was important.** Both before and after the seat belt program, 74 percent of all respondents felt that it was either "very" or "fairly" important for Minnesota to enforce seat belt laws for adults more strictly. Levels of support between the pre- and post-SB-program did not change substantially, although urban residents did show a significant (10 percent) increase in the proportion who felt that more strict enforcement is "very important". Also, it is interesting to note that females were much more likely than males to believe that enforcement was important, both before and after the program. *Source: Exhibits V-10a through V-10e.*
- 15. Awareness of motorcycle awareness messaging did not change substantially after the program.** There was not a significant change, overall, in the proportion of respondents who reported increased motorcycle safety awareness over the past 30 days. While some

demographic groups did have small increases between surveys, females were the only population for whom the increase was statistically significant. *Exhibits V-11a through V-12e.*

16. **Young unmarried males are the most frequent speed violators.** Young unmarried males were more likely than any other demographic group to say that they go faster than 70 mph in a 65 mph zone at least “most of the time”. Similarly, they were much less likely than any other group to say that they “never” speed in such a situation. Among other groups, men tended to speed much more often than women, and younger drivers speed more often than older drivers. Rural drivers were also slightly more likely to speed than were urban. *Exhibit V-13.*
17. **Awareness of speed enforcement differed among demographic groups.** The proportion of respondents who reported that they had seen or heard messages about speed enforcement in the past 30 days was somewhat different as a function age, gender, and area. Most notably, urban residents were much more likely than rural drivers to report awareness of these messages. Also, older drivers were somewhat more likely than younger, and men were more likely than women to speed. *Exhibit V-14.*
18. **Awareness of the “Click it or Ticket” slogan increased following the program.** Among the overall population and nearly all subpopulations, an increase was seen after the program in the proportion who reported recognizing “Click it or Ticket.” Overall awareness increased from 68 percent to 77 percent, and this 9 percentage point increase was statistically significant. Young unmarried males were the only demographic group for which the increase was not significant. There were also changes in awareness for some other slogans. Overall, there was a significant (6 percent) increase in the proportion of respondents who had seen or heard, “Buckle up America”. On the other hand, large decreases in awareness occurred after the program for “Friends don’t let friends drive drunk”, and “Drunk Driving. Over the limit. Under Arrest”. Awareness of the two slogans decreased most drastically among younger drivers. *Source: Exhibits V-15 through V-16.*

SECTION 1: DEMOGRAPHIC PROFILES OF RESPONDENTS

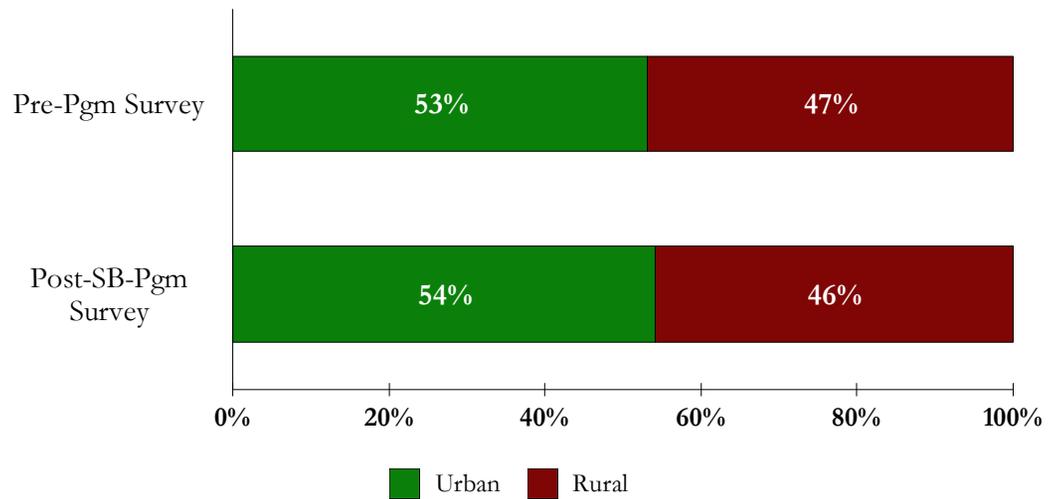
This section of the report presents raw, unweighted demographic data on respondents for informational purposes about the survey population. Responses in each survey were statistically weighted to account for random differences in the pre-program and post-program survey populations by age, gender, marital status, and region. This, in turn, tended to normalize many other measures where significant response differences may have occurred from respondents in these groups.

RURAL RESIDENTS WERE REPRESENTED BY A SUBSTANTIAL PROPORTION OF RESPONDENTS

Since the Office of Traffic Safety (OTS) is interested in analyzing the difference in survey findings between urban and rural residents, the study team oversampled rural areas to ensure a sufficient number of rural respondents.

As a result, in both pre-program and post-SB-program surveys, rural residents were represented by a considerable proportion of respondents relative to their proportion of the state population. Responses are weighted by region to ensure that rural oversampling does not skew the statewide results or results for other demographic breakouts.

Exhibit I-1
Geographic Location

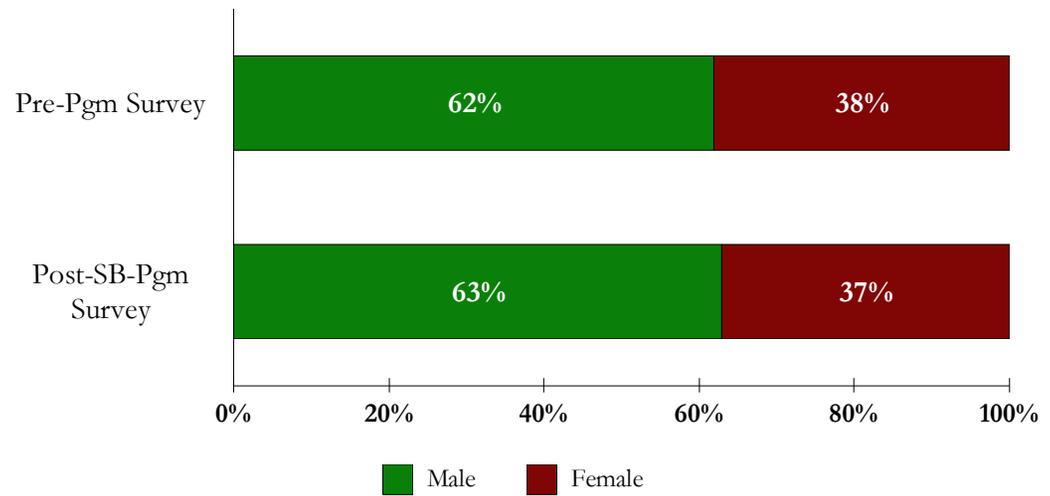


A MAJORITY OF SURVEY RESPONDENTS WERE MALE

Overall, a higher proportion of survey respondents were male due to the intentional oversampling of unmarried young males for the survey. Females (who are typically more likely than males to respond to telephone surveys), were represented by lower proportions than males in both the pre- and post-SB program surveys due to this oversampling of unmarried young males.

As with other factors, a weighting system was used to ensure that female' opinions and practices were calculated in proportion to their presence in the overall population.

Exhibit I-2
Gender

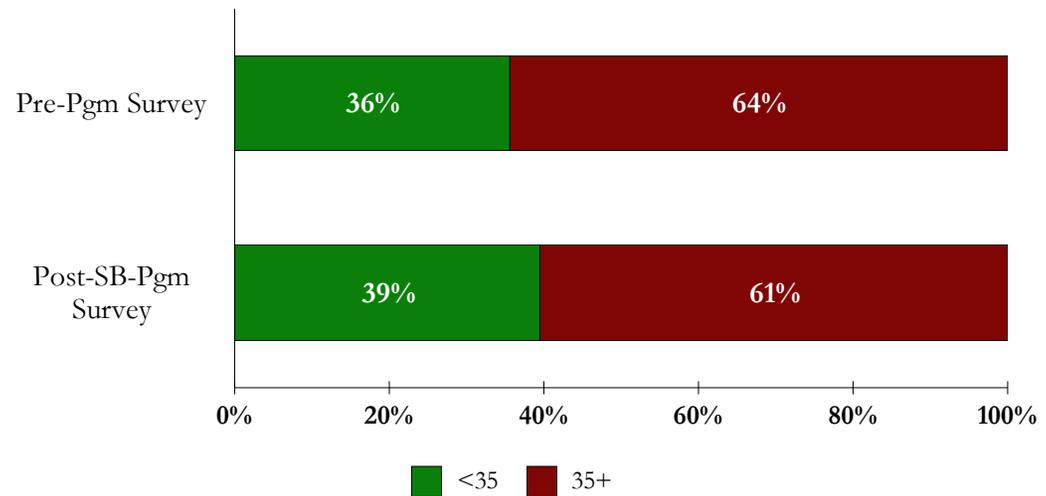


RESPONDENTS UNDER 35 WERE REPRESENTED BY CONSIDERABLE PROPORTIONS

Since the campaign program targets unmarried males, ages 18-34 years, residents 18-34 years old were grouped as one analysis subset. Residents age 35 or older were classified as the other subset.

During both the pre-program and post-SB-program over one-third of all respondents were under 35 years old. Overall, younger respondents were over-represented for both the pre-program and post-program surveys and statistical weightings corrected for this variation.

Exhibit I-3
Age Group

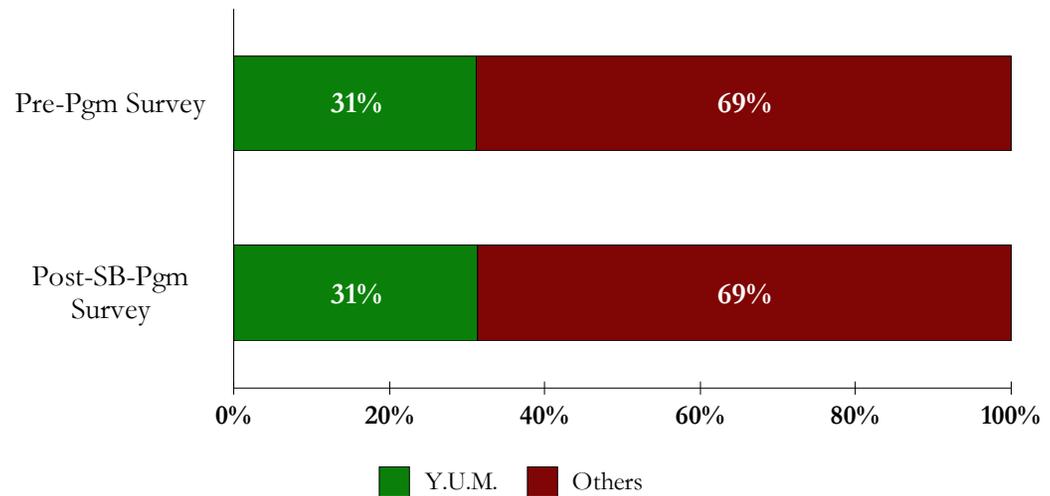


YOUNG UNMARRIED MALES WERE INTENTIONALLY OVERSAMPLED

As a target market of the seat belt campaign, young unmarried males were intentionally oversampled in both surveys. In total, unmarried males, ages 18 to 34 years, represented 31 percent of respondents during both the pre-program and the post-SB-program surveys. These proportions were notably higher than the average proportion of 18 to 34 year old unmarried males in Minnesota according to the 2000 Census (9.5 percent)

“Young unmarried males” were defined as males aged 18 to 34 years who had never been married (this excluded widowers and divorcees). Weighting factors were applied to ensure that this group was not overrepresented in the final survey results.

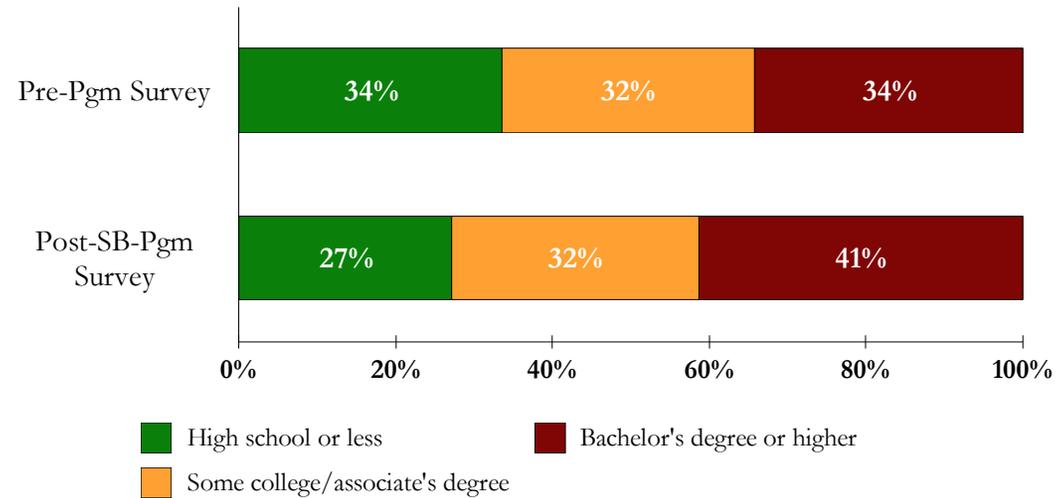
Exhibit I-4
Young Unmarried Males



EDUCATION LEVELS WERE DISTRIBUTED FAIRLY EVENLY IN BOTH PRE- AND POST-SEAT BELT SURVEYS

Respondents to the pre-program surveys were nearly evenly split between those with a high school education or less, those with some college (or an associate's degree), and those with a bachelor's degree or higher. Respondents to the post-survey had a slightly higher average level of education - over forty percent reported having a bachelor's degree or higher, while only 27 reported high school or less.

Exhibit I-5
Educational Attainment

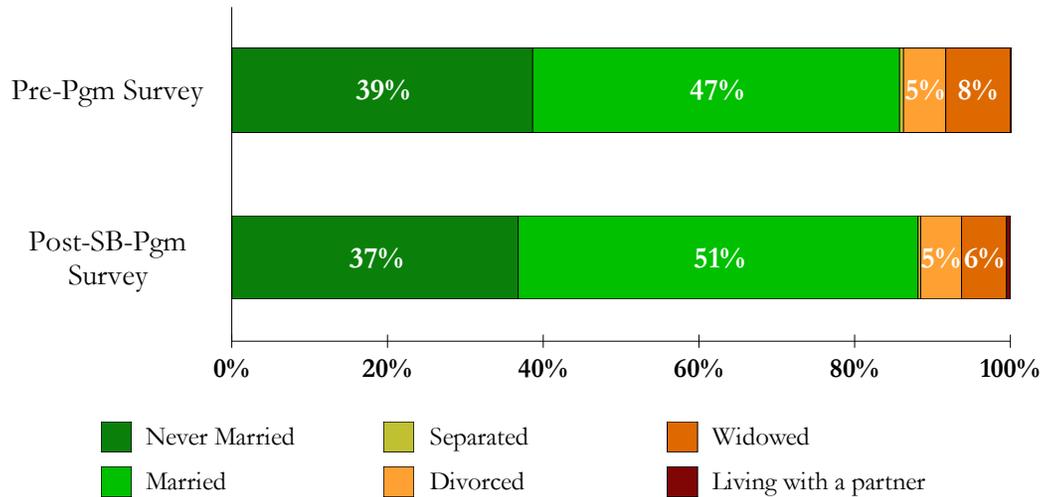


RESPONDENTS WERE MOST LIKELY TO BE MARRIED

During both the pre-program and post-SB-program surveys, the highest proportions of respondents reported being married. Due to the oversampling of unmarried young males, the percentage of “never married” respondents was inflated relative to the general population.

Statistical weightings by gender, age, and marital status ensured that these oversamplings did not skew the statewide figures.

Exhibit I-6
Marital Status

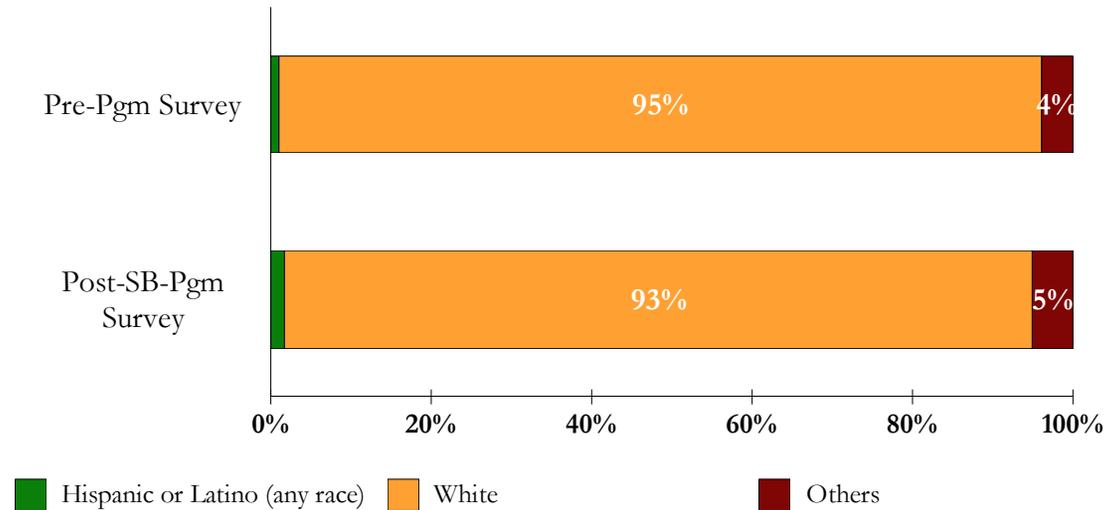


NEARLY ALL RESPONDENTS WERE WHITE

Overall, a vast majority of respondents (95 and 93 percent) in the pre-program and post-SB-program surveys were white.

These percentages generally corresponded to the overall ethnic makeup of Minnesota as 90.3 percent of Minnesotans in the 2000 Census were classified as Non-Hispanic white.

Exhibit I-7
Race/Ethnicity



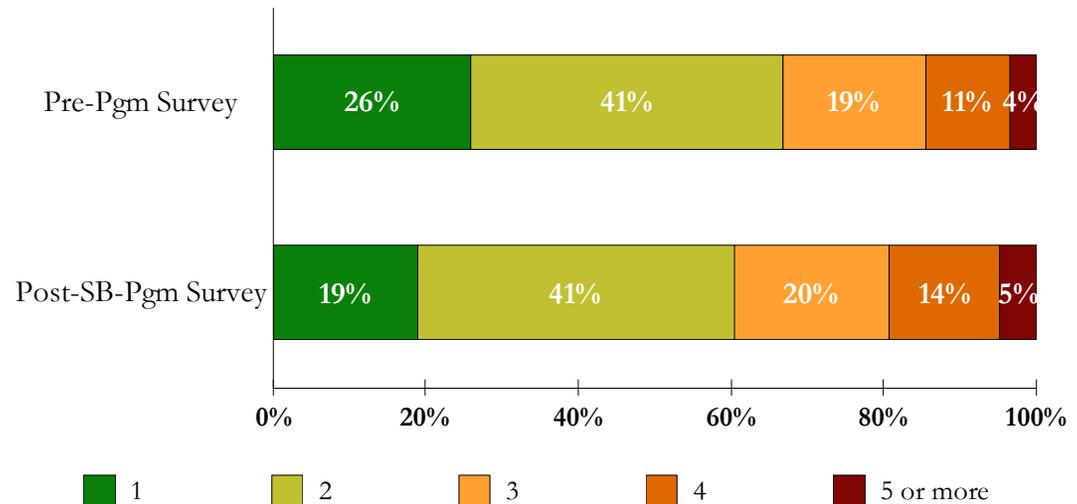
MOST RESPONDENTS LIVED WITH AT LEAST ONE OTHER ADULT IN THEIR HOUSEHOLD

The highest proportion of respondents during both the pre- and post-SB-program surveys (41 percent for each) reported living in a household with two persons age 16 or older, including themselves.

An additional 34 percent of pre-program survey respondents and 39 percent of post-SB-program survey respondents lived in a household with three or more people age 16 or older, and the rest reported being the only adult in their household.

While findings are similar overall between the two surveys, there were generally fewer single-adult households included in the post-SB-program survey than the pre-program survey.

Exhibit I-8
Number of Persons Living in the Household
(Including yourself, how many persons, age 16 or older, are living in your household at least half of the time or consider it their primary residence?)

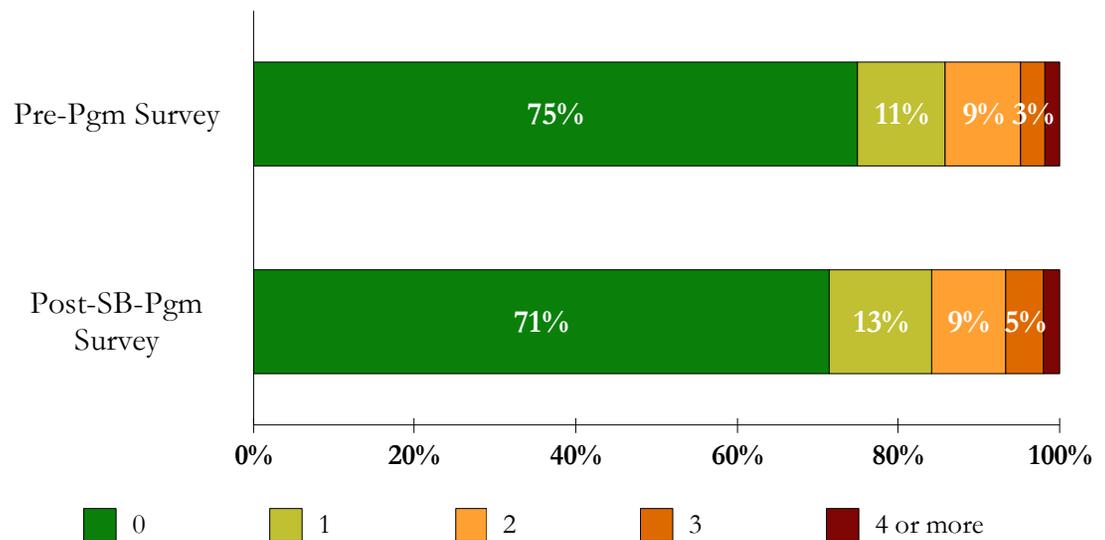


A MAJORITY OF RESPONDENTS DID NOT HAVE CHILDREN IN THEIR HOUSEHOLD

Overall, a majority of respondents in both the pre-program and post-SB surveys (75 and 71 percent) reported having no children age 15 or younger in their household.

This was due in part to the oversampling of unmarried young males for both surveys.

Exhibit I-9
Number of Children in the Household
(How many children age 15 or younger are living in your household at least half of the time or consider it their primary residence?)



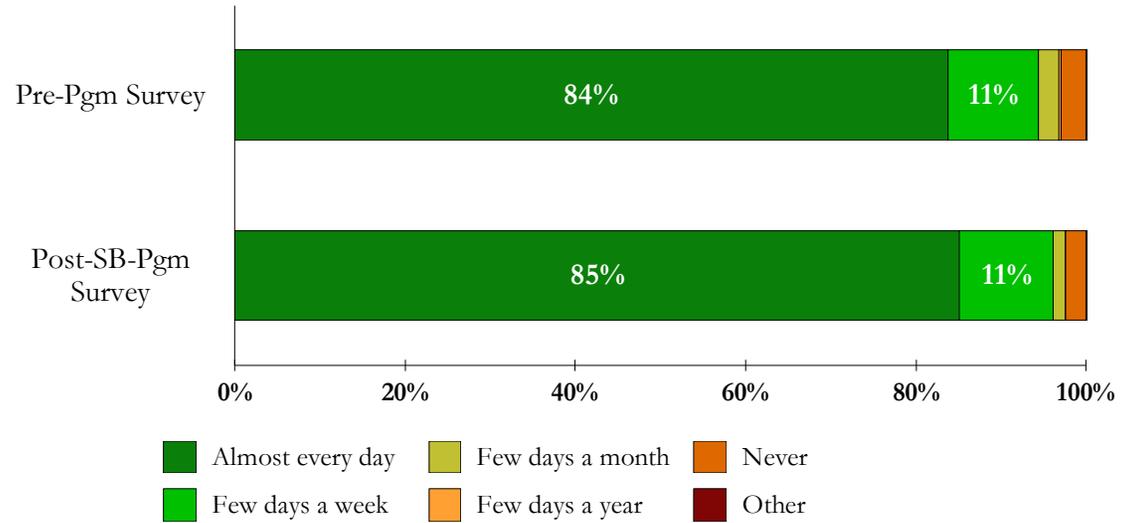
SECTION 2: DRIVING BACKGROUND

This section of the report describes respondents' driving patterns and vehicles. From this point through the remainder of the report, all figures represent statistically weighted responses rather than the raw responses reported in Section 1. These statistically weighted responses ensure that the rural and young unmarried male oversamplings are included in the study in proportion to their presence in the population, and not their (oversampled) presence in the survey. The weightings also correct for other random imbalances in the raw data by age and gender, and indirectly correct (to some degree) other types of random variations.

A MAJORITY OF RESPONDENTS DRIVE ALMOST EVERY DAY

During both surveys, a vast majority of respondents reported driving almost every day. While some minor variances in responses can be observed between the two surveys, none of these variances are statistically significant.

Exhibit II-1a
Frequency of Driving
(How often do you drive a motor vehicle?)



	Almost every day	Few days a week	Few days a month	Few days a year	Never	Other
Difference (%)	1%	0%	-1%	0%	-1%	0%
Significance Lvl						

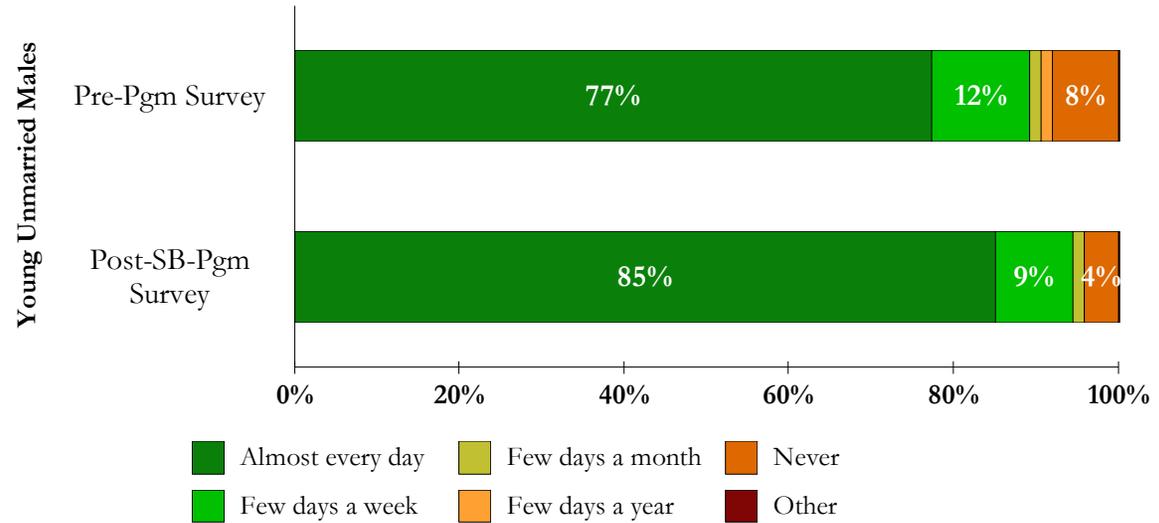
UNMARRIED YOUNG MALES DRIVE LESS FREQUENTLY PRE-PROGRAM

On the pre-seat belt program survey, unmarried males age 18 to 34 years were somewhat less likely (by seven percentage points) than were overall respondents (*Exhibit II-1a*) to report driving on a daily basis.

However, young unmarried males' driving frequencies increased on the post-program survey, and became equal to that of the general population.

None of the changes in driving frequency for this group (from pre- to post-program surveys) were statistically significant.

Exhibit II-1b
Frequency of Driving: Young Unmarried Males
(How often do you drive a motor vehicle?)



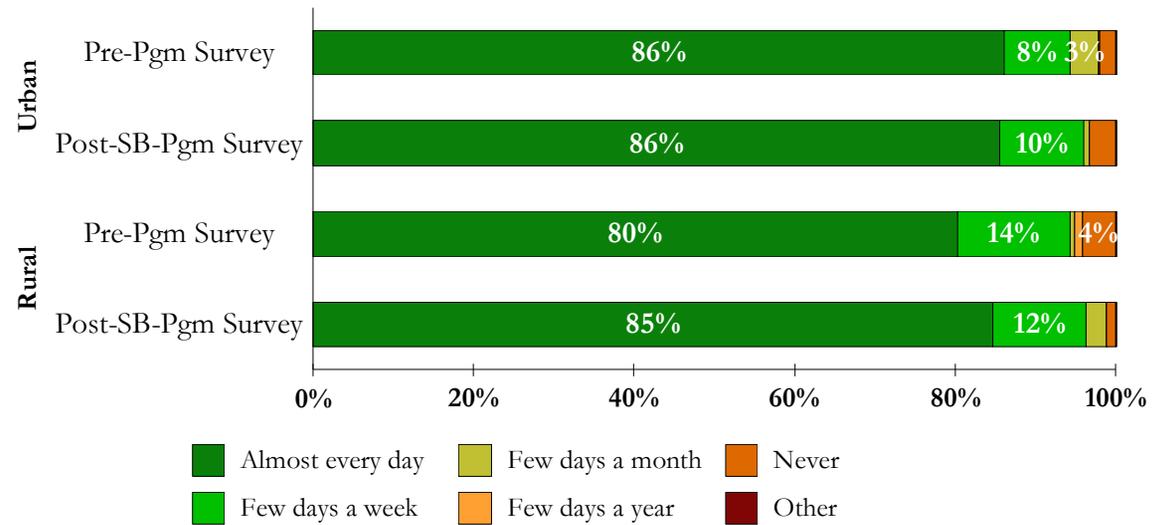
	Almost every day	Few days a week	Few days a month	Few days a year	Never	Other
Difference (%)	8%	-3%	0%	-2%	-4%	0%
Significance Lvl						

A MAJORITY OF RESPONDENTS IN BOTH GEOGRAPHIC AREAS DRIVE ALMOST EVERY DAY

Both in urban and rural areas, a strong majority of respondents reported driving almost every day.

While urban respondents were somewhat less likely, and rural respondents somewhat more likely to drive only “a few days a month” in the post-SB-program survey, this variance is likely due to external events, such as weather, rather than a trend or the result of a particular program.

Exhibit II-1c
Frequency of Driving by Area
(How often do you drive a motor vehicle?)



		Almost every day	Few days a week	Few days a month	Few days a year	Never	Other
Urban	Difference (%)	0%	2%	-3%	0%	1%	0%
	Significance Lvl	95%					
Rural	Difference (%)	5%	-2%	3%	-1%	-3%	0%
	Significance Lvl	95%				95%	

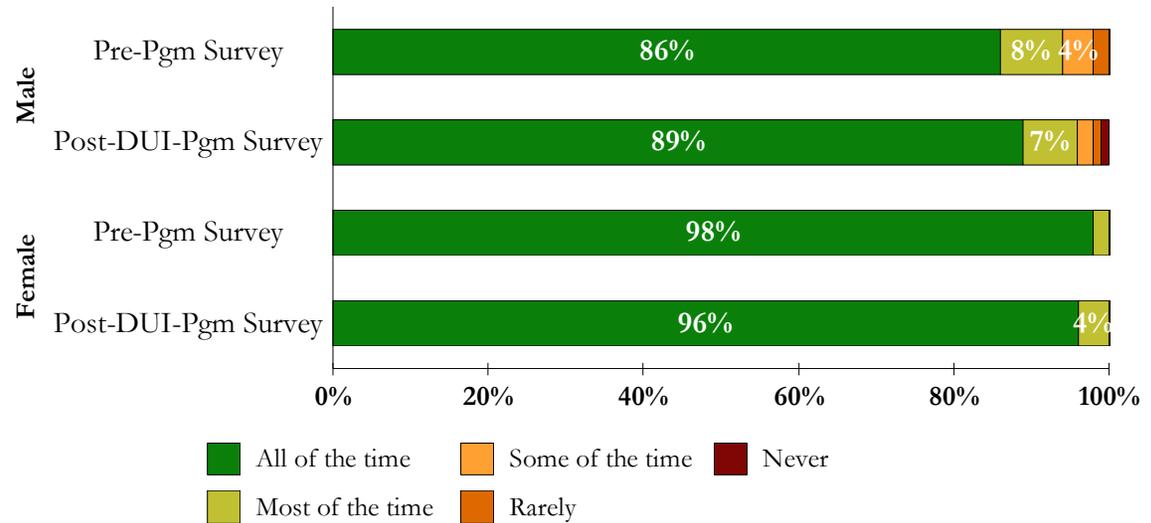
FEMALES DRIVE MORE FREQUENTLY THAN MALES

During both survey waves, females were more likely than males to report driving almost every day.

After the seat belt program, this proportion decreased slightly for females (by two percent) and increased slightly for males (by three percent).

However, none of the changes in frequency of driving were statistically significant for either gender.

Exhibit II-1d
Frequency of Driving by Gender
(How often do you drive a motor vehicle?)



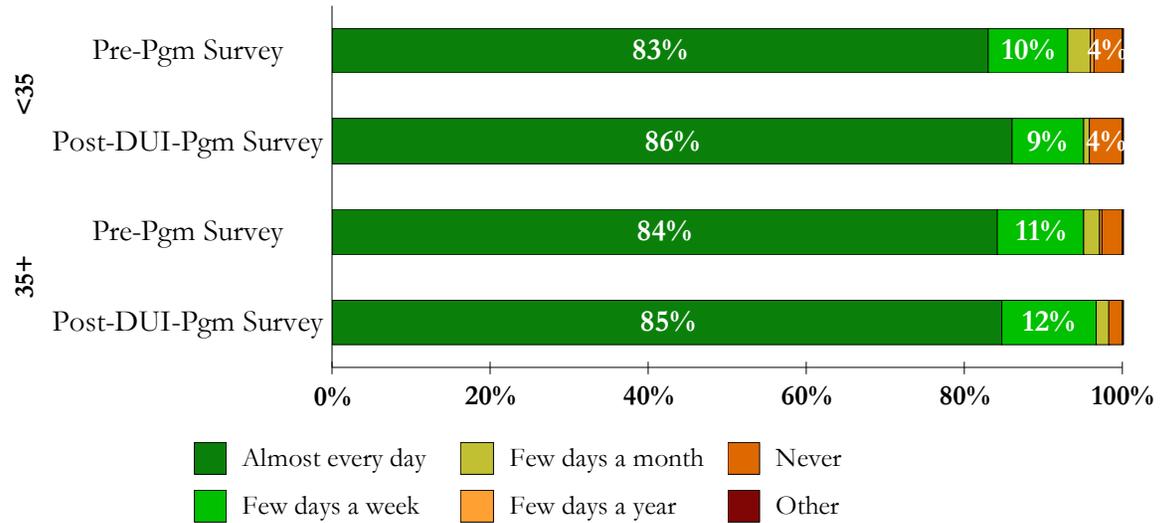
		Almost every day	Few days a week	Few days a month	Few days a year	Never	Other
Male	Difference (%)	2%	-1%	0%	0%	-1%	0%
	Significance Lvl						
Female	Difference (%)	1%	2%	-1%	0%	0%	0%
	Significance Lvl						

A MAJORITY OF BOTH YOUNGER AND OLDER RESPONDENTS DRIVE ALMOST EVERY DAY

In general, younger respondents and older respondents had very similar driving habits. A majority of both groups drove almost every day.

Both age groups were slightly more likely to report driving every day on the post-program survey – a three percent increase for younger respondents, and a one percent increase for older. However, the changes in driving frequency were not statistically significant for either age group.

Exhibit II-1e
Frequency of Driving by Age Group
(How often do you drive a motor vehicle?)



		Almost every day	Few days a week	Few days a month	Few days a year	Never	Other
<35	Difference (%)	3%	-1%	-2%	-1%	0%	0%
	Significance Lvl						
35+	Difference (%)	1%	1%	0%	0%	-1%	0%
	Significance Lvl						

RESPONDENTS ARE MOST LIKELY TO DRIVE A CAR AS THEIR PRIMARY VEHICLE

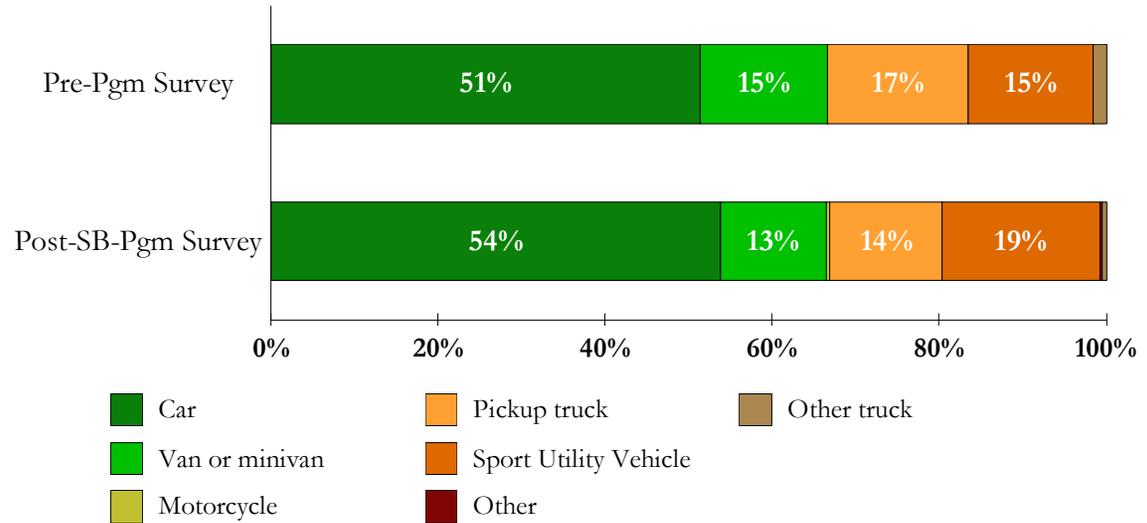
During both surveys, cars were the most common type of primary vehicle driven.

Pickup trucks were cited second most commonly on the pre-program survey, but this decreased slightly post-program (by 3 percent – a statistically significant change at the 90 percent level).

SUV's were the second most frequently driven vehicles on the post-program survey at 19 percent. This represented a significant increase from the pre-program survey. Van/minivan was also cited frequently – by 15 percent and 13 percent of respondents on the pre- and post-program surveys, respectively.

Though some differences between surveys are significant, this is likely due to seasonal differences between the survey execution periods.

Exhibit II-2a
Vehicle Driven Most Often
(Is the vehicle you drive most often a...?)



	Car	Van or minivan	Motorcycle	Pickup truck	Sport Utility Vehicle	Other	Other truck
Difference (%)	3%	-2%	0%	-3%	4%	0%	-1%
Significance Lvl			90%	90%	95%		90%

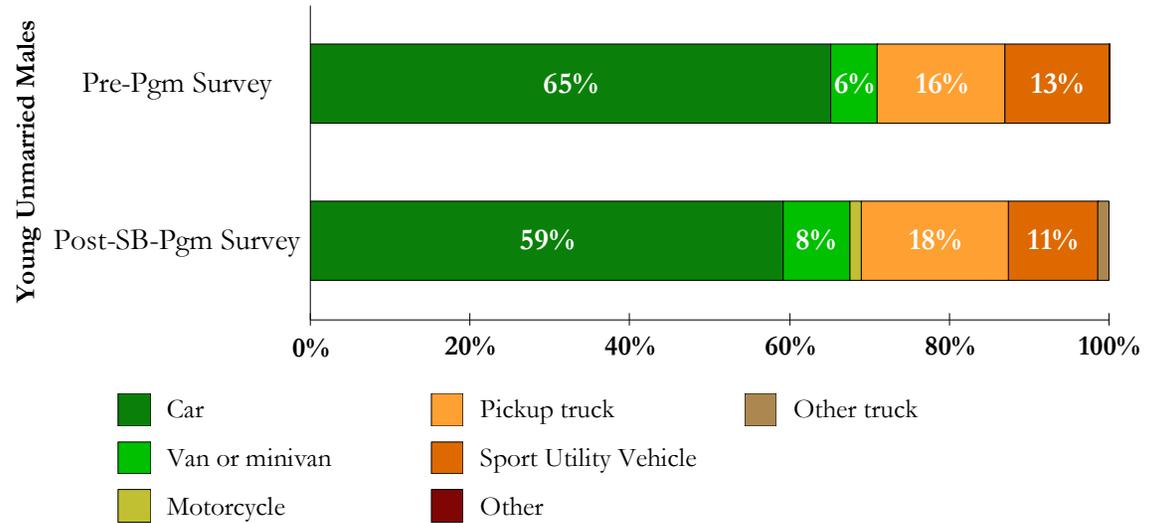
UNMARRIED YOUNG MALES ARE MORE LIKELY TO DRIVE A CAR THAN OTHER DEMOGRAPHIC GROUPS

Compared to other sub-populations, young unmarried males were much more likely to report driving cars as their primary vehicles during both surveys. This was especially true on the pre-program survey, where nearly two-thirds of this subgroup reported this form of vehicle.

On the other hand, unmarried young males were less likely than were other groups of respondents to drive vans/minivans or SUVs.

There were no significant pre- to post-program differences for any of the vehicle types.

Exhibit II-2b
Vehicle Driven Most Often: Young Unmarried Males
(Is the vehicle you drive most often a...?)



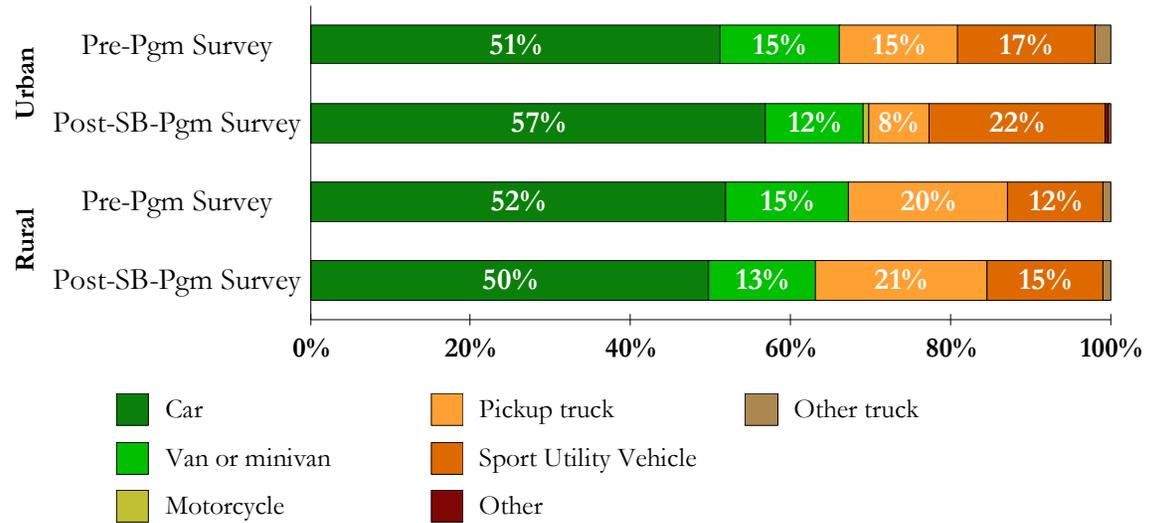
	Car	Van or minivan	Motorcycle	Pickup truck	Sport Utility Vehicle	Other	Other truck
Difference (%)	-5%	2%	1%	4%	-1%	0%	1%
Significance Lvl							

DRIVING FREQUENCIES OF PICKUP TRUCKS AND CARS DIFFER BETWEEN URBAN AND RURAL POPULATIONS

While cars were the most commonly driven vehicle for all respondents, differences emerged for other vehicle types. Rural drivers were much more likely to drive pickup trucks than were urban drivers, while urban drivers were somewhat more likely to drive SUVs.

The frequency of each vehicle type did not differ pre- to post-program for rural residents. However, urban residents showed an increase in the proportion of respondents who listed cars or SUVs, and a decrease in those who listed pickup trucks or other trucks.

Exhibit II-2c
Vehicle Driven Most Often by Area
(Is the vehicle you drive most often a...?)



		Car	Van or minivan	Motorcycle	Pickup truck	Sport Utility Vehicle	Other	Other truck
Urban	Difference (%)	6%	-3%	1%	-7%	5%	1%	-2%
	Significance Lvl			90%	95%	90%		95%
Rural	Difference (%)	-2%	-2%	0%	1%	2%	0%	0%
	Significance Lvl							

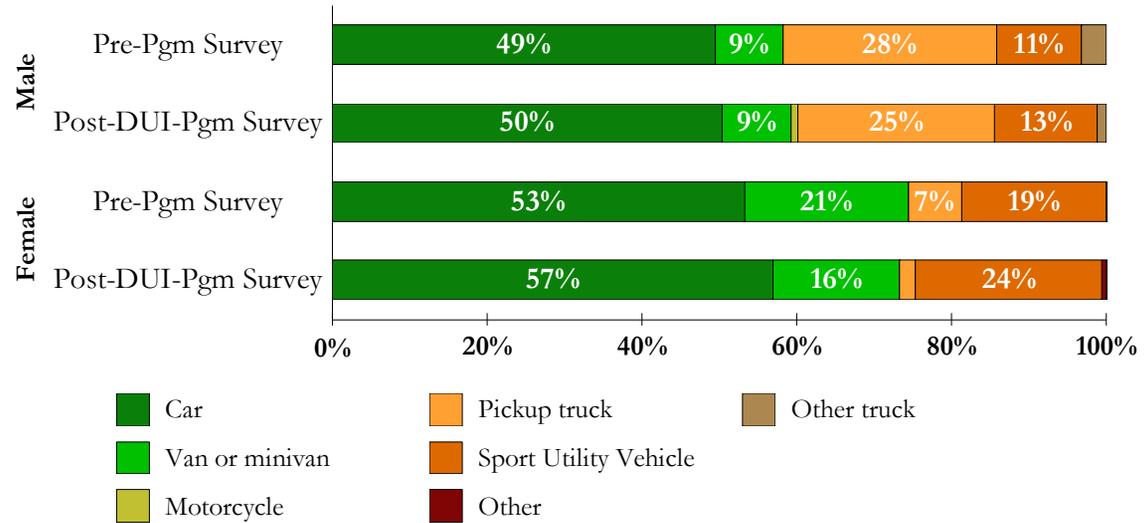
MALES ARE MORE LIKELY TO DRIVE TRUCKS, WHILE FEMALES ARE MORE LIKELY TO DRIVE ALL OTHER VEHICLE TYPES

In both survey iterations, male respondents were much more likely to drive a pickup truck than were female respondents.

Females were somewhat more likely than males to drive cars, and much more likely to drive SUVs or vans/minivans.

The overall pattern of vehicles driven did not change substantially for either gender between pre- and post-program surveys. Again, differences that were observed are most likely due to differences in the climate while the two surveys were being conducted.

Exhibit II-2d
Vehicle Driven Most Often by Gender
(Is the vehicle you drive most often a...?)



		Car	Van or minivan	Motorcycle	Pickup truck	Sport Utility Vehicle	Other	Other truck
Male	Difference (%)	1%	0%	1%	-2%	2%	0%	-2%
	Significance Lvl			90%				90%
Female	Difference (%)	4%	-5%	0%	-5%	5%	1%	0%
	Significance Lvl		90%		95%	90%		

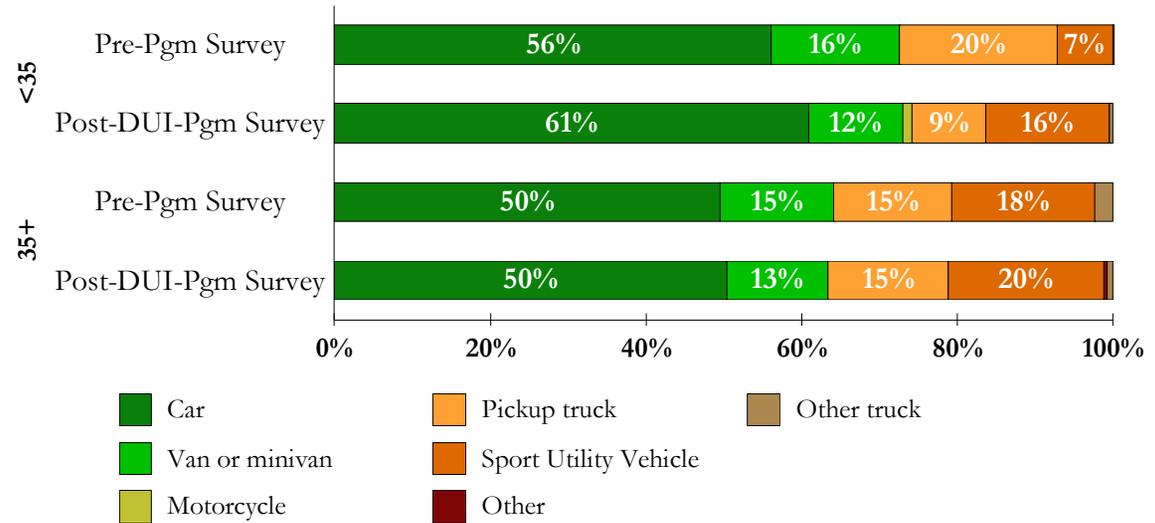
YOUNGER RESPONDENTS ARE MORE LIKELY TO DRIVE CARS AS THEIR PRIMARY VEHICLE

While cars were the most common vehicle type for both age groups, younger respondents were somewhat more likely to drive cars than were older drivers in both iterations of the survey.

On the pre-program survey, older respondents were more likely than younger to drive SUV's. However, reporting of this vehicle type increased for younger drivers on the post-program survey, bringing the prevalence of SUVs to similar levels across age groups.

Younger drivers also showed a change in prevalence of pickup trucks (from 20 percent to 9 percent between surveys), while the proportion of older respondents who drove trucks remained constant.

Exhibit II-2e
Vehicle Driven Most Often by Age
(Is the vehicle you drive most often a...?)



		Car	Van or minivan	Motorcycle	Pickup truck	Sport Utility Vehicle	Other	Other truck
<35	Difference (%)	5%	-4%	1%	-11%	9%	0%	0%
	Significance Lvl			90%	95%	95%		
35+	Difference (%)	1%	-2%	0%	0%	2%	0%	-1%
	Significance Lvl							95%

SECTION 3: SEAT BELT USE

In this section, respondents who drive were asked to answer according to the vehicle that they stated they **USUALLY** drive. Note that seat belt use rates are self-reported, which are often higher than actual rates seen in observational surveys. Also, all questions were asked about seat belt use when driving, as opposed to riding as a passenger.

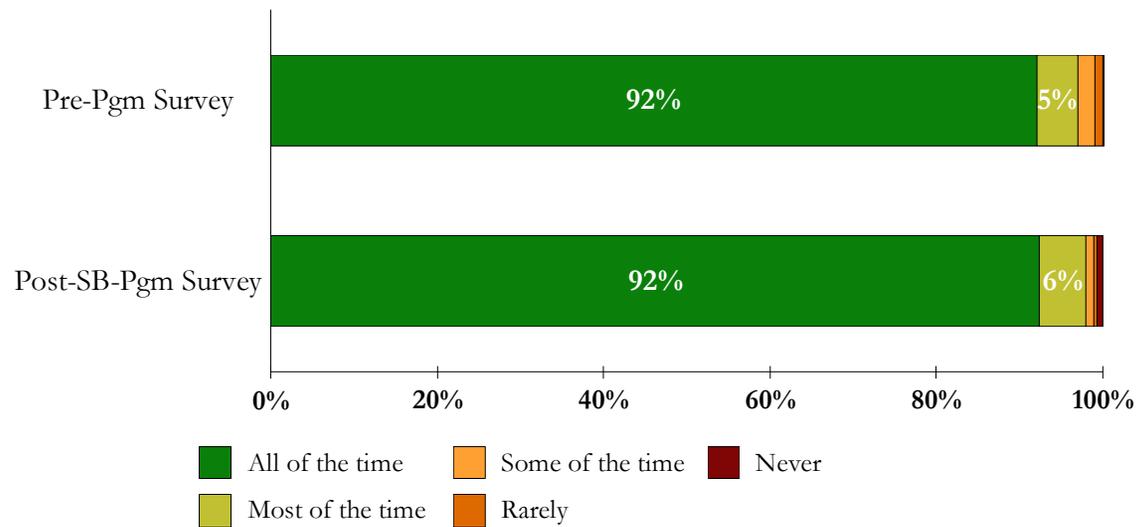
A VAST MAJORITY OF RESPONDENTS USE THEIR SEAT BELT "ALL OF THE TIME"

Only a small percentage of respondents reported wearing a seat belt only some of the time, rarely, or never (8 percent in total on both the pre-program survey and the post-SB-program survey).

There was a very small, but statistically significant change in the proportion of respondents who reported wearing their seat belt only some of the time – from two percent on the pre-program survey to only one percent on the post-program survey.

On both surveys, 92 percent of respondents reported wearing their seat belt all of the time.

Exhibit III-1a
Seat Belt Use Rate
(When driving this vehicle, how often do you wear your seat belt?)



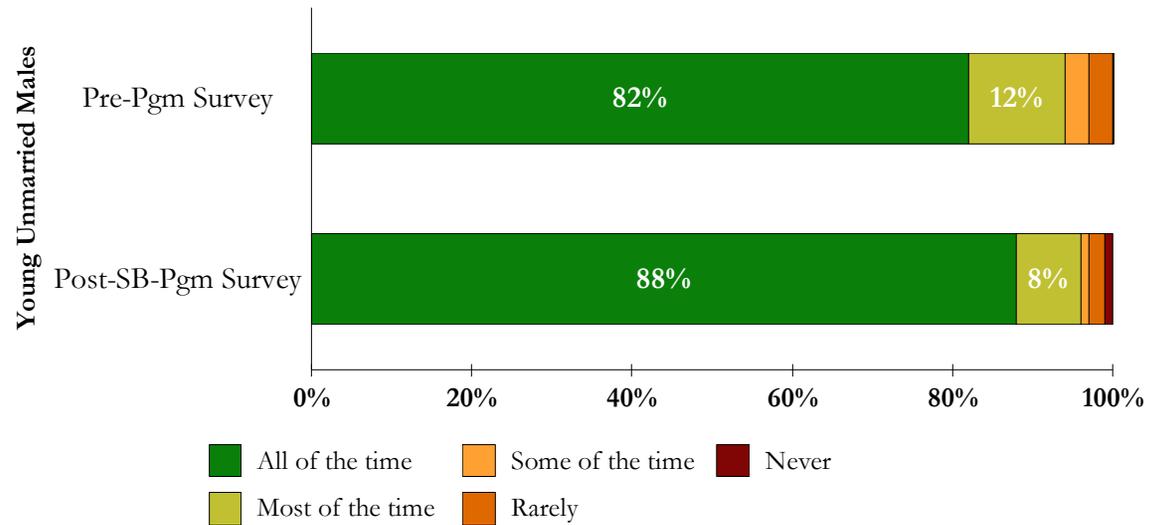
	All of the time	Most of the time	Some of the time	Rarely	Never
Difference (%)	0%	1%	-1%	-1%	1%
Significance Lvl			90%		95%

YOUNG UNMARRIED MALES ARE LESS LIKELY TO ALWAYS WEAR THEIR SEAT BELT THAN OTHERS, BUT THIS IMPROVED AFTER THE SEAT BELT PROGRAM

Not surprisingly, fewer young unmarried males wore their seat belt all the time than other drivers. This was particularly true on the pre-program survey, with only 82 percent versus 92 for the general population (*Exhibit III-1a*).

However, there was a 5 percent increase in “all of the time” responses among this population on the second survey, bringing young unmarried males closer to the rate for other respondents. The pre- to post-program change was not statistically significant, but this likely results from the relatively small sample size for this population.

Exhibit III-1b
Seat Belt Use Rate: Young Unmarried Males
(When driving this vehicle, how often do you wear your seat belt?)



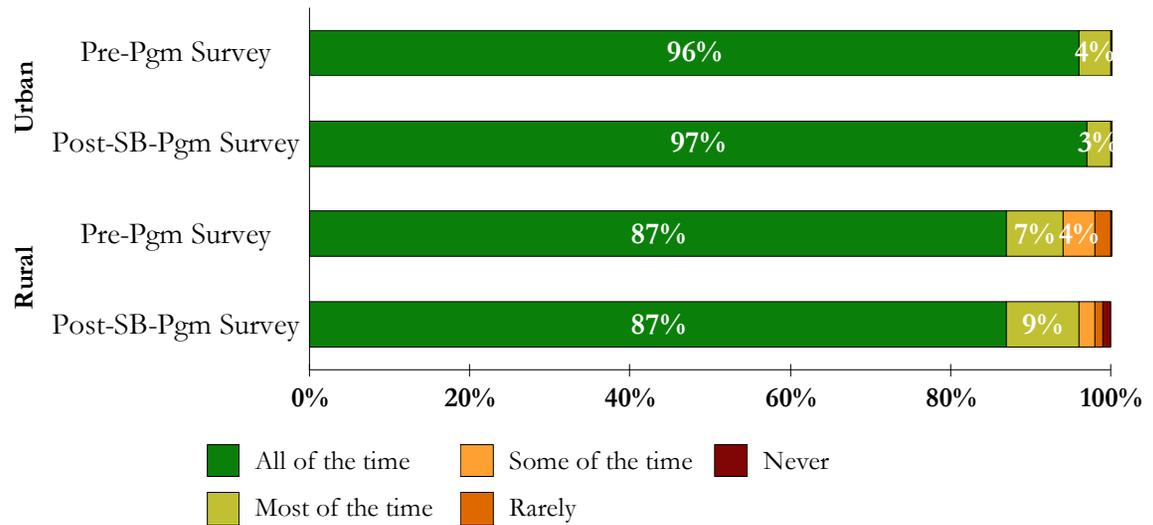
	All of the time	Most of the time	Some of the time	Rarely	Never
Difference (%)	5%	-4%	-2%	-1%	1%
Significance Lvl					

RURAL DRIVERS ARE LESS LIKELY TO WEAR THEIR SEAT BELT THAN URBAN DRIVERS

The vast majority of urban residents reported wearing their seat belt all of the time (96 percent pre-program, and 97 percent post). Among rural residents, on the other hand, only 87 reported wearing their seat belt all of the time on both survey iterations.

Rural residents did show a two percent increase in wearing a seat belt “most of the time”; however this change was not statistically significant. Rural residents’ decrease in reporting “never” wearing a seat belt was significant at the 90 percent level.

Exhibit III-1c
Seat Belt Use Rate by Area
(When driving this vehicle, how often do you wear your seat belt?)



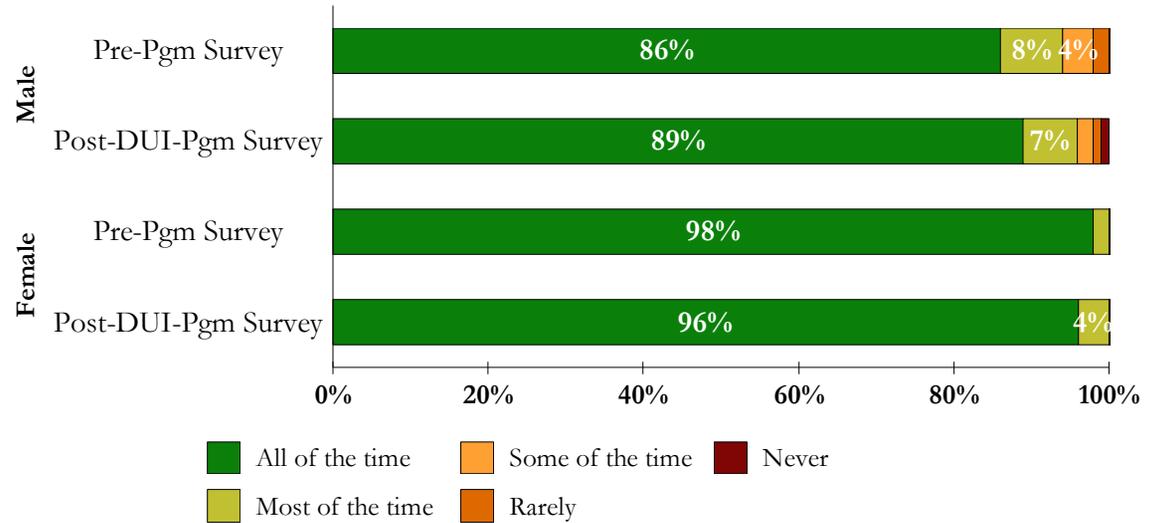
		All of the time	Most of the time	Some of the time	Rarely	Never
Urban	Difference (%)	0%	-1%	0%	0%	0%
	Significance Lvl					
Rural	Difference (%)	0%	2%	-2%	-1%	1%
	Significance Lvl					90%

WOMEN ARE MORE LIKELY TO WEAR A SEAT BELT THAN MEN

During the pre-program survey, 98 percent of women reported wearing their seat belt all of the time, compared to only 86 percent of men.

Post-program, there was a slight increase in seat belt use for men (3 percentage points), while women had a very small decrease (2 points), but still almost unanimously reported wearing a seat belt all of the time. Pre- to post-program differences in “all of the time” or “most of the time” responses were not statistically significant for men or women.

Exhibit III-1d
Seat Belt Use Rate by Gender
(When driving this vehicle, how often do you wear your seat belt?)



		All of the time	Most of the time	Some of the time	Rarely	Never
Male	Difference (%)	2%	-1%	-2%	-1%	1%
	Significance Lvl			90%		95%
Female	Difference (%)	-2%	2%	0%	0%	0%
	Significance Lvl					

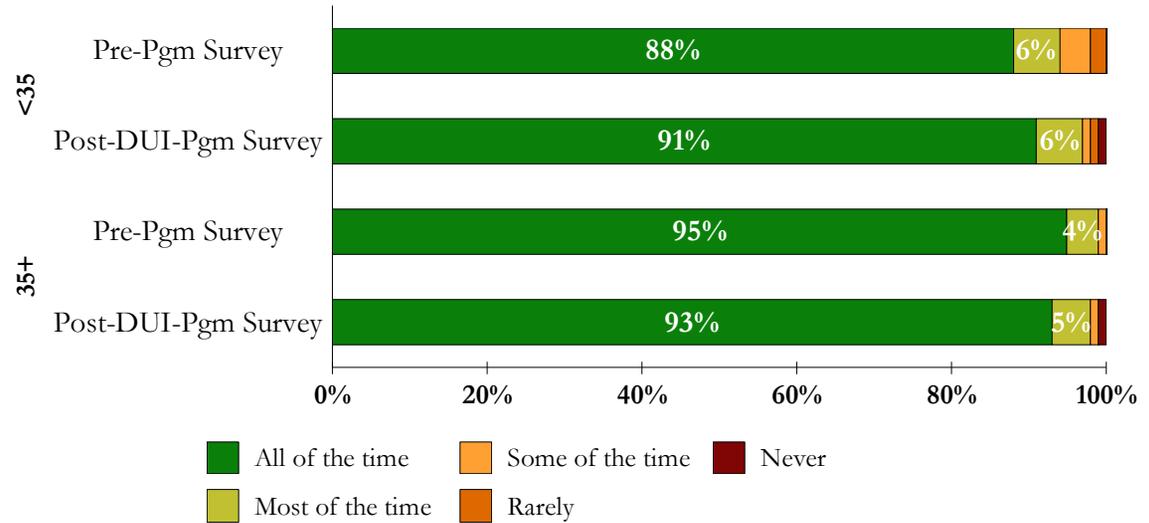
OLDER DRIVERS USE SEAT BELTS MORE OFTEN THAN YOUNGER DRIVERS

On both the pre- and post-program surveys, older respondents were more likely than were younger drivers to report wearing a seat belt all of the time. This was especially true before the program; with 95 percent of older drivers responding “always”, versus only 88 percent of younger drivers.

Between the pre- and post-surveys, younger drivers showed a 3 percent increase in wearing seat belts all of the time, along with a (statistically significant) 3 percent decrease in “some of the time” responses.

Older drivers actually had a decrease in “all of the time” responses

Exhibit III-1e
Seat Belt Use Rate by Age
(When driving this vehicle, how often do you wear your seat belt?)



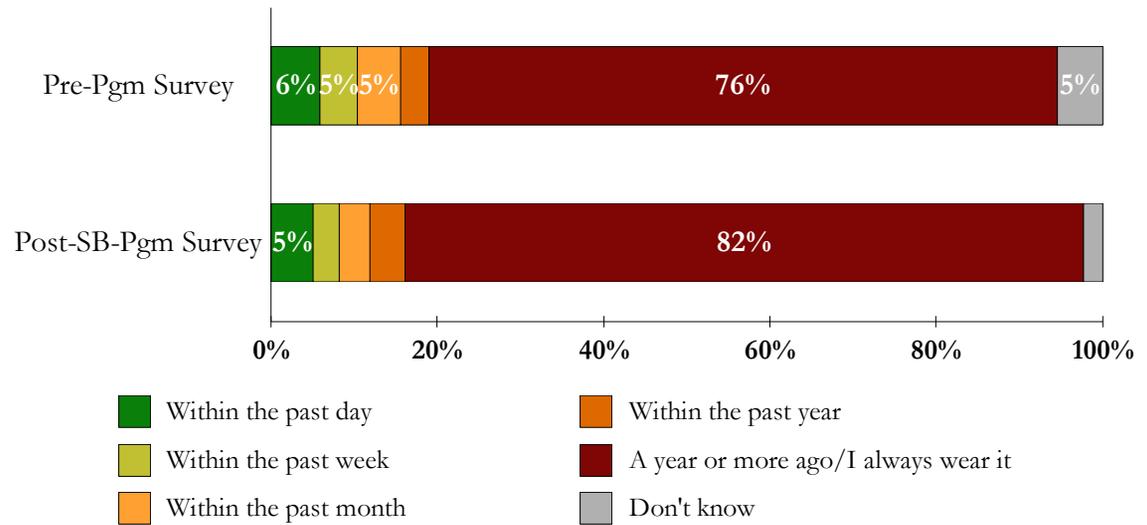
		All of the time	Most of the time	Some of the time	Rarely	Never
<35	Difference (%)	3%	0%	-3%	-1%	1%
	Significance Lvl	95%				
35+	Difference (%)	-1%	1%	0%	0%	1%
	Significance Lvl	90%				

MOST RESPONDENTS INDICATED IT HAD BEEN A YEAR OR MORE SINCE THE LAST TIME THEY DID NOT WEAR THEIR SEAT BELT WHEN DRIVING

A majority of respondents (76 percent during the pre-program survey, and 82 percent during the post-SB-program survey) said that the last time they did not wear a seat belt when driving their vehicle was a year or more ago.

After the SB program, a significant increase (of 6 percent) was observed in the proportion of respondents who indicated the last time they did not wear their seat belt was a year or more ago.

Exhibit III-2a
Last Time Not Wearing a Seat Belt
(When was the last time you did not wear your seat belt when driving this vehicle?)



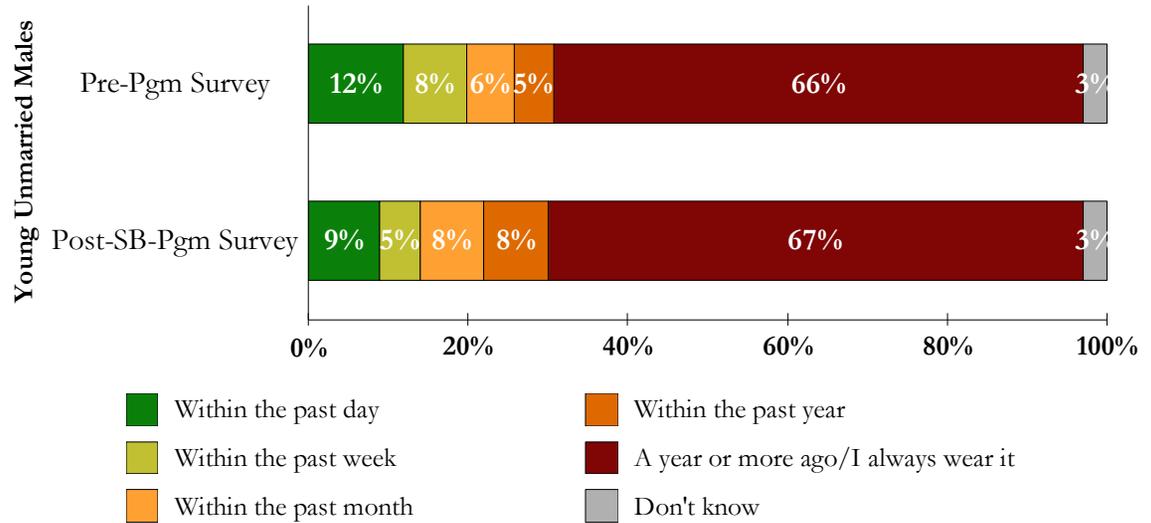
	Within the past day	Within the past week	Within the past month	Within the past year	A year or more ago	Don't know
Difference (%)	-1%	-1%	-1%	1%	6%	-3%
Significance Lvl					95%	95%

UNMARRIED YOUNG MALES ARE MORE LIKELY THAN OTHERS TO HAVE NOT WORN THEIR SEAT BELT WITHIN THE PAST YEAR

Compared to other demographic groups, unmarried young males were nearly twice as likely to report having not worn their seat belt recently, and therefore, were also considerably less likely to report that it had been a year or more since the last time they did not wear a seat belt (*Exhibit III-2a*).

After the seat belt campaign, young males were slightly less likely to report not wearing a seat belt within the past day or week; however, these differences were not statistically significant.

Exhibit III-2b
Last Time Not Wearing a Seat Belt: Young Unmarried Males
(When was the last time you did not wear your seat belt when driving this vehicle?)



	Within the past day	Within the past week	Within the past month	Within the past year	A year or more ago	Don't know
Difference (%)	-3%	-3%	2%	3%	0%	0%
Significance Lvl						

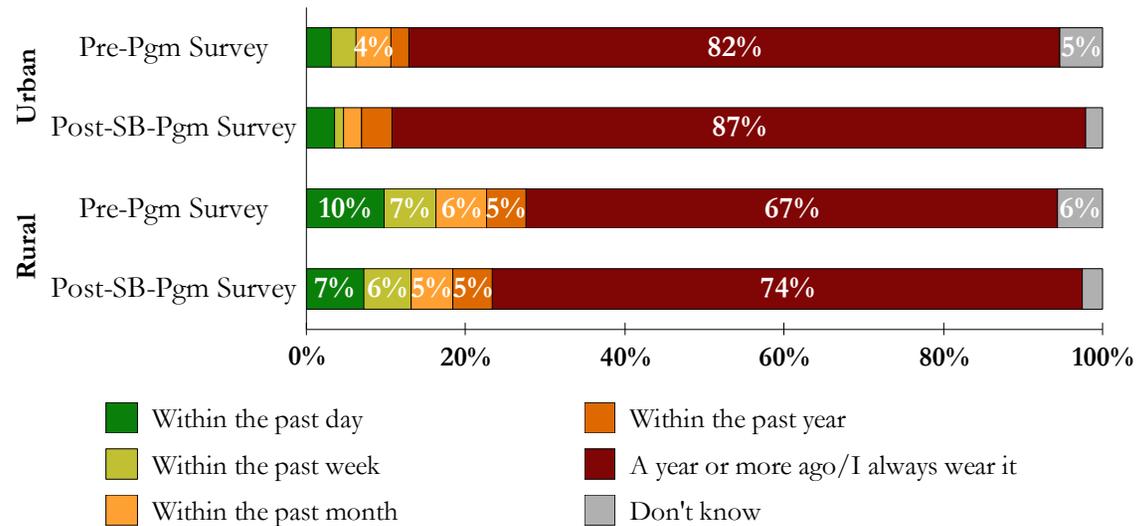
RURAL DRIVERS ARE MORE LIKELY TO HAVE NOT WORN A SEAT BELT RECENTLY

In both the pre- and post-program surveys, rural drivers were more likely to have not worn their seat belt recently than urban drivers.

For both urban and rural drivers, more respondents said that the last time they had not worn their seat belt had been a year or more ago in the post-SB-program survey than in the pre-program survey. This change is statistically significant for both groups.

For urban drivers, there was also a significant decrease in the proportion of respondents who had not worn a seat belt within the past month or within the past week.

Exhibit III-2c
Last Time Not Wearing a Seat Belt by Area
(When was the last time you did not wear your seat belt when driving this vehicle?)



		Within the past day	Within the past week	Within the past month	Within the past year	A year or more ago	Don't know
Urban	Difference (%)	0%	-2%	-2%	2%	5%	-3%
	Significance Lvl		95%	90%		95%	95%
Rural	Difference (%)	-3%	-1%	-1%	0%	7%	-3%
	Significance Lvl					95%	90%

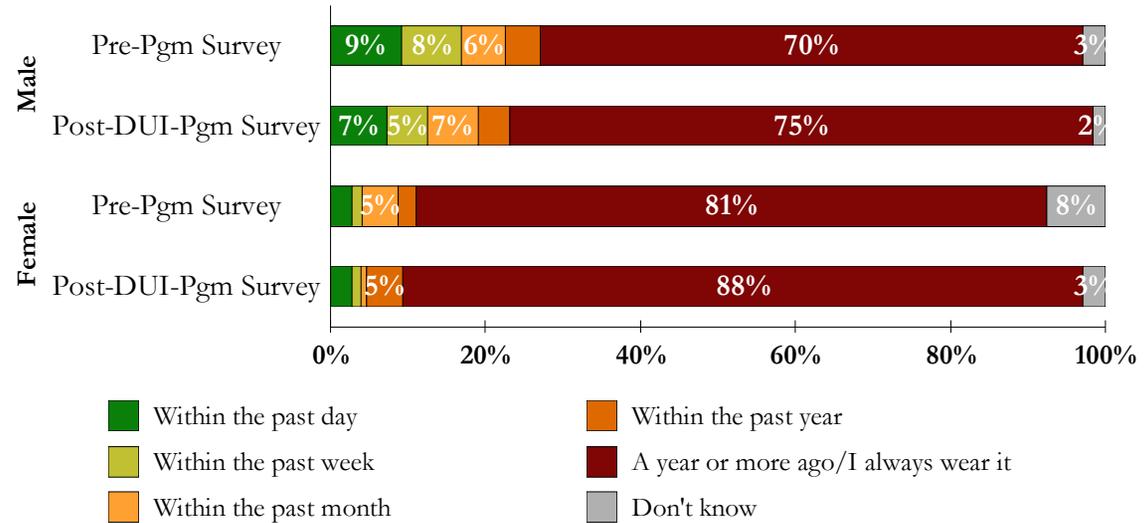
MEN ARE MUCH MORE LIKELY TO HAVE NOT WORN THEIR SEAT BELT IN THE LAST YEAR

Women were more likely than men to report that it had been a year or more since they last did not wear a seat belt. In the pre-program survey, men were three times as likely as women to report not wearing a seat belt within the past day, and four times as likely within the past week, and four times as likely within the past month.

However, males' seat belt use did increase between surveys, with five percent more men reporting that it had been more than a year since they had driven without wearing a seat belt. This increase was statistically significant.

Women also had significant increases in seat belt use, with more respondents selecting "more than one year ago" or "within the past year", and fewer selecting "within the past month".

Exhibit III-2d
Last Time Not Wearing a Seat Belt by Gender
(When was the last time you did not wear your seat belt when driving this vehicle?)



		Within the past day	Within the past week	Within the past month	Within the past year	A year or more ago	Don't know
Male	Difference (%)	-2%	-3%	0%	-1%	5%	-1%
	Significance Lvl					90%	
Female	Difference (%)	0%	0%	-4%	3%	7%	-5%
	Significance Lvl			95%	90%	95%	95%

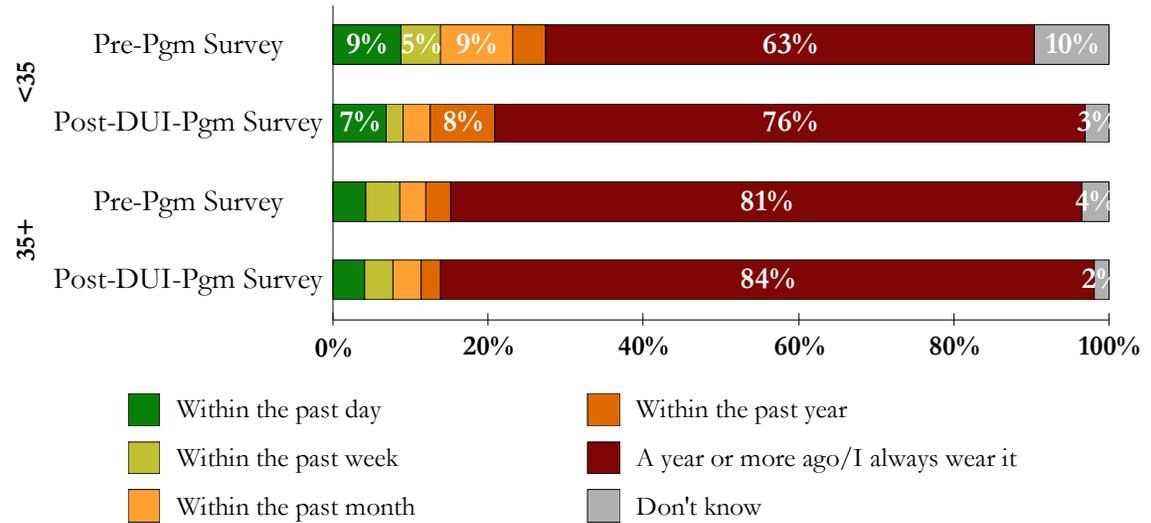
YOUNGER RESPONDENTS INCREASED SEAT BELT USE BETWEEN SURVEYS

In both surveys, younger respondents were much more likely to report not wearing their seat belt recently than older respondents.

However, younger respondents did report significant increases in seat belt use on the post-program survey. The proportion of younger drivers who said that it had been more than one year since they did not wear a seat belt increased by 13 percent on the post survey, and “within the past year” responses increased by 4 percent. This group also reported a significant decrease in not wearing a seat belt “within the past month”.

Older drivers also showed slight increases in seat belt use; however, the differences were not statistically significant.

Exhibit III-2e
Last Time Not Wearing a Seat Belt by Age
(When was the last time you did not wear your seat belt when driving this vehicle?)



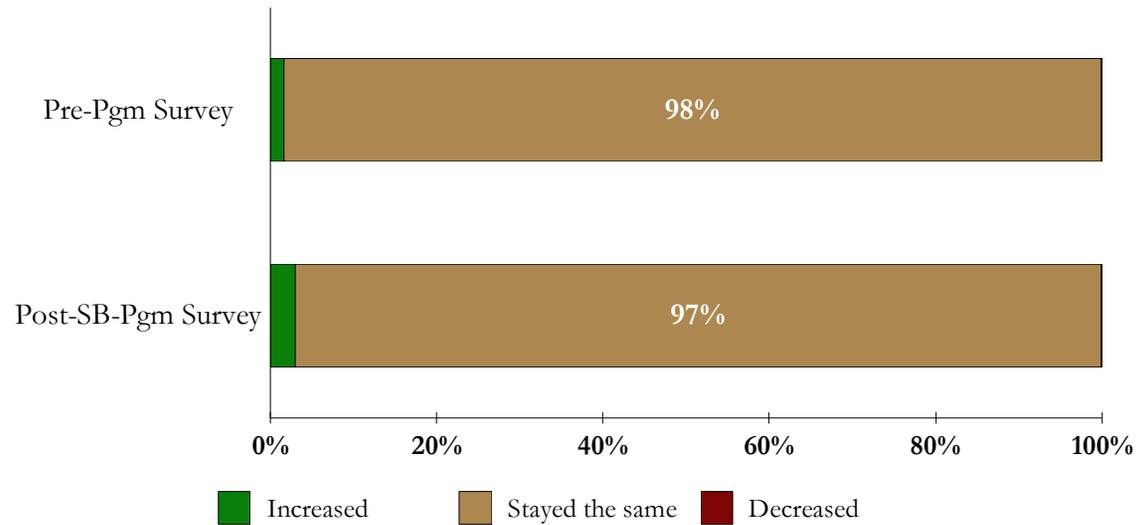
		Within the past day	Within the past week	Within the past month	Within the past year	A year or more ago	Don't know
<35	Difference (%)	-2%	-3%	-6%	4%	13%	-7%
	Significance Lvl			95%	90%	95%	95%
35+	Difference (%)	0%	0%	1%	-1%	3%	-2%
	Significance Lvl						

MOST RESPONDENTS' SEAT BELT USAGE HAD NOT CHANGED RECENTLY

In both survey iterations, a vast majority of respondents (97-98 percent) reported that their seat belt usage had stayed the same in the past 30 days.

However, the percentage of respondents who said that their seat belt usage had increased in the past 30 days did increase slightly from two percent to three percent between the two surveys. This change is statistically significant, albeit only at the 90 percent level.

Exhibit III-3a
Change in Seat Belt Use
(In the past 30 days, has your use of seat belts when driving this vehicle...?)



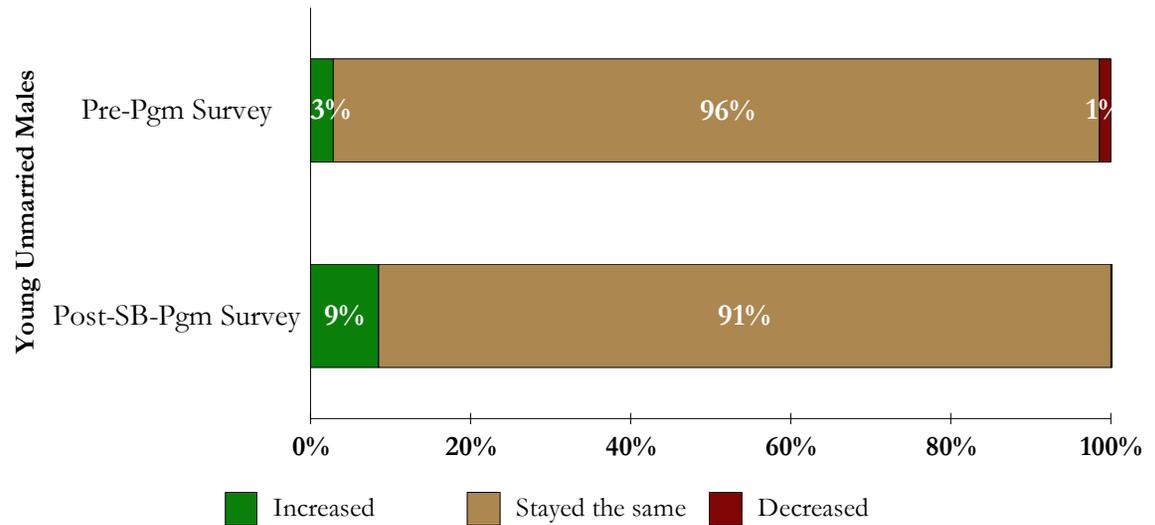
	Increased	Decreased	Stayed the same
Difference (%)	1%	0%	-1%
Significance Lvl	90%		90%

YOUNG UNMARRIED MALES WERE MORE LIKELY TO REPORT AN INCREASE IN SEAT BELT USAGE IN BOTH SURVEYS

In both the pre-program survey and the post-SB-program survey, young unmarried males were more likely to report an increase in their seat belt usage than the general population (as shown in *Exhibit III-3a*).

This population also had an increase (5 percentage points between pre- and post-program surveys) in reporting an increase in seat belt use. However, this change was not statistically significant.

Exhibit III-3b
Change in Seat Belt Use: Young Unmarried Males
(In the past 30 days, has your use of seat belts when driving this vehicle...?)



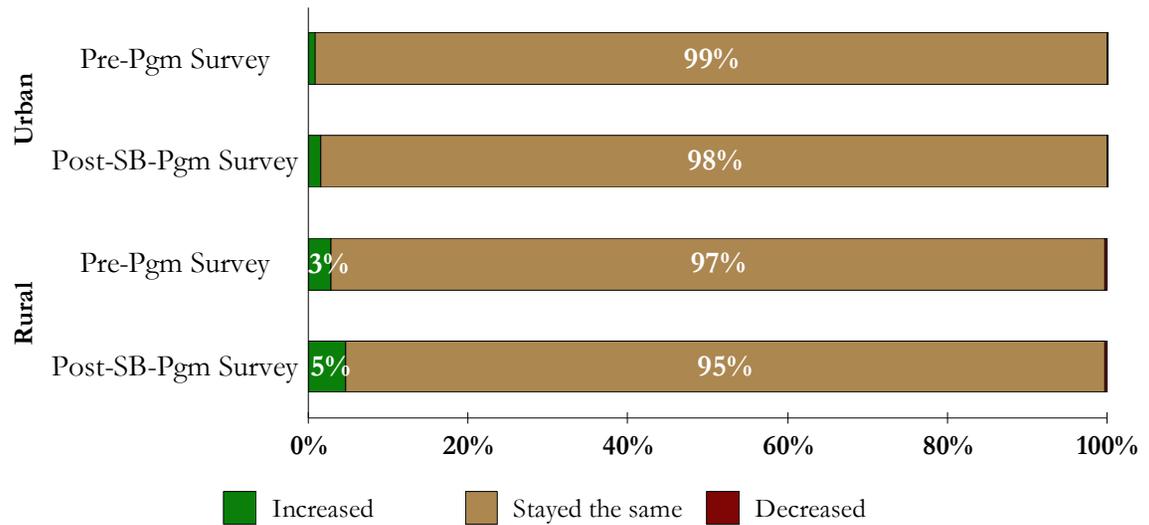
	Increased	Decreased	Stayed the same
Difference (%)	5%	-1%	-4%
Significance Lvl			

RURAL RESPONDENTS WERE SLIGHTLY MORE LIKELY TO REPORT A CHANGE IN SEAT BELT USE

In both urban and rural areas, very few respondents reported a change in seat belt use over the past 30 days on either survey.

However, more rural respondents than urban reported that their seat belt use had increased. Also, comparing pre- and post-program surveys, rural respondents had a larger increase in the proportion who reported increased seat belt use (from 3 to 5 percent, versus 1 to 2 percent for urban). Neither of these differences was statistically significant.

Exhibit III-3c
Change in Seat Belt Use by Area
(In the past 30 days, has your use of seat belts when driving this vehicle...?)



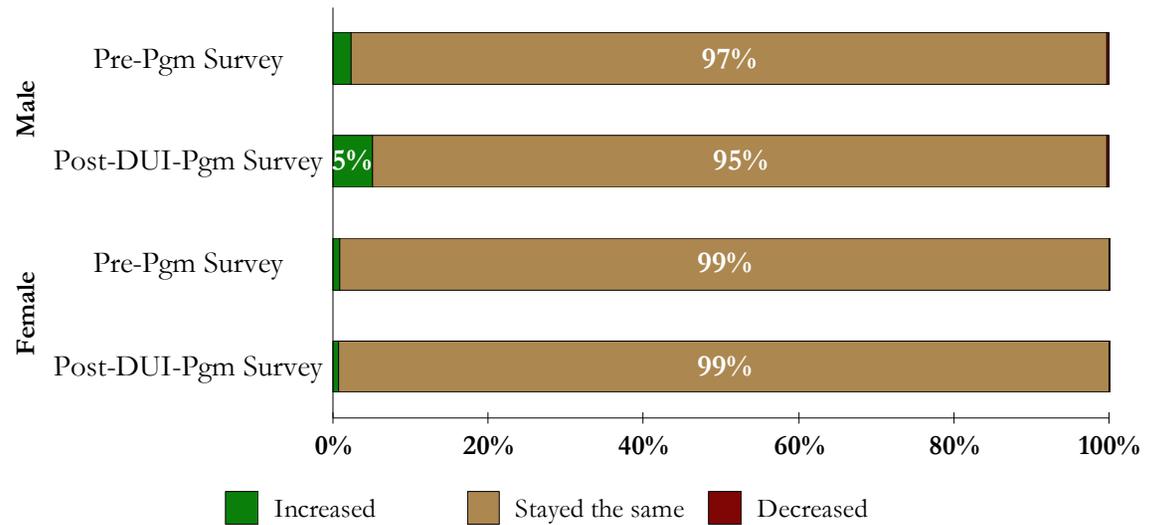
		Increased	Decreased	Stayed the same
Urban	Difference (%)	1%	0%	-1%
	Significance Lvl			
Rural	Difference (%)	2%	0%	-2%
	Significance Lvl			

**MALE DRIVERS
WERE MORE LIKELY
TO REPORT
INCREASED SEAT
BELT USE IN THE
PAST 30 DAYS**

A large majority of both male and female drivers in both surveys reported their seat belt usage over the past 30 days had stayed the same. Male drivers were more likely to report an increase in use; however it should be noted that females have a higher rate of seat belt use to begin with, and therefore have less room for increase.

Comparing pre- and post-program surveys, males had a small but statistically significant change in the proportion who reported increased seatbelt use (from 2 to 5 percent). There was no change in reporting of increased use between surveys for females.

Exhibit III-3d
Change in Seat Belt Use by Gender
(In the past 30 days, has your use of seat belts when driving this vehicle...?)



		Increased	Decreased	Stayed the same
Male	Difference (%)	3%	0%	-3%
	Significance Lvl	95%		95%
Female	Difference (%)	0%	0%	0%
	Significance Lvl			

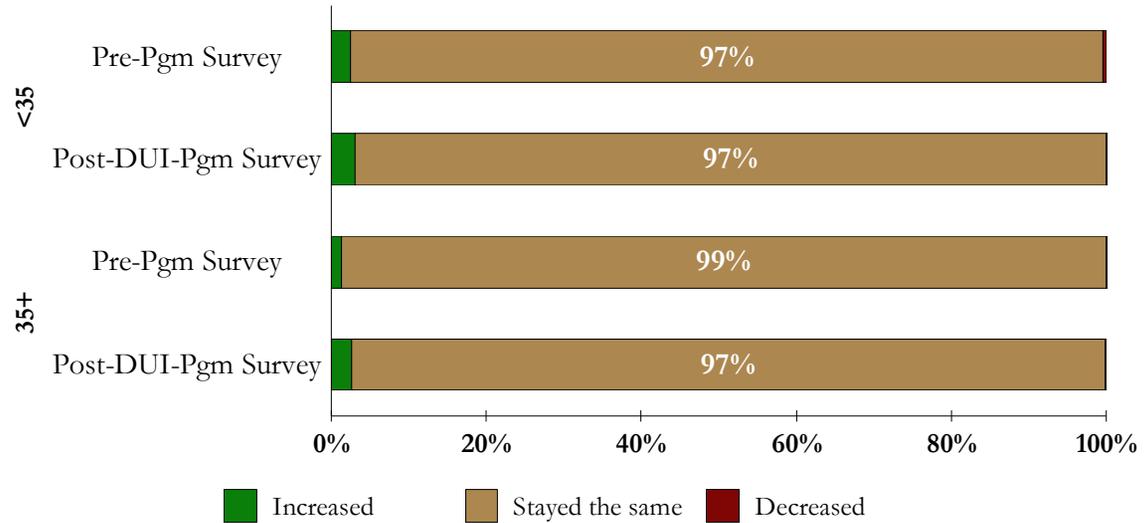
OLDER RESPONDENTS WERE MORE LIKELY TO FEEL THEIR SEAT BELT USAGE HAD INCREASED IN THE POST-SB SURVEY

In the pre-program survey, younger respondents were slightly more likely than older to report that their seat belt usage had increased in the past 30 days (3 percent for younger versus 1 percent for older).

In the post-SB-program survey, however, there was a significant increase (2 percent) from the pre-program survey in the number of older respondents who felt that their seat belt usage had increased in the past 30 days. This increase was significant at the 90 percent level.

**Exhibit III-3e
Change in Seat Belt Use by Age**

(In the past 30 days, has your use of seat belts when driving this vehicle...?)



		Increased	Decreased	Stayed the same
<35	Difference (%)	1%	0%	0%
	Significance Lvl			
35+	Difference (%)	2%	0%	-2%
	Significance Lvl	90%		90%

DRIVERS WERE MOST LIKELY TO CITE INCREASED AWARENESS OF SAFETY AS THE REASON FOR THEIR INCREASED SEAT BELT USAGE

When drivers who reported increasing seat belt use were asked to state the cause of that increase, respondents in both surveys most frequently cited “increased awareness of safety,” “seat belt law,” and “don’t want to get a ticket” as reasons.

Though no changes (aside from “other” responses) were statistically significant, there was a clear increase in those who said that they didn’t want to get a ticket cited increased awareness of safety, or observed more law enforcement as their reason.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

Exhibit III-4a
Cause of an Increase in Seat Belt Use
(What caused your use of seat belts to increase?)

	Post-SB-		Difference (%)	Sig Lvl
	Pre-Pgm Survey	Pgm Survey		
Increased awareness of safety	22%	31%	9%	
Seat belt law	14%	8%	-6%	
Don't want to get a ticket	4%	17%	13%	
Was in a crash	3%	1%	-2%	
New car with automatic belt	6%	13%	7%	
Influence/pressure from others	3%	0%	-3%	
More long distance driving	0%	0%	0%	
Remember more/more in the habit	0%	0%	0%	
The weather	0%	0%	0%	
The holidays	0%	0%	0%	
Driving faster	0%	0%	0%	
Know someone who was in a crash	0%	3%	3%	
Observed more law enforcement	2%	11%	9%	
Other	47%	11%	-36%	95%
Don't know	0%	4%	4%	

NOT WANTING A TICKET LED YOUNG UNMARRIED MALES TO INCREASE SEAT BELT USE POST-PROGRAM

Before the seat belt program, young unmarried males most often cited increased awareness of safety as the reason for their recently increased seat belt use. However, this shifted dramatically after the program.

This population showed a 22 percent decrease in naming safety awareness, and a 20 percent decrease in seat belt law; but a 26 percent increase in “Don’t want to get a ticket” as their reason.

However, none of these pre- to post-program changes were statistically significant.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

Exhibit III-4b
Cause of an Increase in Seat Belt Use: Young Unmarried Males
(What caused your use of seat belts to increase?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl
Increased awareness of safety	37%	15%	-22%	
Seat belt law	25%	5%	-20%	
Don't want to get a ticket	0%	26%	26%	
Was in a crash	13%	5%	-8%	
New car with automatic belt	0%	5%	5%	
Influence/pressure from others	13%	0%	-13%	
More long distance driving	0%	0%	0%	
Remember more/more in the habit	0%	0%	0%	
The weather	0%	0%	0%	
The holidays	0%	0%	0%	
Driving faster	0%	0%	0%	
Know someone who was in a crash	0%	10%	10%	
Observed more law enforcement	12%	10%	-2%	
Other	0%	25%	25%	
Don't know	0%	0%	0%	

URBAN AND RURAL DRIVERS SHOW OPPOSITE TRENDS IN AWARENESS OF SAFETY AS REASON FOR INCREASED SEAT BELT USE

Before the program, the majority of urban drivers cited increased awareness of safety as their reason for increased seat belt use. However, the proportion who gave this reason decreased significantly (by 53 percent) on the post-program survey. Instead, urban drivers became more likely to attribute their change in usage to not wanting to get a ticket.

For rural drivers on the other hand, increased awareness of safety became a much more common reason on the post-program compared to pre-program (a significant increase of 37 percent).

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

Exhibit III-4c
Cause of an Increase in Seat Belt Use by Geographic Area
(What caused your use of seat belts to increase?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl	
Urban	Increased awareness of safety	62%	9%	-53%	90%
	Seat belt law	31%	7%	-24%	
	Don't want to get a ticket	0%	38%	38%	
	Was in a crash	0%	4%	4%	
	New car with automatic belt	0%	4%	4%	
	Influence/pressure from others	0%	0%	0%	
	More long distance driving	0%	0%	0%	
	Remember more/more in the habit	0%	0%	0%	
	The weather	0%	0%	0%	
	The holidays	0%	0%	0%	
	Driving faster	0%	0%	0%	
	Know someone who was in a crash	0%	4%	4%	
	Observed more law enforcement	8%	17%	9%	
	Other	0%	17%	17%	
Don't know	0%	0%	0%		
Rural	Increased awareness of safety	4%	41%	37%	90%
	Seat belt law	6%	8%	2%	
	Don't want to get a ticket	5%	7%	2%	
	Was in a crash	4%	0%	-4%	
	New car with automatic belt	9%	18%	9%	
	Influence/pressure from others	4%	0%	-4%	
	More long distance driving	0%	0%	0%	
	Remember more/more in the habit	0%	0%	0%	
	The weather	0%	0%	0%	
	The holidays	0%	0%	0%	
	Driving faster	0%	0%	0%	
	Know someone who was in a crash	0%	2%	2%	
	Observed more law enforcement	0%	9%	9%	
	Other	68%	9%	-59%	95%
Don't know	0%	6%	6%		

MALE DRIVERS ARE MUCH LESS LIKELY TO CITE SEAT BELT LAW AS A REASON FOR INCREASED SEAT BELT USE POST-PROGRAM

Women became more likely post-program to list increased awareness of safety (46 percent increase) or seat belt law (54 percent increase) as their reason for increased seat belt use.

Men did not have a change in the frequency of increased safety awareness as a response between surveys. However, there was a significant pre- to post-program decrease in the proportion of men who cited seat belt law as their reason (18 percent), and a corresponding 19 percent increase in those who said they did not want to get a ticket.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

Exhibit III-4d
Cause of an Increase in Seat Belt Use by Gender
(What caused your use of seat belts to increase?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl	
Male	Increased awareness of safety	31%	29%	-2%	
	Seat belt law	20%	2%	-18%	90%
	Don't want to get a ticket	0%	19%	19%	
	Was in a crash	4%	2%	-2%	
	New car with automatic belt	9%	15%	6%	
	Influence/pressure from others	4%	0%	-4%	
	More long distance driving	0%	0%	0%	
	Remember more/more in the habit	0%	0%	0%	
	The weather	0%	0%	0%	
	The holidays	0%	0%	0%	
	Driving faster	0%	0%	0%	
	Know someone who was in a crash	0%	3%	3%	
	Observed more law enforcement	3%	13%	10%	
	Other	30%	13%	-17%	
Don't know	0%	5%	5%		
Female	Increased awareness of safety	0%	46%	46%	
	Seat belt law	0%	54%	54%	
	Don't want to get a ticket	12%	0%	-12%	
	Was in a crash	0%	0%	0%	
	New car with automatic belt	0%	0%	0%	
	Influence/pressure from others	0%	0%	0%	
	More long distance driving	0%	0%	0%	
	Remember more/more in the habit	0%	0%	0%	
	The weather	0%	0%	0%	
	The holidays	0%	0%	0%	
	Driving faster	0%	0%	0%	
	Know someone who was in a crash	0%	0%	0%	
	Observed more law enforcement	0%	0%	0%	
	Other	88%	0%	-88%	95%
Don't know	0%	0%	0%		

**YOUNGER DRIVERS
WERE MORE LIKELY
TO REPORT AN
INCREASE IN
USAGE BEING
CAUSED BY NOT
WANTING A TICKET**

In the pre-program survey, younger respondents were much less likely to report their increased seat belt usage being caused by an increased awareness of safety than older respondents. However, in the post-SB-program survey, the two groups became roughly equal reporting safety as a reason.

Both younger and older drivers showed an increase in citing not wanting to get a ticket as their reason, along with a decrease in the influence of the seat belt law.

However, none of the pre- to post-program differences were significant, except for the “other” response among older drivers.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.



Exhibit III-4e
Cause of an Increase in Seat Belt Use by Age
(What caused your use of seat belts to increase?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
<35	Increased awareness of safety	16%	27%	11%
	Seat belt law	11%	4%	-7%
	Don't want to get a ticket	0%	22%	22%
	Was in a crash	6%	4%	-2%
	New car with automatic belt	0%	4%	4%
	Influence/pressure from others	6%	0%	-6%
	More long distance driving	0%	0%	0%
	Remember more/more in the habit	0%	0%	0%
	The weather	0%	0%	0%
	The holidays	0%	0%	0%
	Driving faster	0%	0%	0%
	Know someone who was in a crash	0%	9%	9%
	Observed more law enforcement	5%	9%	4%
	Other	56%	21%	-35%
Don't know	0%	0%	0%	
35+	Increased awareness of safety	27%	33%	6%
	Seat belt law	16%	10%	-6%
	Don't want to get a ticket	7%	14%	7%
	Was in a crash	0%	0%	0%
	New car with automatic belt	11%	18%	7%
	Influence/pressure from others	0%	0%	0%
	More long distance driving	0%	0%	0%
	Remember more/more in the habit	0%	0%	0%
	The weather	0%	0%	0%
	The holidays	0%	0%	0%
	Driving faster	0%	0%	0%
	Know someone who was in a crash	0%	0%	0%
	Observed more law enforcement	0%	12%	12%
	Other	39%	7%	-32%
Don't know	0%	7%	7%	

SECTION 4: MINNESOTA SEAT BELT LAWS

This section of the report examines Minnesotans' familiarity with existing seat belt laws and perceptions of law enforcement efforts.

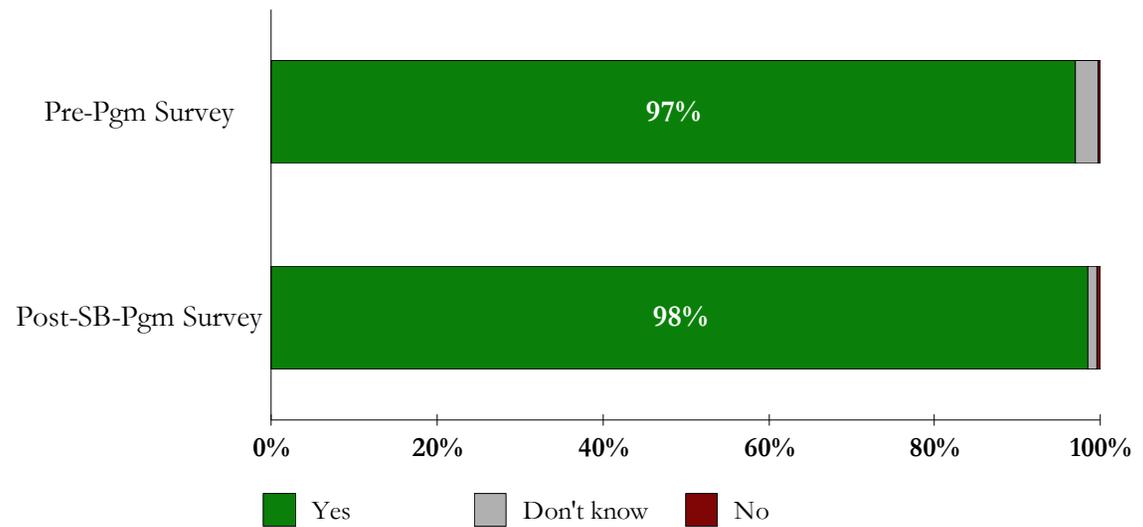
AWARENESS OF A MINNESOTA SEAT BELT LAW FOR ADULTS WAS VERY HIGH

In the pre-program survey, 97 percent of respondents recognized that Minnesota has a law requiring seat belt use by adults, and in the post-SB-program survey, this number increased to 98 percent.

Though this change is small, the increase in the percentage of respondents who knew that Minnesota had such a law was significant between the two surveys at the 90 percent level. Also, the decrease in the number of respondents who answered “Don’t know” was significant at the 95 percent level.

Exhibit IV-1a
Seat Belt Law Awareness

(To the best of your knowledge, does Minnesota have a law requiring seat belt use by adults?)

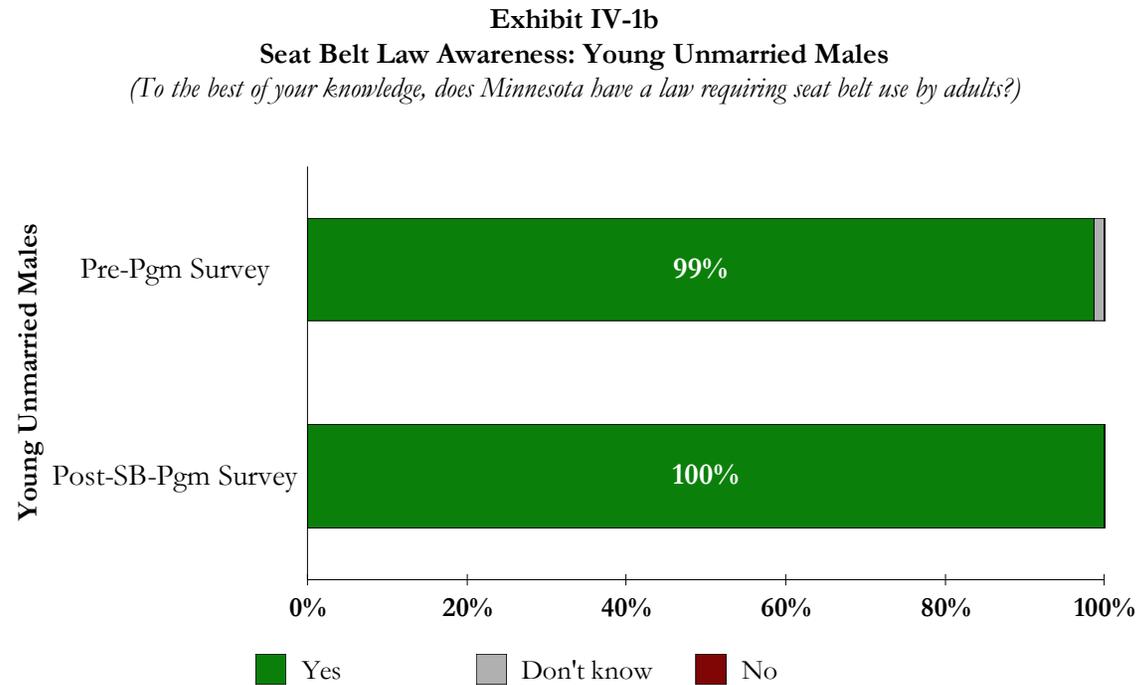


	Yes	No	Don't know
Difference (%)	1%	0%	-2%
Significance Lvl	90%		95%

**VIRTUALLY ALL
YOUNG UNMARRIED
MALES KNEW OF
MINNESOTA'S SEAT
BELT LAW**

In both survey iterations, young unmarried males nearly universally knew that Minnesota has a law requiring seat belt use by adults.

While one percent said that they “didn’t know” in the pre-program survey, none did in the post-SB-program survey. This decrease was not statistically significant.



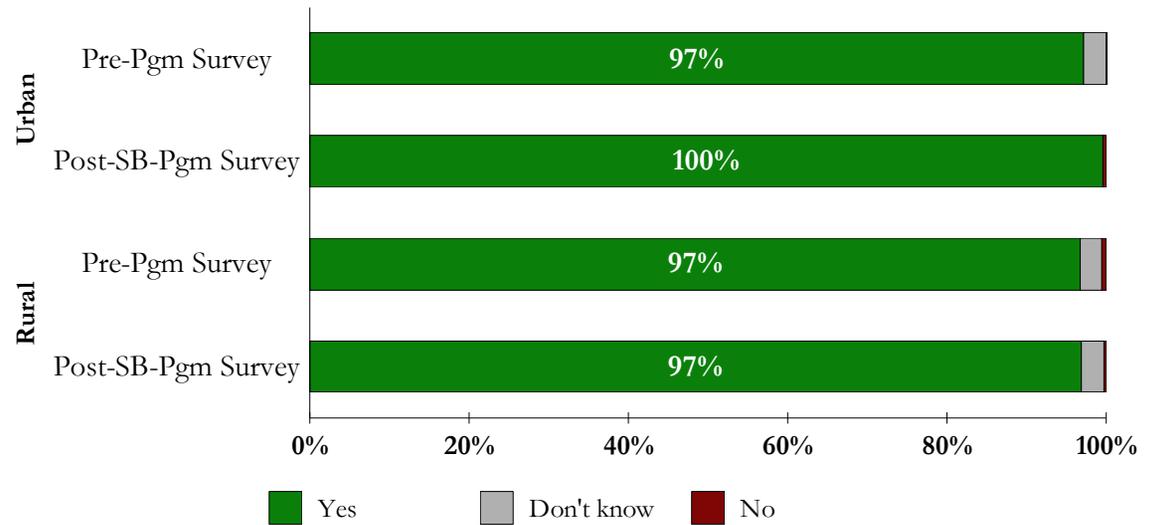
	Yes	No	Don't know
Difference (%)	0%	0%	-1%
Significance Lvl			

AWARENESS OF SEAT BELT LAW INCREASED SLIGHTLY AMONG URBAN DRIVERS

Awareness of the seat belt law was nearly universal in all areas of the survey. In the pre-program survey, 97 percent of both urban and rural respondents knew that Minnesota has a law requiring seat belt use by adults.

After the seatbelt program, 100 percent of urban respondents knew that the state has such a law. This change was statistically significant.

Exhibit IV-1c
Seat Belt Law Awareness by Area
(To the best of your knowledge, does Minnesota have a law requiring seat belt use by adults?)



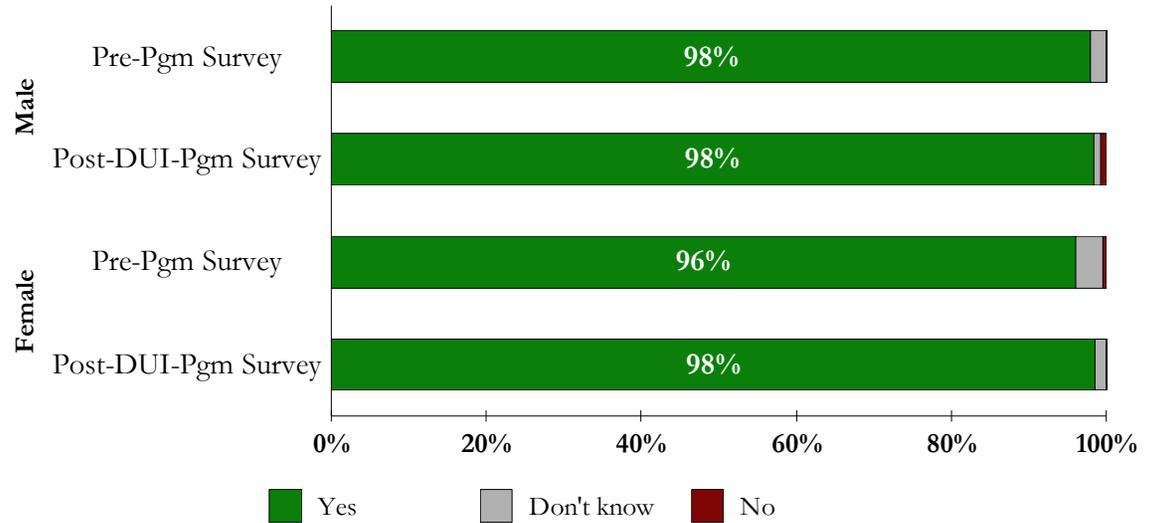
		Yes	No	Don't know
Urban	Difference (%)	2%	0%	-3%
	Significance Lvl	95%		95%
Rural	Difference (%)	0%	-1%	0%
	Significance Lvl			

AWARENESS OF SEAT BELT LAW INCREASED SLIGHTLY AMONG FEMALE DRIVERS

Again, awareness of the seat belt law was nearly universal for both men and women in both iterations of the survey. However, a small portion (2 percent) of women “didn’t know” whether or not Minnesota has a law requiring seat belt use by adults in the pre-program survey.

After the seatbelt program, 98 percent of both males and females were aware of the seatbelt law. The increase for females was statistically significant.

Exhibit IV-1d
Seat Belt Law Awareness by Gender
(To the best of your knowledge, does Minnesota have a law requiring seat belt use by adults?)

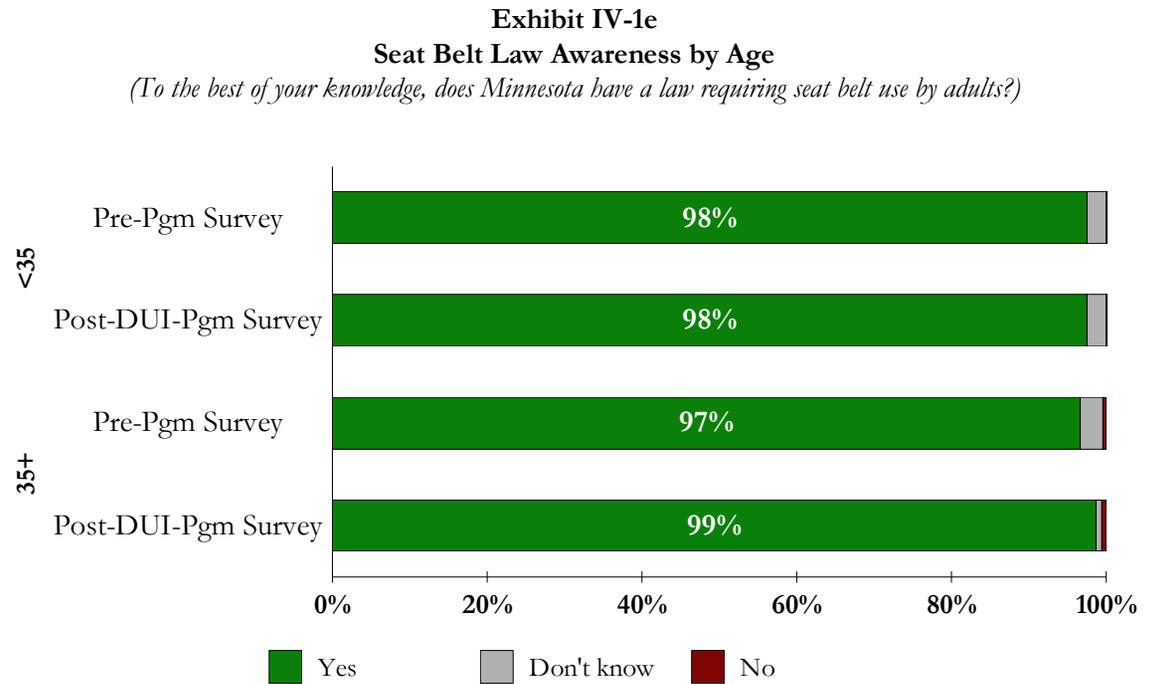


		Yes	No	Don't know
Male	Difference (%)	0%	1%	-1%
	Significance Lvl			
Female	Difference (%)	2%	0%	-2%
	Significance Lvl	95%		90%

AWARENESS OF MINNESOTA'S SEAT BELT LAW INCREASED SLIGHTLY FOR OLDER RESPONDENTS

In the pre-program survey, 98 percent of younger respondents and 97 percent of older respondents believed that Minnesota does have a seat belt law for adults.

Furthermore, this percentage increased by two percentage points for older respondents between the two iterations of the survey. The increase in seatbelt law awareness for older adults was statistically significant.



		Yes	No	Don't know
<35	Difference (%)	1%	0%	0%
	Significance Lvl			
35+	Difference (%)	2%	1%	-2%
	Significance Lvl	95%		95%

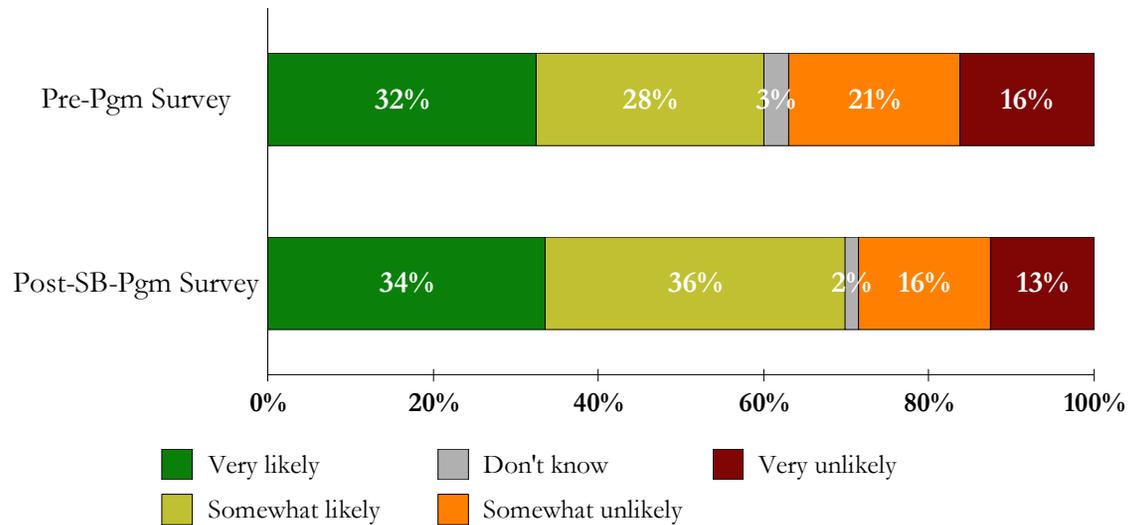
THE PERCEIVED LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT INCREASED AFTER THE SEAT BELT PROGRAM

Following the seat belt program, there was a statistically significant increase in the proportion of respondents who believed it “somewhat likely” they would receive a ticket for not wearing their seat belt at all over the next six months.

On the other hand, the proportion of respondents who believed it would be “somewhat unlikely”, “very unlikely”, or “didn’t know” decreased significantly between surveys.

There was also a slight increase in “very likely” responses, although this different was not statistically significant.

Exhibit IV-2a
Perceived Likelihood of Getting a Ticket
(Assume that you do not use your seat belt AT ALL while driving OVER THE NEXT SIX MONTHS. How likely do you think you will be to receive a ticket for not wearing a seat belt?)



	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Difference (%)	2%	8%	-5%	-3%	-1%
Significance Lvl		95%	95%	95%	90%

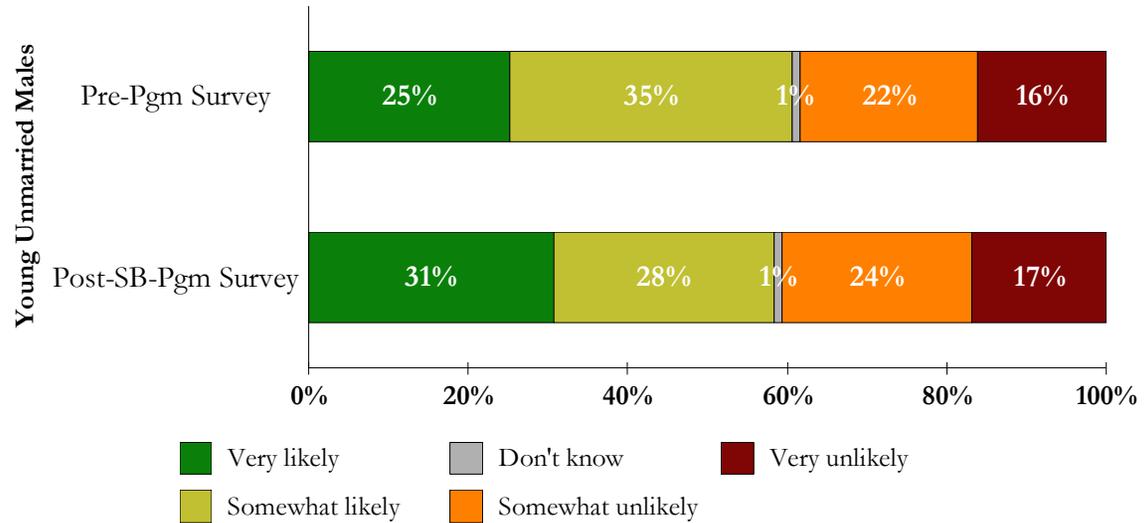
YOUNG UNMARRIED MALES' PERCEIVED THE LIKELIHOOD OF RECEIVING A TICKET INCREASED

During the post-SB-program survey, unmarried young males were more likely than before to feel it would be “very likely” that they would receive a ticket if they did not wear their seat belt at all for the next six months (an increase of 6 percentage points was observed).

A corresponding decrease in unmarried young males’ perceptions that it would be somewhat likely was also observed.

However, none of the above changes were significant from a statistical standpoint (most likely due to the smaller sample size for the young unmarried male category).

Exhibit IV-2b
Perceived Likelihood of Getting a Ticket: Young Unmarried Males
(Assume that you do not use your seat belt AT ALL while driving OVER THE NEXT SIX MONTHS. How likely do you think you will be to receive a ticket for not wearing a seat belt?)



	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Difference (%)	6%	-7%	2%	1%	0%
Significance Lvl					

URBAN DRIVERS' PERCEPTIONS OF RECEIVING A TICKET INCREASED AFTER THE SEAT BELT PROGRAM

After the seat belt campaign, urban drivers were significantly more likely to feel it would be “somewhat likely” that they would receive a ticket if they did not wear their seat belt at all for the next six months (a 12 percentage point increase). The proportion of “very likely” responses also increased, but not significantly.

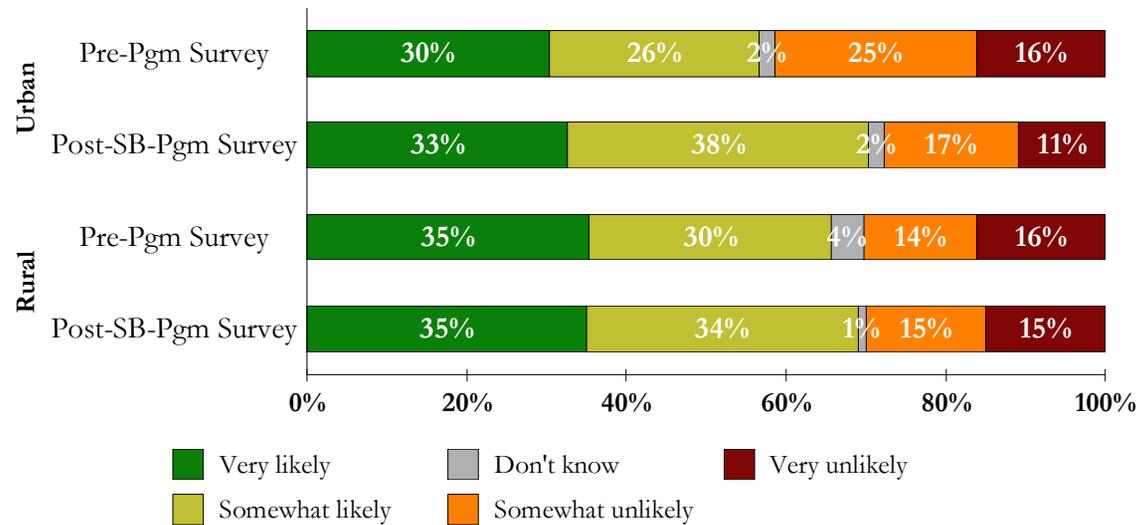
The proportion of rural drivers who believed they would be “somewhat likely” to receive a ticket also increased (4 percentage points); however this difference was not statistically significant.

It should be noted that in both the pre- and the post-SB surveys, rural drivers were more likely than urban drivers to feel it would be very likely that they would receive a ticket for not wearing a seat belt.

Exhibit IV-2c

Perceived Likelihood of Getting a Ticket by Area

(Assume that you do not use your seat belt AT ALL while driving OVER THE NEXT SIX MONTHS. How likely do you think you will be to receive a ticket for not wearing a seat belt?)



		Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Urban	Difference (%)	3%	12%	-8%	-5%	0%
	Significance Lvl		95%	95%	95%	
Rural	Difference (%)	0%	4%	1%	-1%	-3%
	Significance Lvl					95%

BOTH GENDER GROUPS SHOWED AN INCREASED PERCEPTION OF RECEIVING A TICKET AFTER THE PROGRAM

Results from both surveys confirmed that females were more likely than were males to believe that it was likely for them to receive a ticket for not wearing a seat belt while driving. In both surveys, females were notably more likely than males to feel they would be somewhat or very likely to receive a ticket.

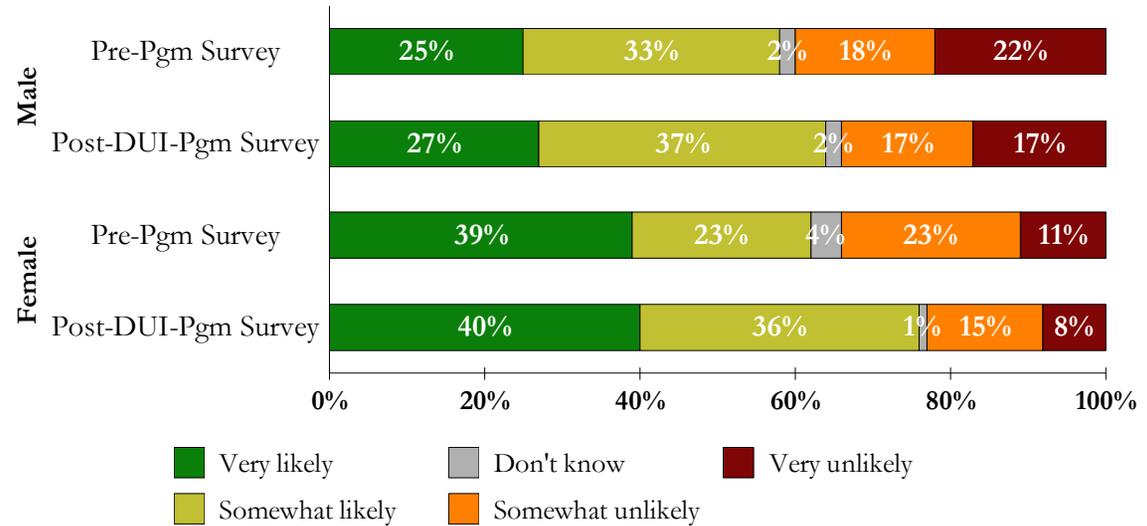
After the program, both males' and females' perceptions that it would be somewhat likely to receive a ticket increased (by 4 and 13 percentage points, respectively). However this increase was only statistically significant for females.

There was also a significant decrease for females (pre- versus post-campaign) in "somewhat unlikely" and "don't know" responses.

Exhibit IV-2d

Perceived Likelihood of Getting a Ticket by Gender

(Assume that you do not use your seat belt AT ALL while driving OVER THE NEXT SIX MONTHS. How likely do you think you will be to receive a ticket for not wearing a seat belt?)



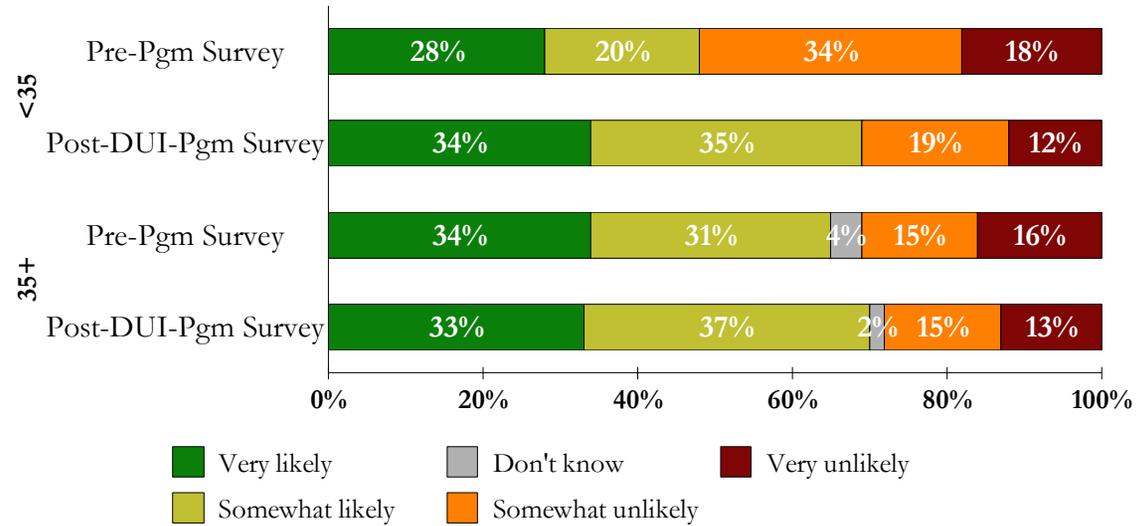
		Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Male	Difference (%)	2%	4%	-1%	-5%	0%
	Significance Lvl					
Female	Difference (%)	1%	13%	-8%	-3%	-3%
	Significance Lvl		95%	95%		90%

AFTER THE CAMPAIGN, BOTH OLDER AND YOUNGER DRIVERS WERE MORE LIKELY TO PERCEIVE A HIGH LIKELIHOOD OF RECEIVING A TICKET

Both older and younger drivers' perceived likelihood of receiving a ticket for not wearing a seat belt increased significantly after the campaign. After the campaign, a 6 percentage point increase was observed in older drivers, and a 15 percent increase for younger drivers in perceptions that it would be somewhat likely that they would receive a ticket.

Younger drivers also had significant decreases for "somewhat unlikely" and "very unlikely".

Exhibit IV-2e
Perceived Likelihood of Getting a Ticket by Age
(Assume that you do not use your seat belt AT ALL while driving OVER THE NEXT SIX MONTHS. How likely do you think you will be to receive a ticket for not wearing a seat belt?)



	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	
<35	Difference (%)	6%	15%	-15%	-6%	0%
	Significance Lvl		95%	95%	90%	
35+	Difference (%)	-1%	6%	0%	-3%	-2%
	Significance Lvl		90%			90%

UNDERSTANDING OF THE MINNESOTA SEAT BELT LAW DID NOT CHANGE SUBSTANTIALLY AFTER THE CAMPAIGN

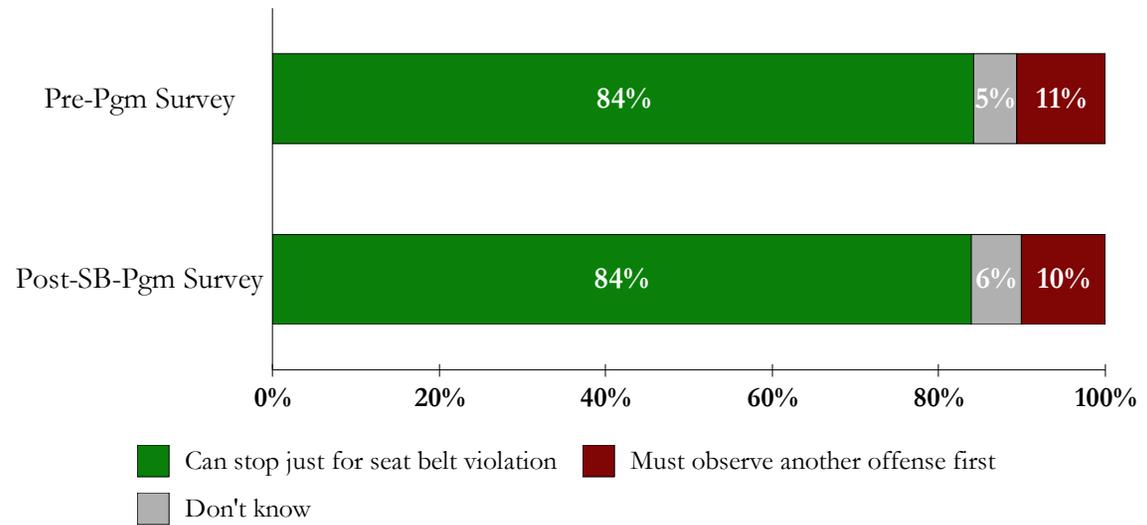
A strong majority of respondents believed that police can stop someone just for a seat belt violation in both iterations of the survey (84 percent for both surveys).

The percentage of respondents who believed another offense must be observed first decreased by 1, while “don’t know” responses increased by 1 percent.

These changes were not statistically significant.

Exhibit IV-3a Seat Belt Law Understanding

(According to Minnesota state law, can the police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?)



	Can stop just for seat belt violation	Must observe another offense first	Don't know
Difference (%)	0%	-1%	1%
Significance Lvl			

YOUNG UNMARRIED MALES' PERCEPTION OF THE LAW BECAME MORE ACCURATE AFTER THE CAMPAIGN

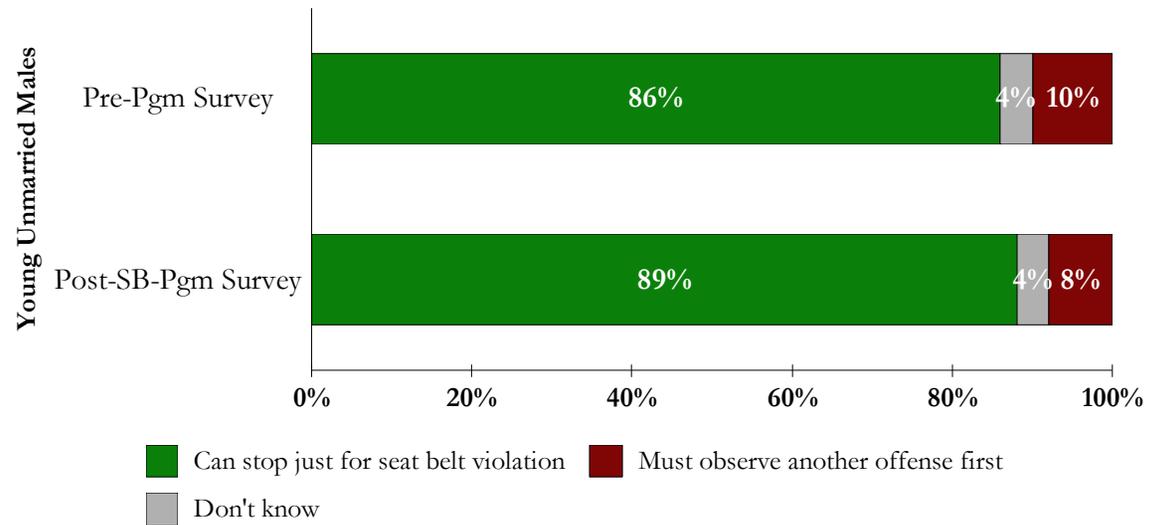
While knowledge of the law did not change between surveys for respondents overall (*Exhibit IV-3a*), young unmarried males showed a slight increase in correctly saying that the police can stop a vehicle for a seat belt violation alone.

Due to the somewhat smaller sample size, however, this change was not statistically significant.

Exhibit IV-3b

Seat Belt Law Understanding: Young Unmarried Males

(According to Minnesota state law, can the police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?)



	Can stop just for seat belt violation	Must observe another offense first	Don't know
Difference (%)	3%	-2%	0%
Significance Lvl			

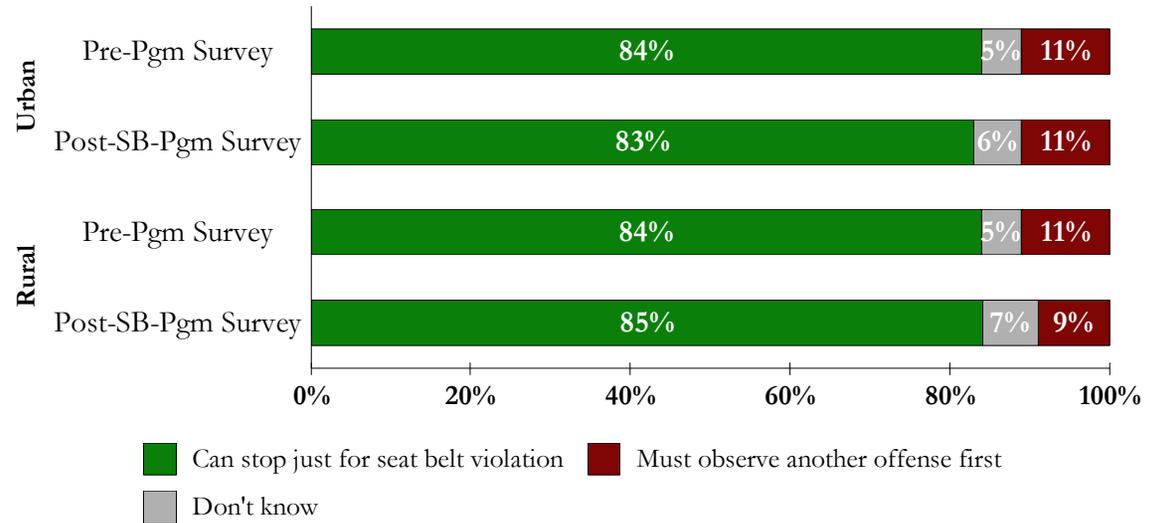
UNDERSTANDING OF THE LAW WAS LARGELY SIMILAR FOR URBAN AND RURAL DRIVERS

Urban and rural respondents were similar in their understanding of Minnesota’s seat belt law on both surveys. Belief that police can stop drivers for seat belt violations did not change substantially between surveys for either area category.

Rural respondents understanding of the law increased slightly (1 percentage point) between pre and post campaign surveys, while urban respondents decreased by 1 point.

Neither of these differences were statistically significant.

Exhibit IV-3c
Seat Belt Law Understanding by Area
(According to Minnesota state law, can the police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?)



		Can stop just for seat belt violation	Must observe another offense first	Don't know
Urban	Difference (%)	-1%	0%	1%
	Significance Lvl			
Rural	Difference (%)	1%	-2%	2%
	Significance Lvl			

MEN AND WOMEN DID NOT DIFFER IN THEIR UNDERSTANDING OF THE SEAT BELT LAW

In both the pre-program survey and the post-SB-program survey, a similar proportion of men and women believed that police can stop a vehicle just for a seat belt violation.

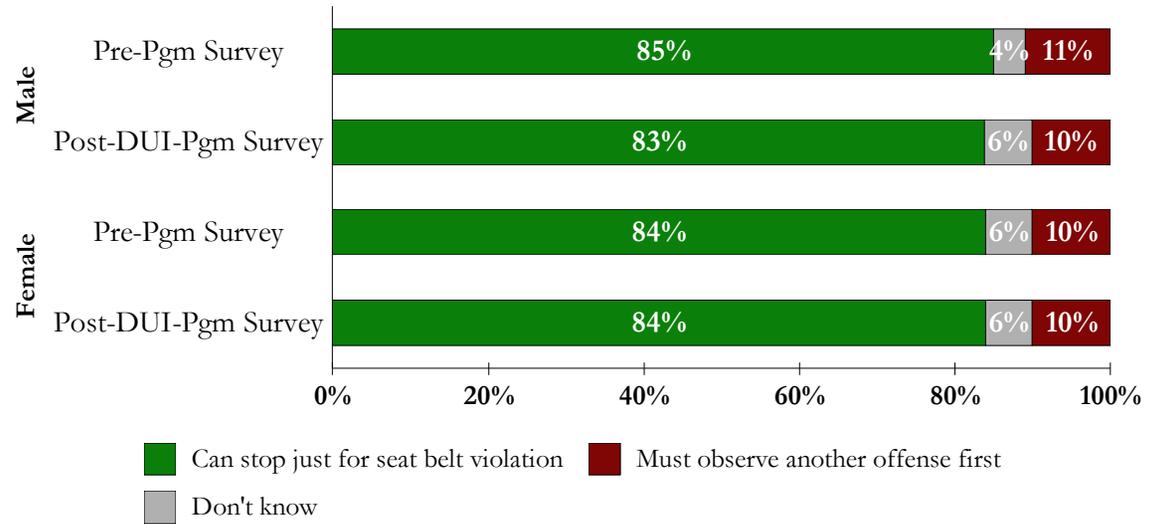
Accuracy decreased slightly between pre- and post-campaign surveys (85 and 83 percent, respectively), while females remained the same (84 percent for both pre and post).

The difference between surveys for males was not statistically significant.

Exhibit IV-3d

Seat Belt Law Understanding by Gender

(According to Minnesota state law, can the police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?)



		Can stop just for seat belt violation	Must observe another offense first	Don't know
Male	Difference (%)	-2%	-1%	2%
	Significance Lvl			
Female	Difference (%)	0%	0%	0%
	Significance Lvl			

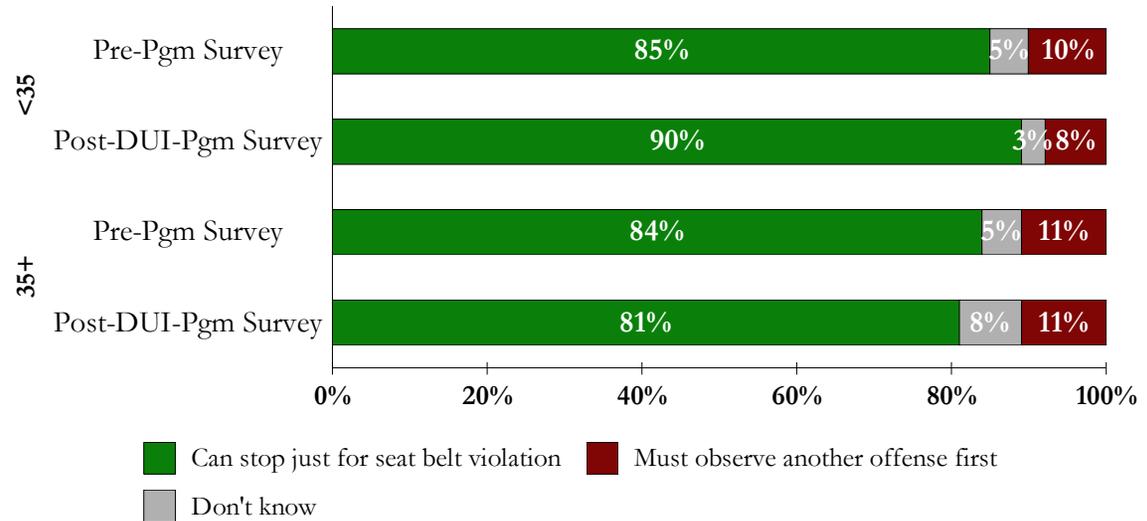
YOUNGER RESPONDENTS' UNDERSTANDING OF THE SEAT BELT LAW WAS HIGHER, AND INCREASED AFTER THE CAMPAIGN

Younger respondents' understanding of the seat belt law was slightly higher than that of older respondents on the pre campaign survey (85 percent versus 84), and was much higher on the post campaign survey (90 percent versus 81).

The accuracy of younger respondents' beliefs increased by 5 percentage points, while that of older respondents decreased by 3 percentage points.

Neither of these pre- post campaign differences were statistically significant.

Exhibit IV-3e
Seat Belt Law Understanding by Age
(According to Minnesota state law, can the police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?)



		Can stop just for seat belt violation	Must observe another offense first	Don't know
<35	Difference (%)	5%	-2%	-2%
	Significance Lvl			
35+	Difference (%)	-3%	0%	3%
	Significance Lvl			

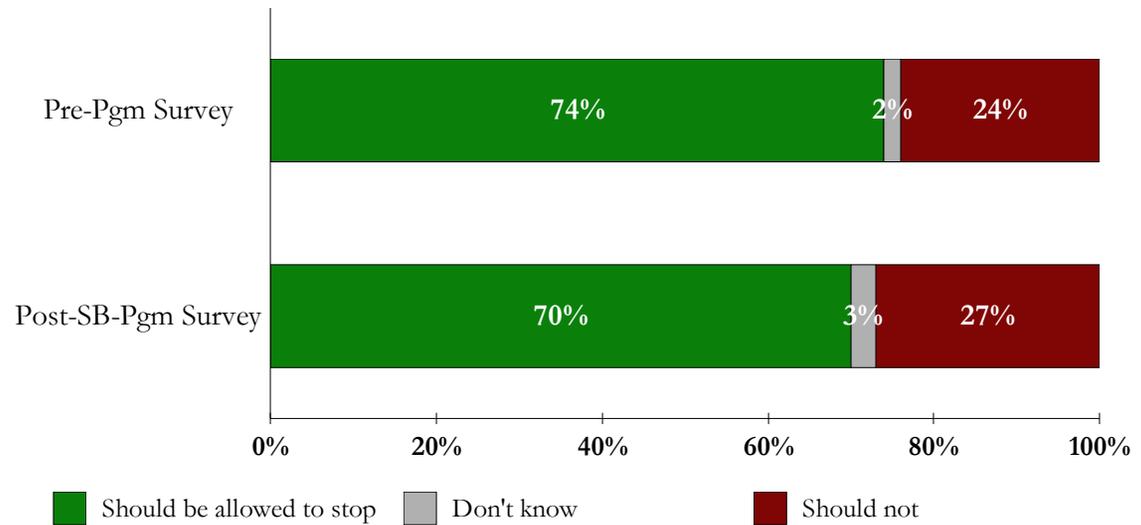
WHILE HIGH OVERALL, SUPPORT OF THE SEAT BELT LAW DECREASED SLIGHTLY BETWEEN SURVEYS

In the pre-program survey, nearly three out of four respondents thought that police should be allowed to stop a vehicle for a seat belt violation.

Post-campaign, this proportion decreased by 4 percentage points. This difference was statistically significant at the ninety percent level.

**Exhibit IV-4a
Opinion on Seat Belt Law**

(In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?)



	Should be allowed to stop	Should not	Don't know
Difference (%)	-4%	3%	1%
Significance Lvl	90%		

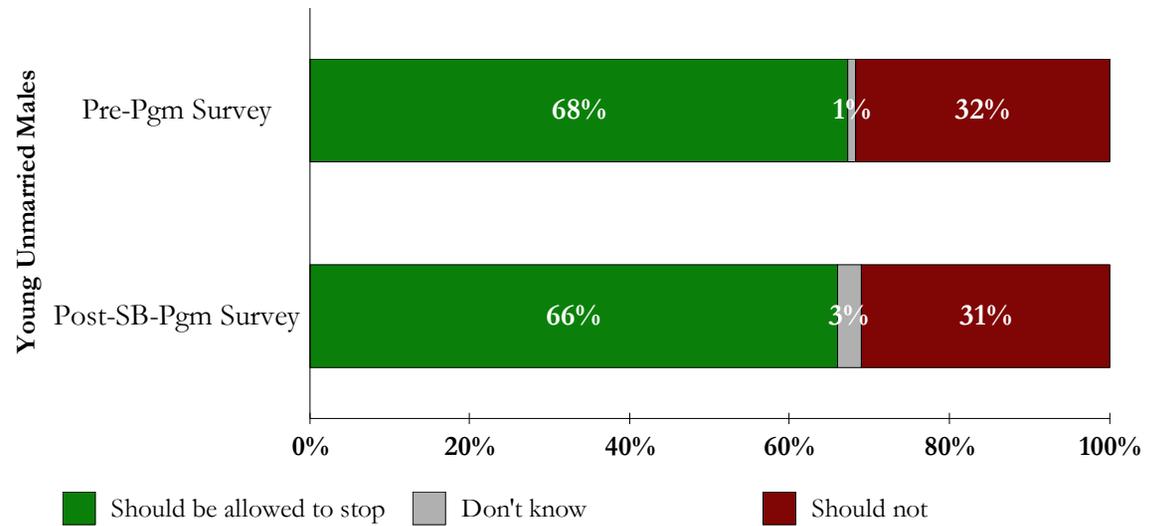
YOUNG UNMARRIED MALES ARE LESS LIKELY TO SUPPORT THE SEAT BELT LAW

Young unmarried males were less likely than the general population (*Exhibit IV-4a*) to support the seat belt law in both iterations of the survey.

Still, a majority of young unmarried males felt that police should be allowed to stop a vehicle for a seat belt violation in both the pre-survey (68 percent) and post-survey (66 percent).

While support of a seat belt law decreased slightly between surveys, the difference was not statistically significant.

Exhibit IV-4b
Opinion on Seat Belt Law: Young Unmarried Males
(In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?)



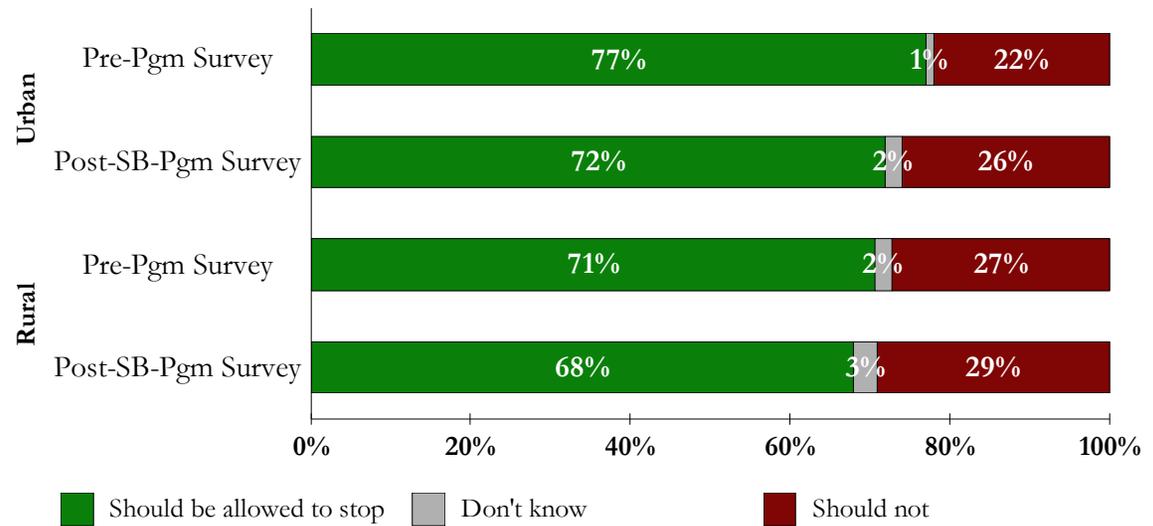
	Should be allowed to stop	Should not	Don't know
Difference (%)	-2%	-1%	2%
Significance Lvl			

**URBAN
RESPONDENTS ARE
SLIGHTLY MORE
LIKELY TO SUPPORT
THE SEAT BELT LAW
THAN RURAL
RESPONDENTS**

In both iterations of the survey, urban respondents were slightly more likely to believe that police should be allowed to stop a vehicle for a seat belt violation.

Among both groups, support for the law decreased slightly between the pre-program survey and the post-SB-program survey. The change was statistically significant for urban respondents (at the 90 percent level), but was not significant for rural respondents.

Exhibit IV-4c
Opinion on Seat Belt Law by Area
(In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?)



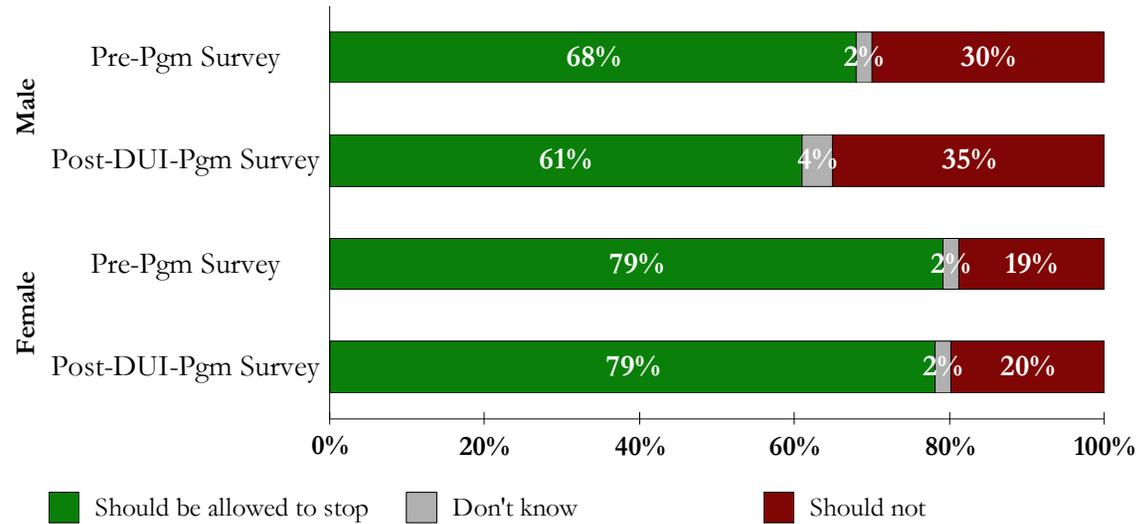
		Should be allowed to stop	Should not	Don't know
Urban	Difference (%)	-5%	4%	1%
	Significance Lvl	90%		
Rural	Difference (%)	-2%	2%	1%
	Significance Lvl			

WOMEN WERE MUCH MORE LIKELY TO SUPPORT THE SEAT BELT LAW THAN MEN

While a majority of both genders felt that police should be able to stop a vehicle for a seat belt violation, this support was much stronger among women. Across surveys, roughly two-thirds of men supported the law, but nearly four in five women supported the law.

While women’s support of the law remained constant between pre- and post-SB-program surveys, males’ support decreased by 7 percentage points. This change was statistically significant at the 90 percent level.

Exhibit IV-4d
Opinion on Seat Belt Law by Gender
(In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?)



		Should be allowed to stop	Should not	Don't know
Male	Difference (%)	-7%	5%	2%
	Significance Lvl	90%		90%
Female	Difference (%)	-1%	1%	0%
	Significance Lvl			

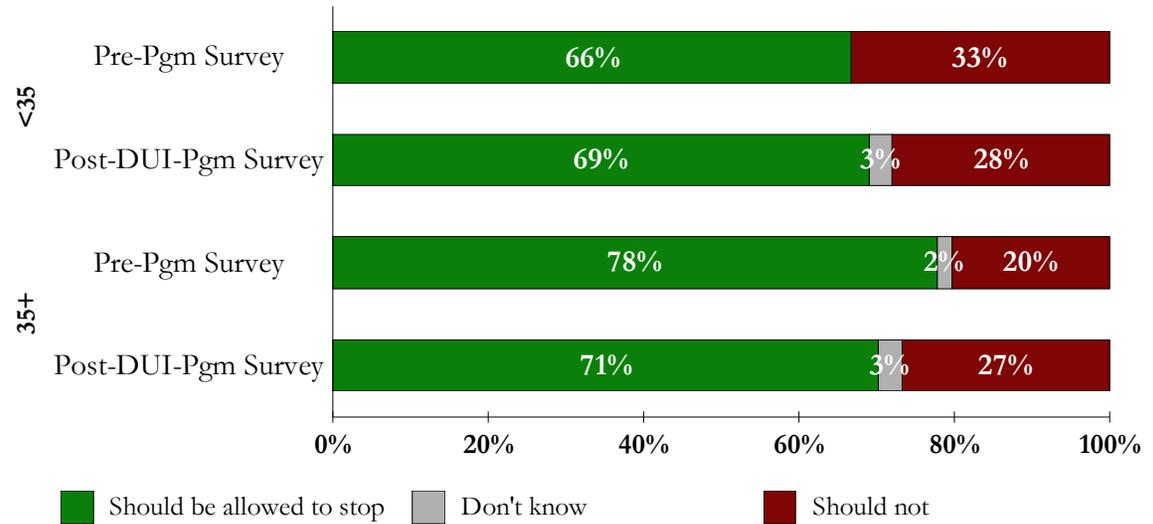
OLDER DRIVERS ARE MORE LIKELY TO SUPPORT THE SEAT BELT LAW IN BOTH SURVEYS

Support of the seat belt law was higher overall among older respondents. Older respondents stated that police should be allowed to stop vehicles for seat belt violations 78 percent of the time on the pre-program survey and 71 percent on the post-survey (versus only 66 percent and 69 percent for younger respondents).

However, older respondents' support of the law did decrease significantly between surveys.

Younger drivers actually showed an increase in support of the law from the pre- to post-program surveys, although this difference was not statistically significant.

Exhibit IV-4e
Opinion on Seat Belt Law by Age
(In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?)



		Should be allowed to stop	Should not	Don't know
<35	Difference (%)	3%	-5%	3%
	Significance Lvl			95%
35+	Difference (%)	-6%	7%	1%
	Significance Lvl	95%	95%	

PERCEPTIONS OF POLICE TICKET- WRITING FREQUENCY INCREASED DURING THE PROGRAM

For most of the seat belt use-related statements, there was very little change in agreement between pre- and post-program surveys.

However, respondents were significantly more likely to perceive police are writing more seat belt tickets.

There was also a significant decrease in agreement with the statement, “seat belts make me worry more about being in an accident.”

Notably, a large majority of respondents said that they would want to have a seat belt on if they were in an accident, and most believed that it was important that police enforce seat belt laws.

Exhibit IV-5a

Observations on Seat Belt Law Application

(Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements...)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Seat belts are just as likely to harm you as help you.	19%	17%	-2%	
If I was in an accident, I would want to have my seat belt on.	97%	98%	1%	
Police in my community generally will not bother to write tickets for seat belt violations.	31%	33%	2%	
It is important for police to enforce the seat belt laws.	86%	87%	1%	
Putting on a seat belt makes me worry more about being in an accident.	9%	6%	-3%	95%
Police in my community are writing more seat belt tickets now than they were a few months ago.	60%	66%	6%	95%

Note: The figures show combined measures for “strongly agree” and “somewhat agree” opinions.

MOST YOUNG UNMARRIED MALES WOULD WANT TO HAVE A SEAT BELT ON IN AN ACCIDENT

Overall, young unmarried males' agreement with all of the seat belt-related statements reflect that of the general population (*Exhibit IV-5a*). The vast majority reported that they would want to be wearing a seat belt in case of an accident, and agreed that enforcement of seat belt laws is important.

Like respondents overall, young males showed an increase in the perception that police are writing more seat belt tickets (7 percent difference). However, due to the small sample size, this change was not statistically significant.

There were very few changes in responses to any of the other statements.

Exhibit IV-5b

Observations on Seat Belt Law Application: Young Unmarried Males

(Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements...)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Seat belts are just as likely to harm you as help you.	22%	22%	0%	
If I was in an accident, I would want to have my seat belt on.	95%	96%	1%	
Police in my community generally will not bother to write tickets for seat belt violations.	31%	33%	2%	
It is important for police to enforce the seat belt laws.	83%	81%	-2%	
Putting on a seat belt makes me worry more about being in an accident.	10%	10%	0%	
Police in my community are writing more seat belt tickets now than they were a few months ago.	61%	68%	7%	

Note: The figures show combined measures for "strongly agree" and "somewhat agree" opinions.

ONLY URBAN RESPONDENTS BELIEVED THAT POLICE ARE WRITING MORE TICKETS AFTER THE PROGRAM

For urban respondents, there was a significant increase in the percentage who believed that police were writing more tickets now than they were a few months ago between the two surveys (9 percent). For rural respondents, on the other hand, there was no pre- to post-program change in this belief.

Urban respondents also increased in their agreement that it is important for police to enforce seat belt laws (4 percent higher after the program). Rural respondents actually showed a 4 percent decrease in agreement with this statement.

Rural drivers did, however, have a significant decrease in stating that seat belt use results in worry about being in an accident.



Exhibit IV-5c

Observations on Seat Belt Law Application by Area

(Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements...)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl	
Urban	Seat belts are just as likely to harm you as help you.	14%	11%	-3%	
	If I was in an accident, I would want to have my seat belt on.	98%	99%	1%	
	Police in my community generally will not bother to write tickets for seat belt violations.	33%	33%	0%	
	It is important for police to enforce the seat belt laws.	85%	89%	4%	90%
	Putting on a seat belt makes me worry more about being in an accident.	8%	6%	-2%	
	Police in my community are writing more seat belt tickets now than they were a few months ago.	56%	65%	9%	95%
Rural	Seat belts are just as likely to harm you as help you.	27%	24%	-3%	
	If I was in an accident, I would want to have my seat belt on.	95%	96%	1%	
	Police in my community generally will not bother to write tickets for seat belt violations.	28%	33%	5%	
	It is important for police to enforce the seat belt laws.	88%	84%	-4%	
	Putting on a seat belt makes me worry more about being in an accident.	9%	5%	-4%	95%
	Police in my community are writing more seat belt tickets now than they were a few months ago.	67%	67%	0%	

Note: The figures show combined measures for “strongly agree” and “somewhat agree” opinions.

**WOMEN ARE MORE
LIKELY TO
PERCIEVE AN
INCREASE IN
ENFORCEMENT OF
THE SEAT BELT LAW
POST-PROGRAM**

Between the two iterations of the survey, there was a nine percent increase in the percentage of women who agreed that police are writing more tickets for seat belt violations. This difference was statistically significant. Men, on the other hand, had only a one percent increase in agreement with this statement.

Also, among women there was a significant decrease in the percentage who felt that putting on a seat belt makes them worry more about being in an accident.

Notably, women were more likely than men to agree that it is important for the police to enforce seat belt laws on both the pre- and post-program surveys.

Exhibit IV-5d

Observations on Seat Belt Law Application by Gender

(Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements...)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl	
Male	Seat belts are just as likely to harm you as help you.	17%	16%	-1%	
	If I was in an accident, I would want to have my seat belt on.	97%	97%	0%	
	Police in my community generally will not bother to write tickets for seat belt violations.	32%	34%	2%	
	It is important for police to enforce the seat belt laws.	82%	83%	1%	
	Putting on a seat belt makes me worry more about being in an accident.	8%	5%	-3%	
	Police in my community are writing more seat belt tickets now than they were a few months ago.	61%	62%	1%	
Female	Seat belts are just as likely to harm you as help you.	21%	17%	-4%	
	If I was in an accident, I would want to have my seat belt on.	97%	98%	1%	
	Police in my community generally will not bother to write tickets for seat belt violations.	30%	33%	3%	
	It is important for police to enforce the seat belt laws.	90%	91%	1%	
	Putting on a seat belt makes me worry more about being in an accident.	9%	6%	-3%	90%
	Police in my community are writing more seat belt tickets now than they were a few months ago.	60%	69%	9%	95%

Note: The figures show combined measures for “strongly agree” and “somewhat agree” opinions.

OLDER DRIVERS' PERCEPTION OF SEAT BELT LAW ENFORCEMENT INCREASED AFTER THE PROGRAM

Older drivers showed a significant increase in the perception that police are writing more seat belt tickets (7 percent). While younger drivers also had a small increase in agreement with this statement (3 percent), the difference was not statistically significant.

Older and younger drivers differed in their agreement with some other seat belt statements. While younger drivers had a significant increase (6 percent) in feeling that they would want to be wearing a seat belt in an accident, older drivers actually had a significant (2 percent) decrease for this statement.

Also, on both survey iterations, younger drivers were more likely than older to believe that seat belts are just as likely to harm you as help you.

Exhibit IV-5e

Observations on Seat Belt Law Application by Age

(Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements...)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl	
<35	Seat belts are just as likely to harm you as help you.	23%	21%	-2%	
	If I was in an accident, I would want to have my seat belt on.	92%	98%	6%	95%
	Police in my community generally will not bother to write tickets for seat belt violations.	30%	35%	5%	
	It is important for police to enforce the seat belt laws.	84%	84%	0%	
	Putting on a seat belt makes me worry more about being in an accident.	11%	7%	-4%	
	Police in my community are writing more seat belt tickets now than they were a few months ago.	60%	63%	3%	
35+	Seat belts are just as likely to harm you as help you.	18%	15%	-3%	
	If I was in an accident, I would want to have my seat belt on.	99%	97%	-2%	95%
	Police in my community generally will not bother to write tickets for seat belt violations.	31%	33%	2%	
	It is important for police to enforce the seat belt laws.	87%	88%	1%	
	Putting on a seat belt makes me worry more about being in an accident.	8%	5%	-3%	90%
	Police in my community are writing more seat belt tickets now than they were a few months ago.	60%	67%	7%	95%

Note: The figures show combined measures for "strongly agree" and "somewhat agree" opinions.

SECTION 5: ENFORCEMENT AND CAMPAIGN AWARENESS

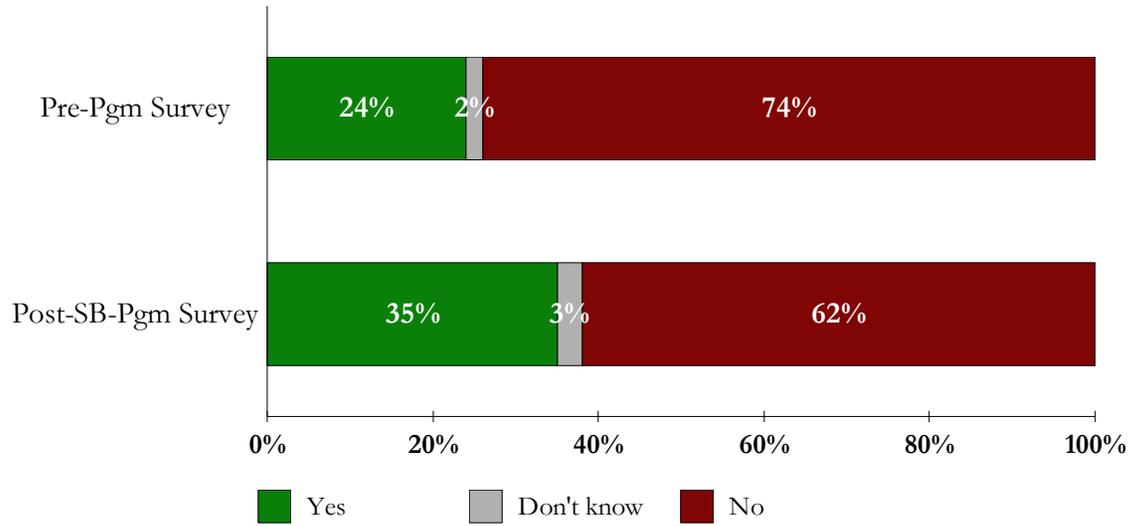
This section of the report examines the public's awareness of the recent high-visibility enforcement campaign.

AWARENESS OF RECENT SEAT BELT LAW ENFORCEMENT INCREASED SUBSTANTIALLY AFTER THE PROGRAM

During the post-SB-program survey, a considerably higher awareness level of seat belt enforcement efforts was observed; respondents were significantly more likely than before to notice special efforts by police to ticket drivers in their community for seat belt violations in the past 30 days.

In total, a statistically significant 11 percentage point increase was observed after the seat belt program.

Exhibit V-1a
Seat Belt Law Enforcement Awareness
(In the past 30 days, have you read, seen, or heard of any special effort by police to ticket drivers in your community for seat belt violations?)



	Yes	No	Don't know
Difference (%)	11%	-12%	1%
Significance Lvl	95%	95%	

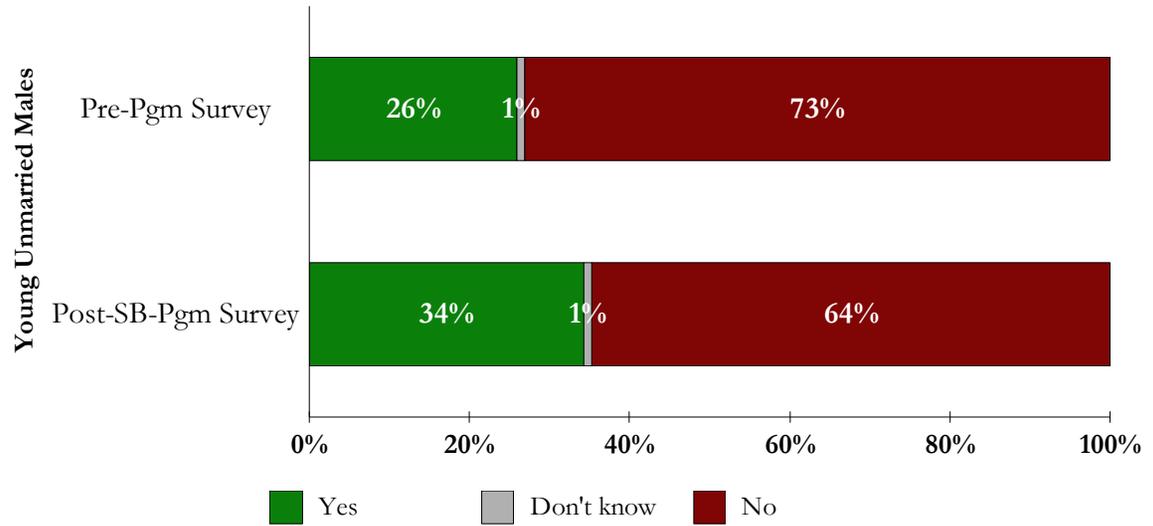
UNMARRIED YOUNG MALES' AWARENESS OF SEAT BELT ENFORCEMENT EFFORTS INCREASED SOMEWHAT

Young unmarried males reported greater awareness of seat belt law enforcement on the post-program survey.

The increase for this group was not as large as that for the general population (*Exhibit V-1a*), but still represents an increase of 8 percentage points.

Due to the smaller sample size for this population, the pre- post-survey difference was not statistically significant.

Exhibit V-1b
Seat Belt Law Enforcement Awareness: Young Unmarried Males
(In the past 30 days, have you read, seen, or heard of any special effort by police to ticket drivers in your community for seat belt violations?)



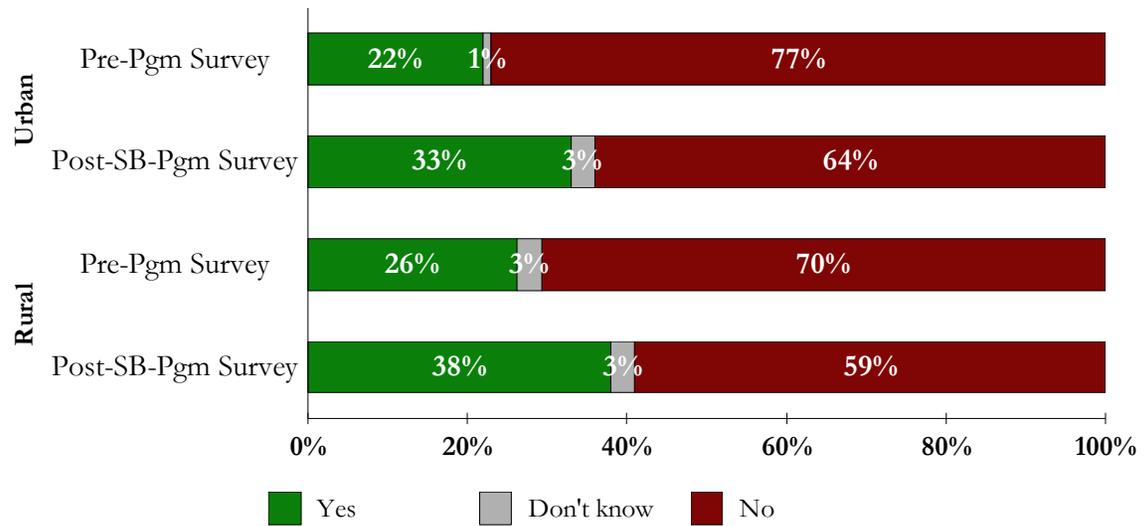
	Yes	No	Don't know
Difference (%)	8%	-9%	0%
Significance Lvl			

URBAN AND RURAL RESIDENTS WERE BOTH MUCH MORE LIKELY TO NOTICE ENFORCEMENT EFFORTS AFTER THE PROGRAM

After the seat belt program, a large and statistically significant increase was observed in the proportion of respondents, both in urban and rural areas, who reported being aware of seat belt law enforcement efforts in their community in the past 30 days.

Rural respondents were somewhat more likely than urban respondents to report observing such efforts in both the pre-program survey and the post-SB-program survey.

Exhibit V-1c
Seat Belt Law Enforcement Awareness by Area
(In the past 30 days, have you read, seen, or heard of any special effort by police to ticket drivers in your community for seat belt violations?)



		Yes	No	Don't know
Urban	Difference (%)	11%	-13%	2%
	Significance Lvl	95%	95%	
Rural	Difference (%)	12%	-11%	0%
	Significance Lvl	95%	95%	

SEAT BELT LAW ENFORCEMENT EFFORTS AWARENESS INCREASED GREATLY AMONG BOTH MALES AND FEMALES

Before the seat belt program, males were slightly more likely than females to notice the seat belt law enforcement efforts by the police in the past month.

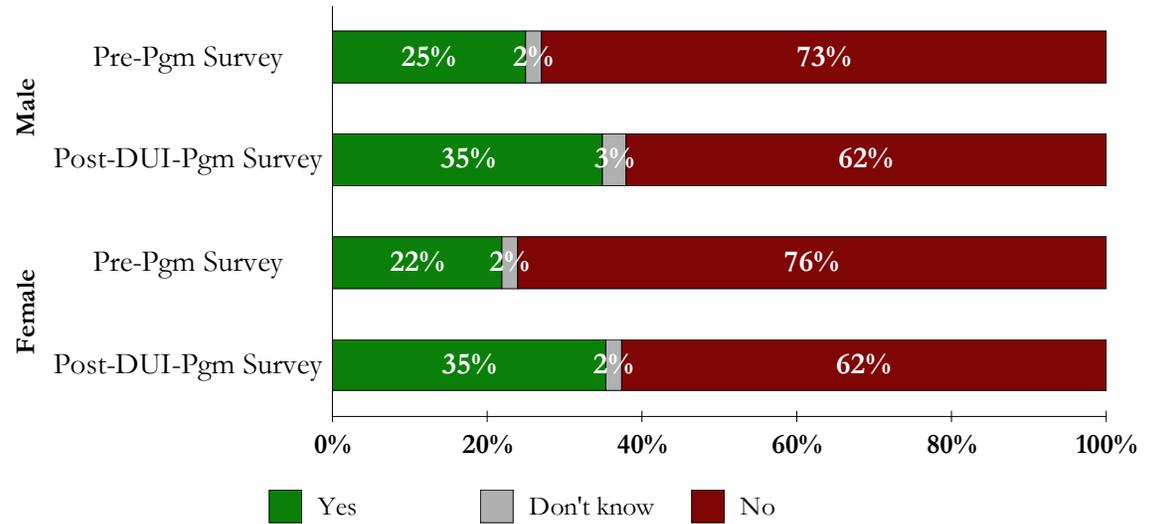
After the seat belt program, the level of awareness of seat belt law enforcement among both males and females increased greatly and with statistical significance.

Males and females did not differ in awareness on the post-program survey.

Exhibit V-1d

Seat Belt Law Enforcement Awareness by Gender

(In the past 30 days, have you read, seen, or heard of any special effort by police to ticket drivers in your community for seat belt violations?)



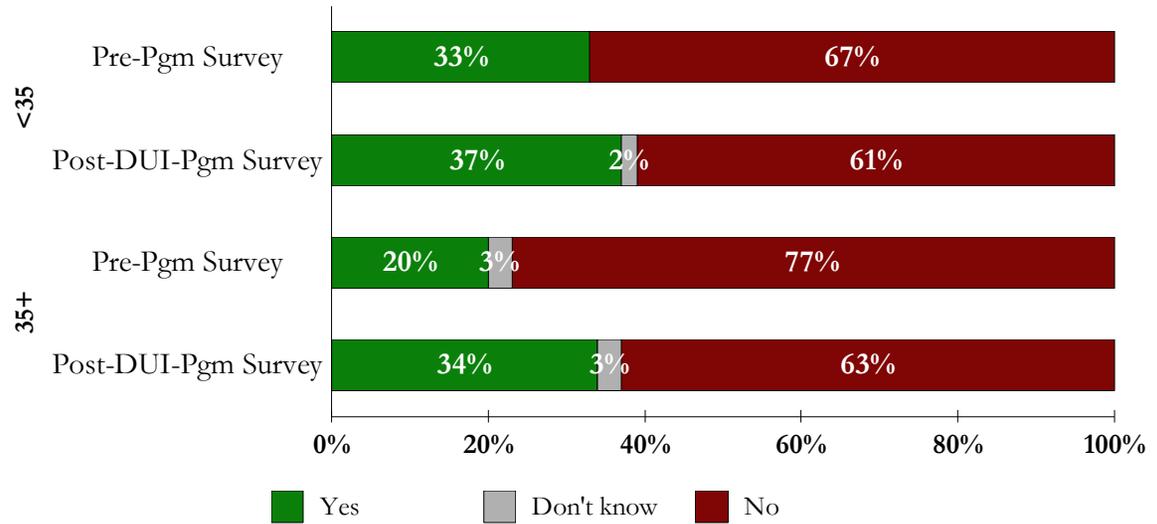
		Yes	No	Don't know
Male	Difference (%)	10%	-11%	1%
	Significance Lvl	95%	95%	
Female	Difference (%)	13%	-14%	0%
	Significance Lvl	95%	95%	

AWARENESS OF SEAT BELT LAW ENFORCEMENT INCREASED DRASTICALLY FOR OLDER RESPONDENTS AFTER THE PROGRAM

A higher proportion of both younger and older respondents observed enforcement efforts after the program than before the program. This was especially true for older respondents, with a pre-post-survey difference of 14 percentage points- a statistically significant increase.

Younger respondents were much more aware of enforcement efforts on the pre-program survey (33 percent for younger, versus only 20 percent for older). However, this age difference in awareness was much smaller on the post-survey.

Exhibit V-1e
Seat Belt Law Enforcement Awareness by Age
(In the past 30 days, have you read, seen, or heard of any special effort by police to ticket drivers in your community for seat belt violations?)



	Yes	No	Don't know	
<35	Difference (%)	4%	-6%	2%
	Significance Lvl			
35+	Difference (%)	14%	-14%	0%
	Significance Lvl	95%	95%	

**TV AND RADIO
WERE THE MOST
COMMON SOURCE
FOR SEAT BELT
ENFORCEMENT
EFFORTS
AWARENESS**

During both surveys, the highest proportion of respondents who were aware of the enforcement activities reported knowing about such activities from conventional media (TV and radio).

The proportion of respondents that cited each message source did not change significantly between the two surveys. However, there were some notable changes pre- to post-program.

Most notably, the proportion of respondents who cited “Billboards/ signs” decreased by 9 percent, while that for “personal observation/on the road” and “electronic road signs” increased by 5 percent each.

Exhibit V-2a
Source of Seat Belt Law Enforcement Awareness
(Where did you read, see, or hear that message?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
TV	31%	31%	0%	
Radio	24%	21%	-3%	
Friend/Relative	6%	9%	3%	
Newspaper	5%	8%	3%	
Personal observation/on the road	6%	11%	5%	
Billboard/signs	16%	7%	-9%	
Electronic Road Signs	4%	9%	5%	
I'm a police officer/judge	1%	0%	-1%	
Other	6%	3%	-3%	
Don't know	0%	0%	0%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

**YOUNG UNMARRIED
MALES ARE
SLIGHTLY LESS
LIKELY TO RECEIVE
MESSAGES FROM
TELEVISION**

Though TV and radio were still the most common sources of enforcement message awareness among young males, TV was cited by a slightly lower percentage of young unmarried males than those in the general population. Instead, young unmarried males tended to identify sources as friends/relatives and billboards/signs as a source of information.

Interestingly, young men showed an increase between surveys in receiving messages from “billboards/signs” (whereas there was a decrease in reporting of this source among the general population). Young men also had a large decrease (12 percent) in the proportion who listed newspapers as the source of seat belt enforcement messages.

However, no pre- to post-program differences were statistically significant.



Exhibit V-2b
Source of Seat Belt Law Enforcement Awareness: Young Unmarried Males
(Where did you read, see, or hear that message?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
TV	23%	27%	4%	
Radio	24%	17%	-7%	
Friend/Relative	9%	17%	8%	
Newspaper	15%	3%	-12%	
Personal observation/on the road	5%	8%	3%	
Billboard/signs	9%	17%	8%	
Electronic Road Signs	9%	6%	-3%	
I'm a police officer/judge	0%	1%	1%	
Other	0%	5%	5%	
Don't know	7%	0%	-7%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

BOTH URBAN AND RURAL DRIVERS SHOWED INCREASED AWARENESS OF ELECTRONIC ROAD SIGNS

Among both urban and rural drivers, there were shifts in the frequency of messages being observed before and after the survey.

Respondents in both urban and rural areas became much less likely (post-program) to observe such messages from TV, and became more likely to list electronic road signs. These pre- to post-program differences were statistically significant. In addition, urban respondents showed a significant increase in awareness for billboards/signs.

Interestingly, there was a large difference between urban and rural respondents in the proportion who listed TV as a source of messages on both survey iterations with urban more likely in both cases.

Exhibit V-2c
Source of Seat Belt Law Enforcement Awareness by Area
(Where did you read, see, or hear that message?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl	
Urban	TV	53%	35%	-18%	95%
	Radio	9%	10%	1%	
	Friend/Relative	11%	5%	-6%	
	Newspaper	6%	9%	3%	
	Personal observation/on the road	4%	3%	-1%	
	Billboard/signs	3%	14%	11%	95%
	Electronic Road Signs	4%	13%	9%	95%
	I'm a police officer/judge	0%	4%	4%	90%
	Other	9%	7%	-2%	
	Don't know	1%	0%	-1%	
Rural	TV	28%	18%	-10%	90%
	Radio	21%	22%	1%	
	Friend/Relative	10%	7%	-3%	
	Newspaper	23%	17%	-6%	
	Personal observation/on the road	6%	7%	1%	
	Billboard/signs	5%	11%	6%	
	Electronic Road Signs	3%	12%	9%	95%
	I'm a police officer/judge	0%	0%	0%	
	Other	5%	6%	1%	
	Don't know	0%	0%	0%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

MEN AND WOMEN DIFFER IN AWARENESS FOR SEVERAL SOURCES

For both men and women, TV was the most commonly cited source of seat belt enforcement messages, and both genders showed significant pre- to post-program decreases for this source.

However, gender differences did emerge for several other sources. Radio was cited much more frequently by males, although the proportion of men who listed radio decreased on the post- survey, while that for women actually increased significantly. Men and women also had opposite patterns of change for personal observation/on the road, as listing of this source increased by 6 percent for men, but decreased by 6 percent for women.

Both genders were significantly more likely to cite electronic road signs and billboards/signs on the post-program survey.

Exhibit V-2d
Source of Seat Belt Law Enforcement Awareness by Gender
(Where did you read, see, or hear that message?)

		Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Male	TV	45%	30%	-15%	95%
	Radio	22%	18%	-4%	
	Friend/Relative	6%	6%	0%	
	Newspaper	11%	10%	-1%	
	Personal observation/on the road	2%	8%	6%	90%
	Billboard/signs	4%	12%	8%	95%
	Electronic Road Signs	3%	11%	8%	95%
	I'm a police officer/judge	0%	0%	0%	
	Other	6%	5%	-1%	
	Don't know	1%	0%	-1%	
Female	TV	38%	25%	-13%	95%
	Radio	6%	13%	7%	90%
	Friend/Relative	15%	6%	-9%	95%
	Newspaper	16%	15%	-1%	
	Personal observation/on the road	8%	2%	-6%	95%
	Billboard/signs	3%	13%	10%	95%
	Electronic Road Signs	4%	14%	10%	95%
	I'm a police officer/judge	0%	5%	5%	95%
	Other	9%	8%	-1%	
	Don't know	0%	0%	0%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

**AWARENESS OF
OUTDOOR SIGNS
INCREASED
SUBSTANTIALLY
FOR BOTH
YOUNGER AND
OLDER DRIVERS**

While TV remained the most popular source of seat belt enforcement messages both pre- and post-program, the proportion of both younger and older drivers who listed this source decreased between surveys.

Instead, both age groups became significantly more likely to cite electronic road signs and billboards/signs.

Older respondents were more likely than younger to receive messages from radio on both the pre- and post-program surveys.

Exhibit V-2e
Source of Seat Belt Law Enforcement Awareness by Age
(Where did you read, see, or hear that message?)

		Post-SB-			
	Pre-Pgm Survey	Pgm Survey	Difference (%)	Sig Lvl	
	TV	48%	37%	-11%	
	Radio	10%	12%	2%	
	Friend/Relative	8%	4%	-4%	
	Newspaper	10%	4%	-6%	
<35	Personal observation/on the road	6%	3%	-3%	
	Billboard/signs	4%	10%	6%	90%
	Electronic Road Signs	1%	10%	9%	95%
	I'm a police officer/judge	0%	7%	7%	95%
	Other	12%	13%	1%	
	Don't know	0%	0%	0%	
		TV	37%	22%	-15%
	Radio	18%	18%	0%	
	Friend/Relative	12%	7%	-5%	
	Newspaper	17%	17%	0%	
35+	Personal observation/on the road	4%	5%	1%	
	Billboard/signs	3%	13%	10%	95%
	Electronic Road Signs	5%	14%	9%	95%
	I'm a police officer/judge	0%	0%	0%	
	Other	4%	3%	-1%	
	Don't know	1%	0%	-1%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

**RESPONDENTS
WERE MORE LIKELY
TO CITE HEARING
MESSAGES FROM
NEWS SOURCES
AFTER THE
PROGRAM**

Drivers were more likely to mention hearing messages from news stories or programs in the post-program survey and less likely to cite hearing messages from commercials, advertisements, or public service announcements.

However, these changes were not statistically significant.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

**Exhibit V-3a
TV/Radio Messages of Enforcement**

(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Commercial/Advertisement/Public Service Announcement	45%	41%	-4%	
News story/news program	46%	56%	10%	
Something else	2%	0%	-2%	
Don't know	8%	3%	-5%	

These numbers report proportional awareness among those who had seen/heard messages from television and/or radio. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

MOST YOUNG UNMARRIED MALES RECEIVE MESSAGES FROM COMMERCIALS

In both the pre-program survey and the post-program survey, young unmarried males were much more likely than the general population to hear messages from commercial advertisements and much less likely to hear messages from news programs (*Exhibit V-3a*).

Also in contrast to the general population, young males showed an increase in mentioning commercial advertisements between the pre- and post-program surveys. Correspondingly, they were less likely to cite news sources. However, the differences between survey iterations were not statistically significant.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

Exhibit V-3b

TV/Radio Messages of Enforcement: Young Unmarried Males

(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Commercial/Advertisement/Public Service Announcement	75%	86%	11%	
News story/news program	22%	14%	-8%	
Something else	0%	0%	0%	
Don't know	3%	0%	-3%	

These numbers report proportional awareness among those who had seen/heard messages from television and/or radio. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

**URBAN DRIVERS
BECAME MORE
AWARE OF
MESSAGES FROM
NEWS SOURCES
AFTER THE
PROGRAM**

While commercial advertisements were the most common source of enforcement messages among rural residents, urban residents were much more likely to cite news stories or programs.

This difference became even more pronounced on the post-program survey, as the proportion of urban drivers who listed news sources increased by 15 percent. This difference between survey iterations for urban drivers was significant at the 90 percent level.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

Exhibit V-3c

TV/Radio Messages of Enforcement by Area

(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

		Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Urban	Commercial/Advertisement/Public Service Announcement	40%	35%	-5%	
	News story/news program	48%	63%	15%	90%
	Something else	3%	0%	-3%	
	Don't know	9%	1%	-8%	90%
Rural	Commercial/Advertisement/Public Service Announcement	52%	50%	-2%	
	News story/news program	42%	45%	3%	
	Something else	0%	0%	0%	
	Don't know	6%	5%	-1%	

These numbers report proportional awareness among those who had seen/heard messages from television and/or radio. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

WOMEN ARE MUCH MORE LIKELY TO CITE HEARING MESSAGES FROM NEWS PROGRAMS AFTER THE PROGRAM

In the pre-program survey, women were slightly more likely than men to receive seat belt enforcement messages from commercial advertisements.

However, after the program, the pattern of responses reversed. While women showed a very large (31 percent) increase in listing news sources, men became much more likely to cite commercial advertisements (15 percent increase). Correspondingly, women became less likely to list commercial sources.

These pre- to post-program differences were statistically significant.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.



**Exhibit V-3d
TV/Radio Messages of Enforcement by Gender**

(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

		Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl
Male	Commercial/Advertisement/Public Service Announcement	41%	56%	15%	90%
	News story/news program	49%	42%	-7%	
	Something else	0%	0%	0%	
	Don't know	9%	1%	-8%	90%
Female	Commercial/Advertisement/Public Service Announcement	50%	25%	-25%	95%
	News story/news program	40%	71%	31%	95%
	Something else	5%	0%	-5%	90%
	Don't know	5%	5%	0%	

These numbers report proportional awareness among those who had seen/heard messages from television and/or radio. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

AFTER THE PROGRAM, YOUNGER RESPONDENTS WERE MORE LIKELY TO RECEIVE MESSAGES FROM NEWS SOURCES

Comparing pre- and post-program surveys, there was a reversal in the pattern of younger and older respondents' message sources.

In the pre-program survey, younger respondents were much more likely to recall messages from commercial advertisements. After the program, however, younger respondents showed a significant (21 percent) decrease in this source, and an even larger (32 percent) increase in citing news sources. Older respondents showed the opposite pattern, although the differences were not significant.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.



Exhibit V-3e

TV/Radio Messages of Enforcement by Age

(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl	
<35	Commercial/Advertisement/Public Service Announcement	66%	45%	-21%	95%
	News story/news program	23%	55%	32%	95%
	Something else	0%	0%	0%	
	Don't know	12%	0%	-12%	95%
35+	Commercial/Advertisement/Public Service Announcement	28%	39%	11%	
	News story/news program	64%	56%	-8%	
	Something else	3%	0%	-3%	
	Don't know	4%	5%	1%	

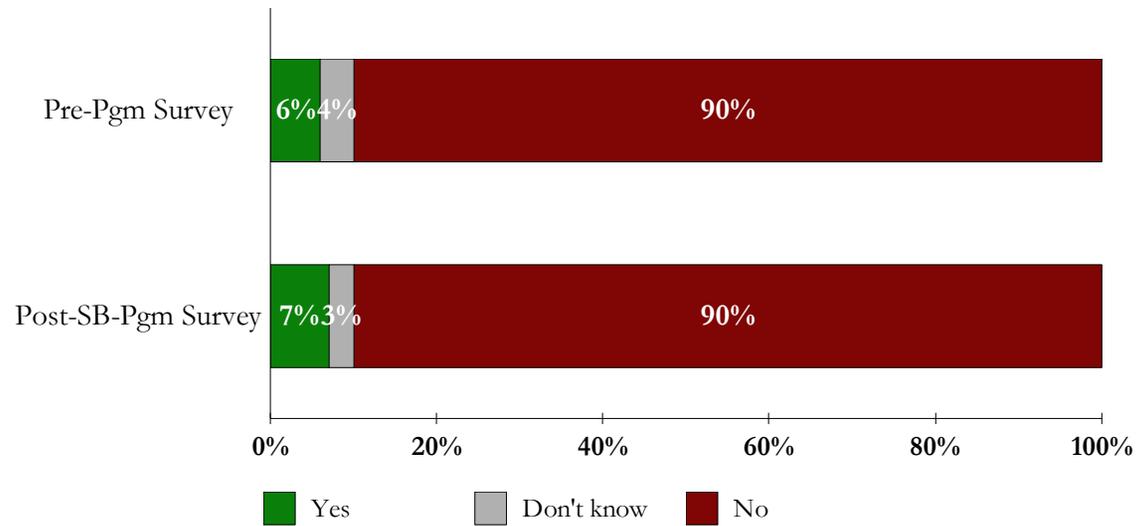
These numbers report proportional awareness among those who had seen/heard messages from television and/or radio. Since awareness increased dramatically, a source could register an absolute increase in awareness even as its proportional awareness declines.

AWARENESS OF NIGHTTIME SEAT BELT EFFORTS DID NOT CHANGE MARKEDLY BETWEEN SURVEYS

A large majority of respondents did not recall any seat belt law enforcement activities at night by police in the past month.

There was a small increase in the number of respondents who did report awareness of night time seat belt enforcement (from 6 percent to 7 percent). However this difference was not statistically significant.

Exhibit V-4a
Nighttime Seat Belt Law Enforcement Awareness
(In the past 30 days, have you seen or heard of anything about police in your community working at night to enforce the seat belt law?)



	Yes	No	Don't know
Difference (%)	1%	0%	-1%
Significance Lvl			

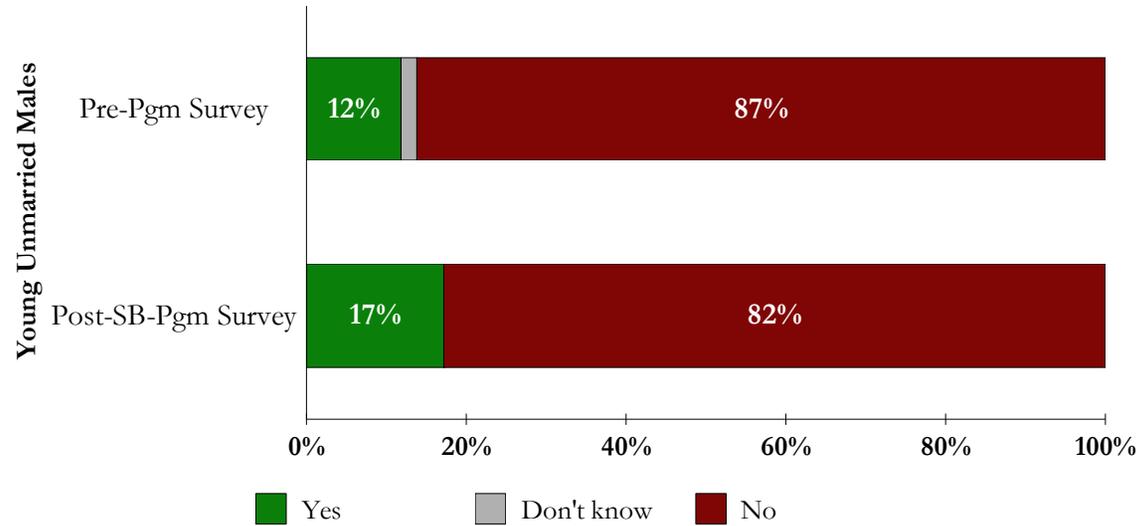
AWARENESS OF NIGHTTIME ENFORCEMENT EFFORTS INCREASED SOMEWHAT FOR YOUNG UNMARRIED MALES

After the program an increase of five percentage points was observed in the proportion of unmarried young males who reported being aware of nighttime seat belt enforcement.

While this difference is small, it should be noted that this group showed a much larger increase in “yes” responses than did the general population (*Exhibit V-4a*).

Due to the relatively small sample size, these changes were not statistically significant.

Exhibit V-4b
Nighttime Seat Belt Law Enforcement Awareness: Young Unmarried Males
(In the past 30 days, have you seen or heard of anything about police in your community working at night to enforce the seat belt law?)



	Yes	No	Don't know
Difference (%)	5%	-5%	-2%
Significance Lvl			

RURAL RESIDENTS WERE MORE LIKELY TO BE AWARE OF NIGHTTIME ENFORCEMENT EFFORTS

On both the pre- and post-program surveys, rural residents were somewhat more likely to report having seen or heard of nighttime seat belt enforcement.

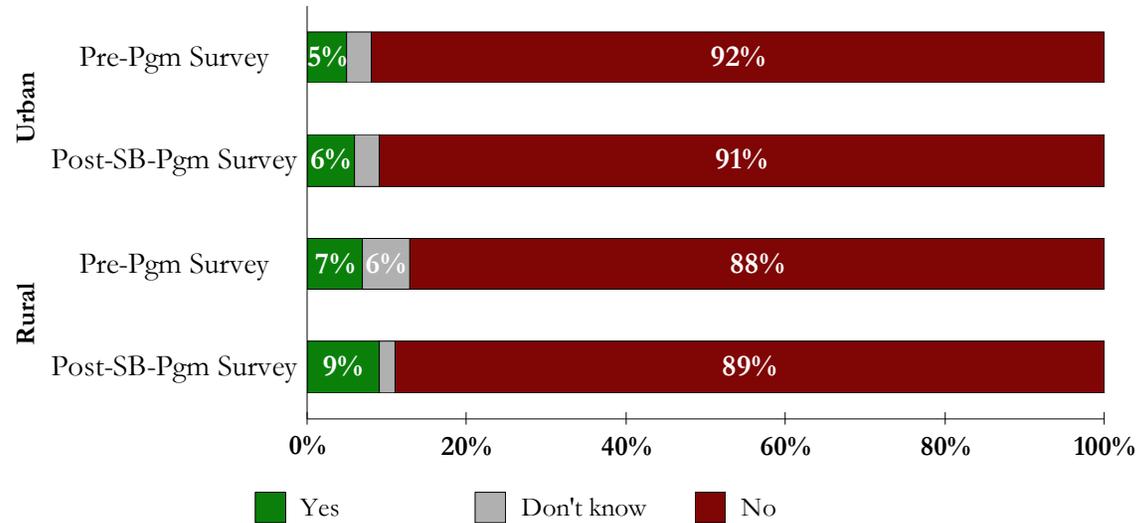
After the seat belt program, both urban and rural respondents showed increases in nighttime enforcement activity awareness; however this increase was larger for rural residents.

The increase in awareness was not statistically significant for either rural or urban; however there was a significant decrease in the proportion of rural respondents who answered “don’t know”.

Exhibit V-4c

Nighttime Seat Belt Law Enforcement Awareness by Area

(In the past 30 days, have you seen or heard of anything about police in your community working at night to enforce the seat belt law?)



		Yes	No	Don't know
Urban	Difference (%)	1%	-1%	0%
	Significance Lvl			
Rural	Difference (%)	2%	1%	-4%
	Significance Lvl			95%

AWARENESS OF NIGHTTIME ENFORCEMENT EFFORTS WAS GREATER AMONG MALES

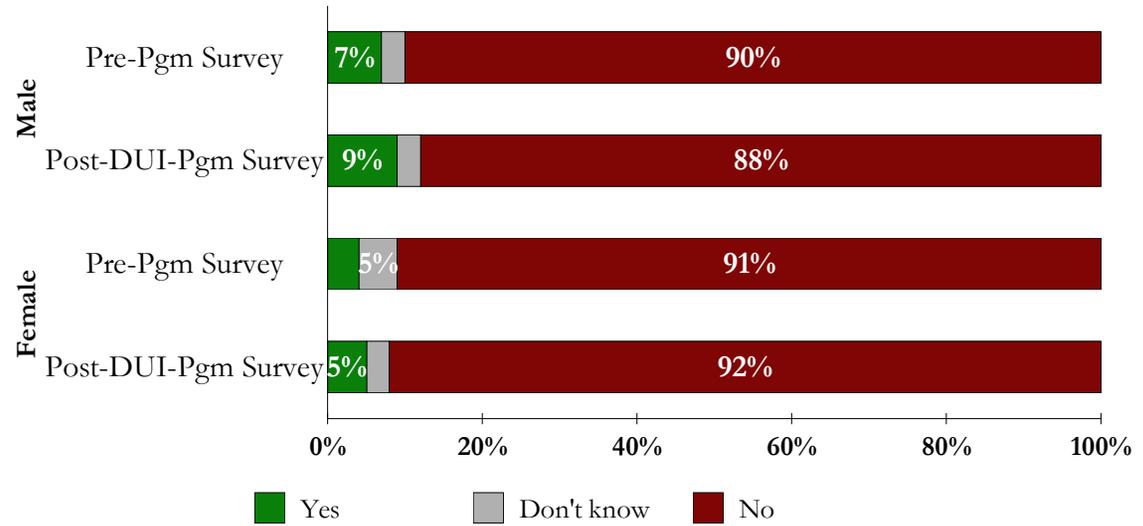
Males reported greater awareness of nighttime seat belt enforcement efforts than did females on both the pre- and post-program surveys.

Comparing pre- and post-program surveys, males also showed a slightly larger increase in awareness (2 percent) than did females (1 percent). However, neither of these changes was statistically significant.

Exhibit V-4d

Nighttime Seat Belt Law Enforcement Awareness by Gender

(In the past 30 days, have you seen or heard of anything about police in your community working at night to enforce the seat belt law?)



		Yes	No	Don't know
Male	Difference (%)	2%	-2%	0%
	Significance Lvl			
Female	Difference (%)	1%	1%	-2%
	Significance Lvl			

**YOUNGER ADULTS
WERE MORE LIKELY
TO NOTICE
NIGHTTIME
ENFORCEMENT
EFFORTS AFTER THE
SEAT BELT
PROGRAM**

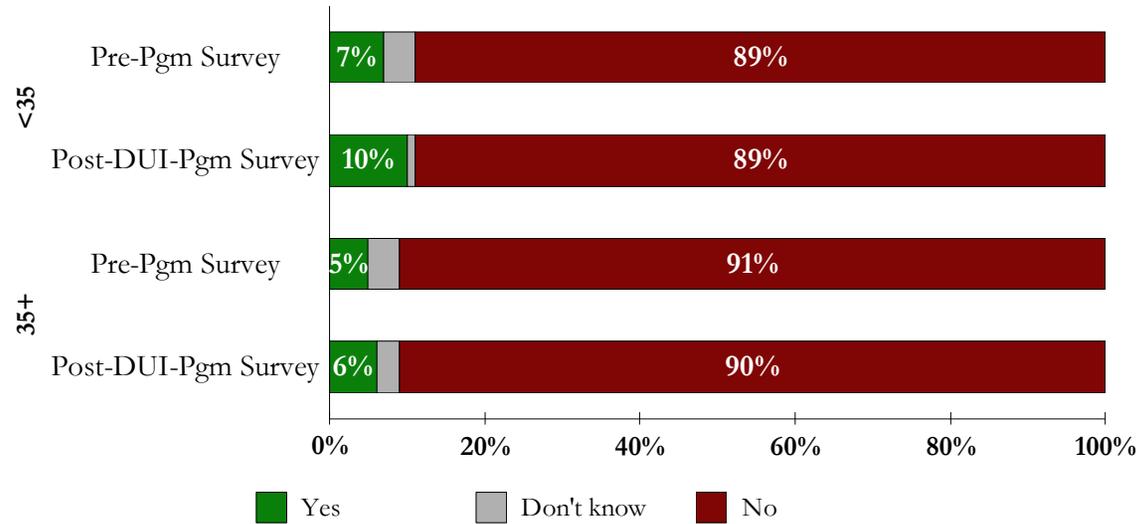
In both surveys, younger respondents were more likely than older respondents to report knowing about the nighttime efforts by police in the past month to enforce the seat belt law.

Reported awareness increased for both age groups between the pre- and post-seat belt program surveys; however this change was larger for younger respondents (3 percent) versus older (1 percent).

The difference in seat belt awareness (pre- to post-program) was not statistically significant for either age group.



Exhibit V-4e
Nighttime Seat Belt Law Enforcement Awareness by Age
(In the past 30 days, have you seen or heard of anything about police in your community working at night to enforce the seat belt law?)



	Yes	No	Don't know	
<35	Difference (%)	3%	0%	-3%
	Significance Lvl			90%
35+	Difference (%)	1%	-1%	-1%
	Significance Lvl			

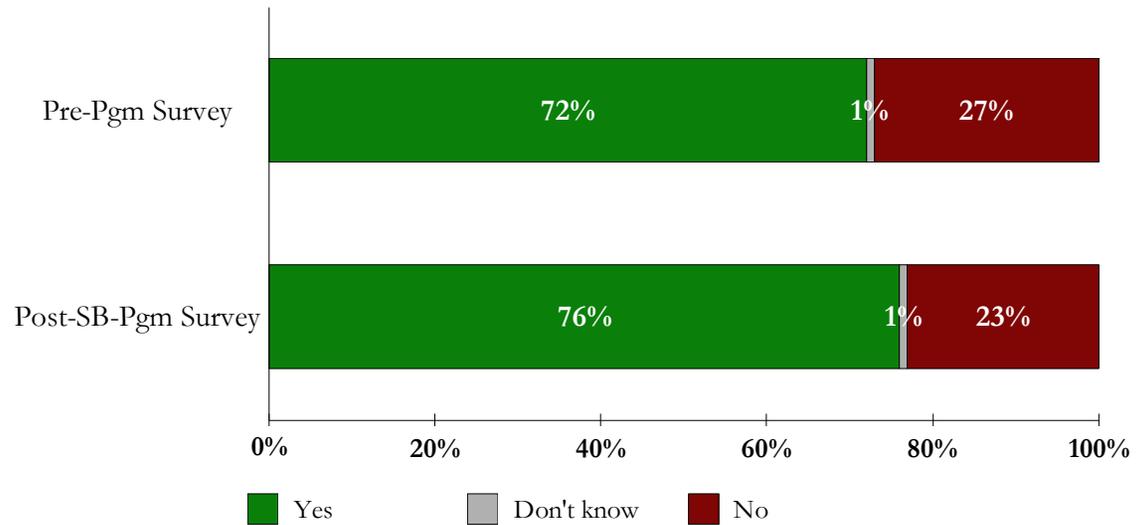
RESPONDENTS WERE MORE LIKELY TO HAVE HEARD OR SEEN A SEAT BELT CAMPAIGN AFTER THE PROGRAM

After the program, seat belt campaign awareness increased by 4 percentage points, from 72 percent to 76 percent. This was a statistically significant increase at the 90 percent level.

Accordingly, a decrease of a similar magnitude was observed in the proportion of respondents who have not seen or heard any such messages.

**Exhibit V-5a
Seat Belt Campaign Awareness**

(In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts?)



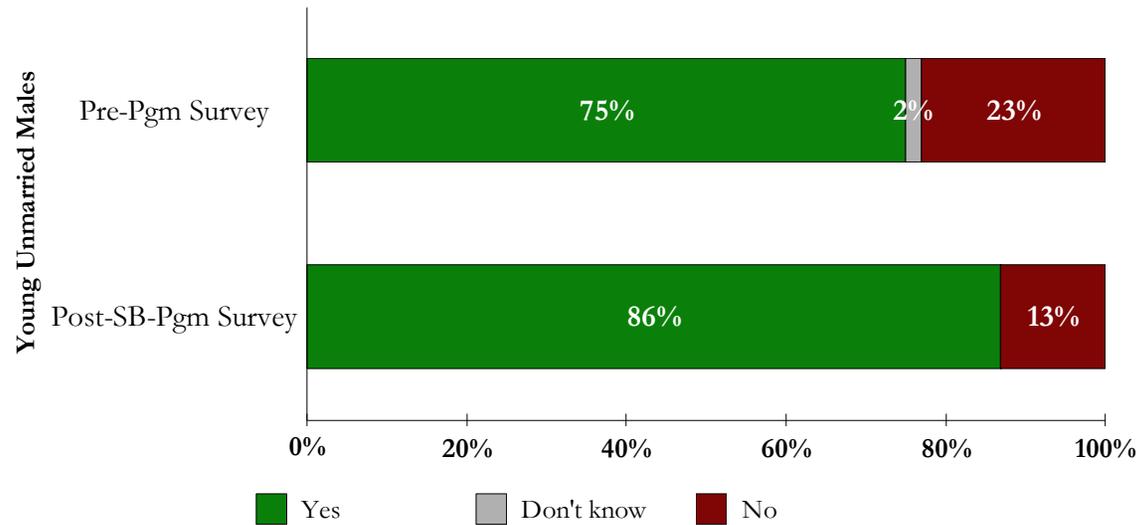
	Yes	No	Don't know
Difference (%)	4%	-4%	0%
Significance Lvl	90%	90%	

SEAT BELT CAMPAIGN AWARENESS AMONG UNMARRIED YOUNG MALES INCREASED AFTER THE PROGRAM

Both before and after the program, unmarried young males were more likely than were overall respondents (*Exhibit V-5a*) to report having seen or heard the seat belt messages.

Notably, this group also showed a larger increase in awareness (from pre- to post-program surveys) than did the general population. The proportion of young unmarried males who reported seeing or hearing campaign messages increased by 11 percent, versus only 4 percent for all respondents. This difference was statistically significant at the 90 percent level.

Exhibit V-5b
Seat Belt Campaign Awareness: Young Unmarried Males
(In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts?)



	Yes	No	Don't know
Difference (%)	11%	-10%	-2%
Significance Lvl	90%		

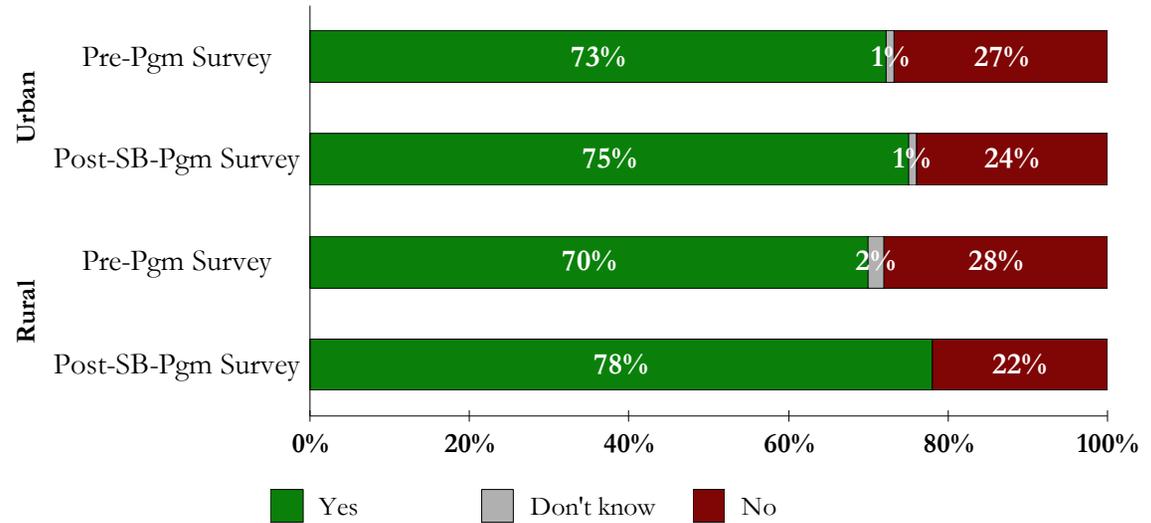
RURAL RESIDENTS HAD A LARGER INCREASE IN SEAT BELT CAMPAIGN AWARENESS AFTER THE PROGRAM

Both urban and rural respondents indicated increases in the level of awareness.

However, the increase was substantially larger for rural residents (8 percent, versus only 2 percent for urban).

This difference was only statistically significant for rural residents.

Exhibit V-5c
Seat Belt Campaign Awareness by Area
(In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts?)



		Yes	No	Don't know
Urban	Difference (%)	2%	-3%	0%
	Significance Lvl			
Rural	Difference (%)	8%	-6%	-2%
	Significance Lvl	95%	90%	90%

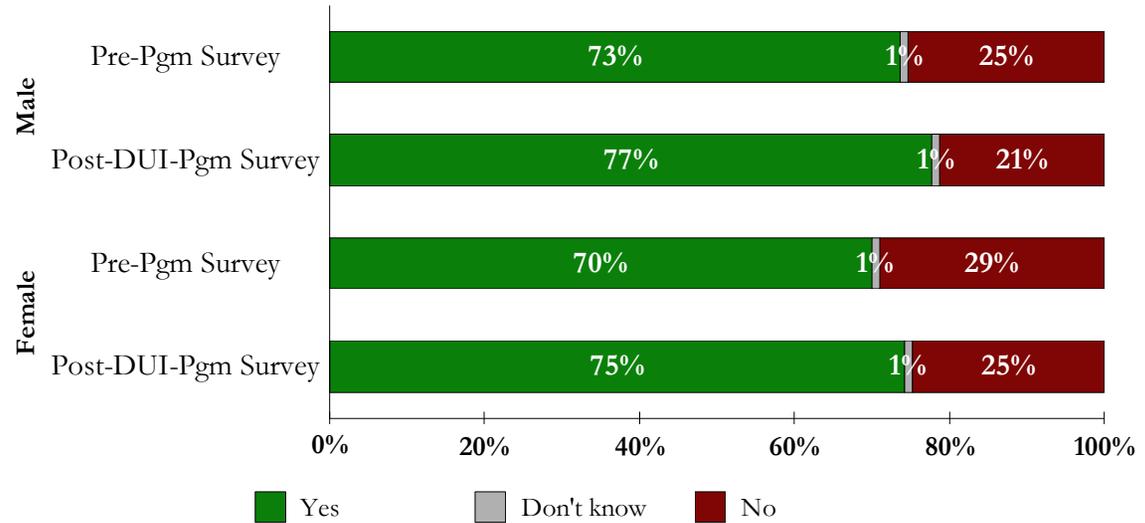
THE LEVEL OF AWARENESS INCREASED AMONG BOTH MALES AND FEMALES AFTER THE CAMPAIGN

Males and females reported similar rates of seat belt campaign awareness on both the pre- and post- program surveys.

Genders also had roughly similar increases in awareness between pre- and post- surveys (4 percent for males, 5 percent for females).

The change in awareness was not statistically significant for either gender.

Exhibit V-5d
Seat Belt Campaign Awareness by Gender
(In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts?)



		Yes	No	Don't know
Male	Difference (%)	4%	-4%	0%
	Significance Lvl			
Female	Difference (%)	5%	-4%	0%
	Significance Lvl			

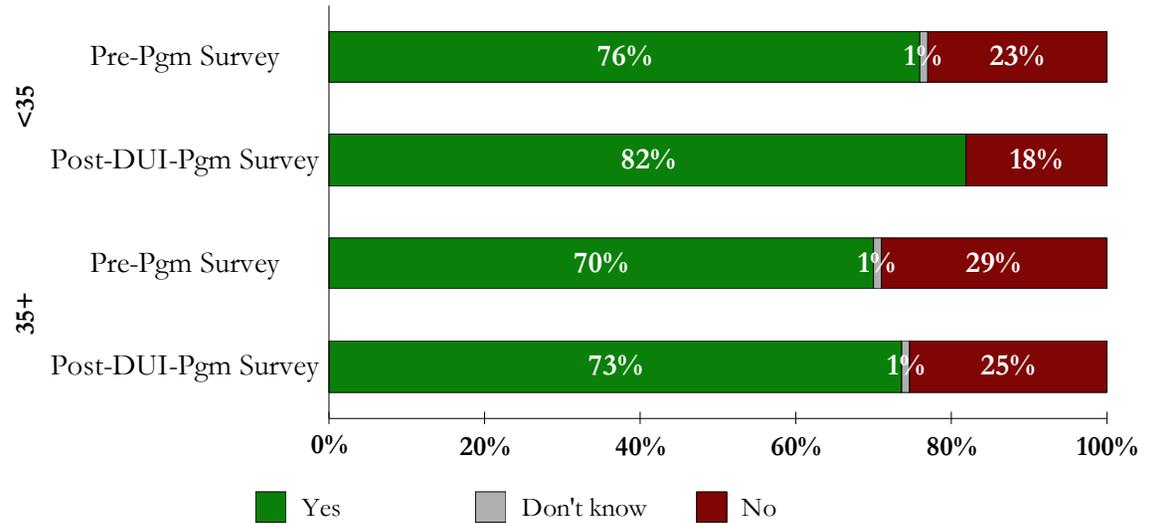
YOUNGER RESEPCONDENTS REPORTED GREATER AWARENESS OF SEAT BELT CAMPAIGN AWARENESS

On both the pre- and post-program surveys, awareness of the seat belt campaign was higher among younger respondents.

Younger respondents also showed a larger increase in awareness (6 percent) than did older respondents (3 percent).

However, these increases were not statistically significant for either age group.

Exhibit V-5a
Seat Belt Campaign Awareness by Age
(In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts?)



	Yes	No	Don't know	
<35	Difference (%)	6%	-5%	-1%
	Significance Lvl			
35+	Difference (%)	3%	-4%	0%
	Significance Lvl			

**TV, RADIO, AND
BILLBOARD/SIGNS
WERE THE MOST
COMMON SOURCE
OF CAMPAIGN
MESSAGES**

Among respondents who were aware of the seat belt campaign, television was cited most frequently as the source of those messages, followed by billboard/signs and radio.

This was the case for both surveys, however there were some changes pre- to post-program in the source of messages. In the post-program survey, respondents were significantly more likely to know about the seat belt campaign from radio and electronic signs.

While TV and billboards were still among the most frequently mentioned options, each of these were cited significantly less often on the post-program survey.

Exhibit V-6a
Source of Seat Belt Campaign Awareness
(Where did you read, see, or hear these messages?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
TV	41%	36%	-5%	90%
Radio	17%	22%	5%	95%
Friend/Relative	2%	0%	-2%	95%
Newspaper	4%	3%	-1%	
Personal observation/on the road	1%	1%	0%	
Billboard/signs	25%	20%	-5%	90%
Electronic Road Signs	6%	15%	9%	95%
I'm a police officer/judge	0%	0%	0%	
Other	3%	2%	-1%	90%
Don't know	0%	0%	0%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines.

**YOUNG UNMARRIED
MALES' SOURCE OF
MESSAGES DID NOT
CHANGE
SIGNIFICANTLY
BETWEEN SURVEYS**

In general, the proportion of young unmarried males who cited each source of seat belt campaign messages mirrored that of the population as a whole. They were most likely to cite TV, followed by billboard/signs and radio.

Also like the general population, this group showed small increases in listing radio and electronic road signs, and very small decreases for all other sources. However, none of the pre- to post-program changes were statistically significant.

Exhibit V-6b
Source of Seat Belt Campaign Awareness: Young Unmarried Males
(Where did you read, see, or hear these messages?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
TV	44%	42%	-2%	
Radio	16%	19%	3%	
Friend/Relative	1%	0%	-1%	
Newspaper	1%	2%	1%	
Personal observation/on the road	2%	2%	0%	
Billboard/signs	24%	22%	-2%	
Electronic Road Signs	4%	9%	5%	
I'm a police officer/judge	0%	0%	0%	
Other	7%	3%	-4%	
Don't know	1%	0%	-1%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines.

**RURAL DRIVERS
BECAME LESS
LIKELY TO RECEIVE
CAMPAIGN
MESSAGES
THROUGH TV AFTER
THE PROGRAM**

While TV was the most common source of seat belt campaign messages for both urban and rural residents on both surveys, there were some changes in respondents' sources of awareness between surveys.

Rural residents became significantly less likely to cite TV, while radio and personal observation were cited more frequently by this population.

Urban residents, on the other hand, became less likely to list billboards, but much more likely to list electronic road signs.

Exhibit V-6c
Source of Seat Belt Campaign Awareness by Area
(Where did you read, see, or hear these messages?)

		Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Urban	TV	39%	38%	-1%	
	Radio	17%	18%	1%	
	Friend/Relative	2%	0%	-2%	95%
	Newspaper	4%	2%	-2%	90%
	Personal observation/on the road	2%	1%	-1%	
	Billboard/signs	27%	19%	-8%	95%
	Electronic Road Signs	5%	20%	15%	95%
	I'm a police officer/judge	0%	0%	0%	
	Other	4%	1%	-3%	95%
	Don't know	1%	0%	-1%	
Rural	TV	43%	32%	-11%	95%
	Radio	17%	26%	9%	95%
	Friend/Relative	2%	1%	-1%	
	Newspaper	4%	5%	1%	
	Personal observation/on the road	0%	2%	2%	90%
	Billboard/signs	22%	22%	0%	
	Electronic Road Signs	8%	8%	0%	
	I'm a police officer/judge	0%	0%	0%	
	Other	3%	3%	0%	
	Don't know	0%	0%	0%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines.

ELECTRONIC ROAD SIGNS BECAME A MORE COMMON SOURCE OF MESSAGES FOR BOTH GENDERS

Men and women showed largely similar patterns in their sources of seat belt campaign awareness.

Mirroring the population as a whole, both genders most commonly received messages from TV, and showed significant pre- to post-program increases for electronic road signs.

In addition, females became significantly more likely to list radio, and less likely to list friend/relative after the program.

Exhibit V-6d
Source of Seat Belt Campaign Awareness by Gender
(Where did you read, see, or hear these messages?)

		Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl
Male	TV	41%	37%	-4%	
	Radio	21%	26%	5%	
	Friend/Relative	2%	1%	-1%	
	Newspaper	5%	4%	-1%	
	Personal observation/on the road	2%	2%	0%	
	Billboard/signs	20%	16%	-4%	
	Electronic Road Signs	5%	13%	8%	95%
	I'm a police officer/judge	0%	0%	0%	
	Other	3%	1%	-2%	90%
	Don't know	1%	0%	-1%	
Female	TV	41%	34%	-7%	
	Radio	12%	18%	6%	95%
	Friend/Relative	1%	0%	-1%	90%
	Newspaper	3%	3%	0%	
	Personal observation/on the road	1%	1%	0%	
	Billboard/signs	30%	24%	-6%	
	Electronic Road Signs	8%	17%	9%	95%
	I'm a police officer/judge	0%	0%	0%	
	Other	3%	2%	-1%	
	Don't know	0%	0%	0%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines

OLDER AND YOUNGER DRIVERS BECAME MORE LIKELY TO RECEIVE MESSAGES FROM ELECTRONIC SIGNS

As with males and females, the most common sources of seat belt campaign messages did not differ markedly as a function of age.

Also, both age groups became significantly more likely (on the post-program survey) to cite electronic road signs as the source of campaign messages.

However, older and younger respondents differed somewhat in their pre- to post-program changes for other message sources. Older respondents showed significant changes for billboard/sign (5 percent decrease), friend/relative (2 percent decrease), and radio (6 percent increase). Younger respondents showed a significant decrease in citing TV (10 percent).

Exhibit V-6e
Source of Seat Belt Campaign Awareness by Age
(Where did you read, see, or hear these messages?)

		Post-SB-			
	Pre-Pgm Survey	Pgm Survey	Difference (%)	Sig Lvl	
<35	TV	42%	32%	-10%	95%
	Radio	21%	23%	2%	
	Friend/Relative	0%	0%	0%	
	Newspaper	3%	1%	-2%	
	Personal observation/on the road	1%	2%	1%	
	Billboard/signs	24%	21%	-3%	
	Electronic Road Signs	7%	20%	13%	95%
	I'm a police officer/judge	0%	0%	0%	
	Other	2%	2%	0%	
	Don't know	0%	0%	0%	
35+	TV	40%	38%	-2%	
	Radio	15%	21%	6%	95%
	Friend/Relative	2%	0%	-2%	95%
	Newspaper	5%	4%	-1%	
	Personal observation/on the road	2%	1%	-1%	
	Billboard/signs	25%	20%	-5%	90%
	Electronic Road Signs	6%	13%	7%	95%
	I'm a police officer/judge	0%	0%	0%	
	Other	4%	2%	-2%	95%
	Don't know	1%	0%	-1%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines.

THE MAJORITY OF SEAT BELT MESSAGES ON TV OR RADIO WERE RECEIVED IN THE FORM OF COMMERCIALS, ADS, OR PSA'S

A very large proportion of respondents who mentioned television and/or radio as their source of seat belt campaign awareness reported hearing the messages in the form of commercials, advertisements, or public service announcements (PSAs).

Also, between surveys there was a statistically significant increase (9 percent) in the proportion of respondents who cited this source.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

Exhibit V-7a

TV/Radio Messages of Seat Belt Campaign

(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl
Commercial/Advertisement/Public Service Announcement	73%	82%	9%	95%
News story/news program	22%	16%	-6%	95%
Something else	2%	1%	-1%	90%
Don't know	4%	2%	-2%	

**YOUNG UNMARRIED
MALES ARE MORE
LIKELY THAN
OTHERS TO
RECEIVE CAMPAIGN
MESSAGES FROM
COMMERCIAL ADS**

Young unmarried males were much more likely than the general population to cite hearing messages from commercials or advertisements.

In addition, the percentage of young unmarried males who identified commercials as a campaign message source increased between the two surveys. However, this increase was not statistically significant.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

Exhibit V-7b

TV/Radio Messages of Seat Belt Campaign: Young Unmarried Males

(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Commercial/Advertisement/Public Service Announcement	89%	91%	2%	
News story/news program	10%	8%	-2%	
Something else	0%	1%	1%	
Don't know	1%	0%	-1%	

**COMMERCIAL/
ADVERTISEMENT
AWARENESS
INCREASED FOR
BOTH URBAN AND
RURAL RESIDENTS
AFTER THE
PROGRAM**

Urban residents were somewhat more likely to cite hearing messages from commercial advertisements than rural respondents, although this source was listed most commonly by both groups.

Both urban and rural residents became significantly more likely to cite commercial ads after the program; however this difference was slightly greater for rural respondents (11 percent) versus urban (8 percent).

Urban residents also showed a significant decrease in citing news stories/programs post-campaign.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.



Exhibit V-7c
TV/Radio Messages of Seat Belt Campaign by Area
(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

		Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Urban	Commercial/Advertisement/Public Service Announcement	77%	85%	8%	90%
	News story/news program	20%	13%	-7%	95%
	Something else	0%	0%	0%	
	Don't know	3%	2%	-1%	
Rural	Commercial/Advertisement/Public Service Announcement	67%	78%	11%	95%
	News story/news program	23%	20%	-3%	
	Something else	6%	1%	-5%	95%
	Don't know	5%	1%	-4%	90%

MALES WERE MORE LIKELY THAN FEMALES TO HEAR THE SEAT BELT MESSAGES IN THE FORM OF A COMMERCIAL, AD, OR PSA AFTER THE PROGRAM

As with other demographic groups, commercial advertisements were the most commonly cited source of campaign messages for both men and women. Also, both genders showed an increase in reporting this source between the pre- and post-program surveys.

Notably, the differences between surveys – decreased listing of news sources and increased listing of commercial ads – was larger (and statistically significant) for men.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.

Exhibit V-7d

TV/Radio Messages of Seat Belt Campaign by Gender

(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

		Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl
Male	Commercial/Advertisement/Public Service Announcement	72%	85%	13%	95%
	News story/news program	23%	14%	-9%	95%
	Something else	1%	1%	0%	
	Don't know	4%	1%	-3%	95%
Female	Commercial/Advertisement/Public Service Announcement	73%	78%	5%	
	News story/news program	20%	18%	-2%	
	Something else	4%	1%	-3%	90%
	Don't know	3%	3%	0%	

**OLDER DRIVERS’
AWARENESS OF
COMMERCIALS/ADS
AS THE SOURCE OF
CAMPAIGN
MESSAGES
INCREASED POST-
PROGRAM**

On both the pre- and post-program surveys, younger respondents were much more likely than older to cite commercials/ads as the source of seat belt campaign messages.

However, between the two surveys older drivers’ awareness of commercial sources increased significantly (by 19 percent), while younger drivers actually showed a small decrease for this source.

Conversely, younger drivers became more likely to cite news sources on the post-program survey, while older drivers showed the opposite pattern.

Note: The sample size for this question was very small, so observed changes may be due to the opinions of a small group of individuals rather than the opinions of the public as a whole.



Exhibit V-7e
TV/Radio Messages of Seat Belt Campaign by Age
(Was the TV/radio message a commercial or advertisement, was it part of a news program, or was it something else?)

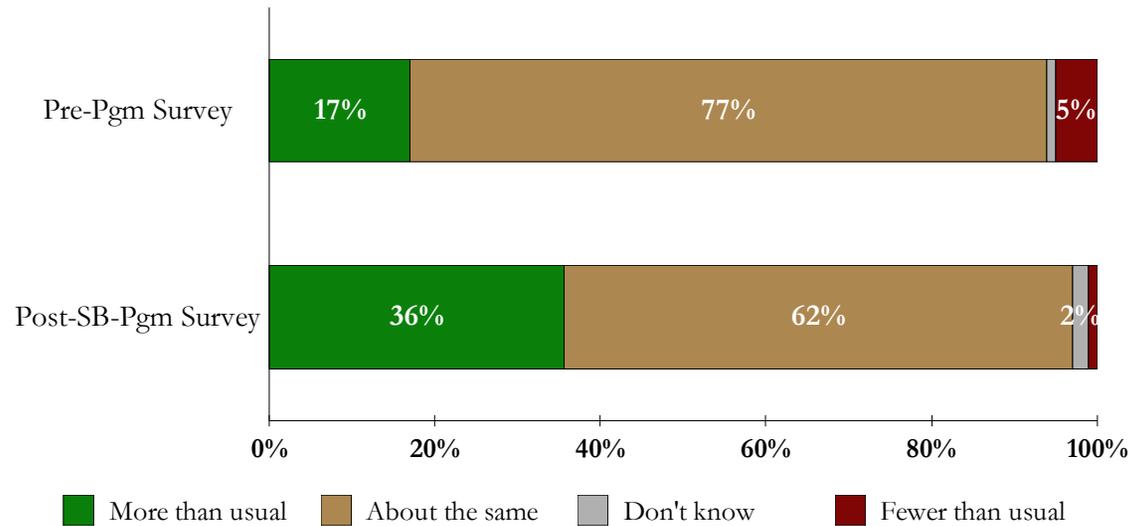
		Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
<35	Commercial/Advertisement/Public Service Announcement	94%	88%	-6%	
	News story/news program	3%	11%	8%	95%
	Something else	3%	0%	-3%	
	Don't know	0%	0%	0%	
35+	Commercial/Advertisement/Public Service Announcement	60%	79%	19%	95%
	News story/news program	32%	18%	-14%	95%
	Something else	2%	1%	-1%	
	Don't know	5%	3%	-2%	

AFTER THE PROGRAM, RESPONDENTS FELT THEY HAD SEEN SEAT BELT MESSAGES MORE FREQUENTLY THAN BEFORE

After the program, respondents were much more likely to feel that the number of seat belt messages they had seen or heard in the past month was more than usual.

This increase of 19 percentage points was statistically significant, as were decreases observed in the proportion of respondents who cited “fewer than usual” and “about the same.”

Exhibit V-8a
Perceived Number of Seat Belt Messages
(Would you say that the number of these messages you have seen or heard in the past 30 days is...?)



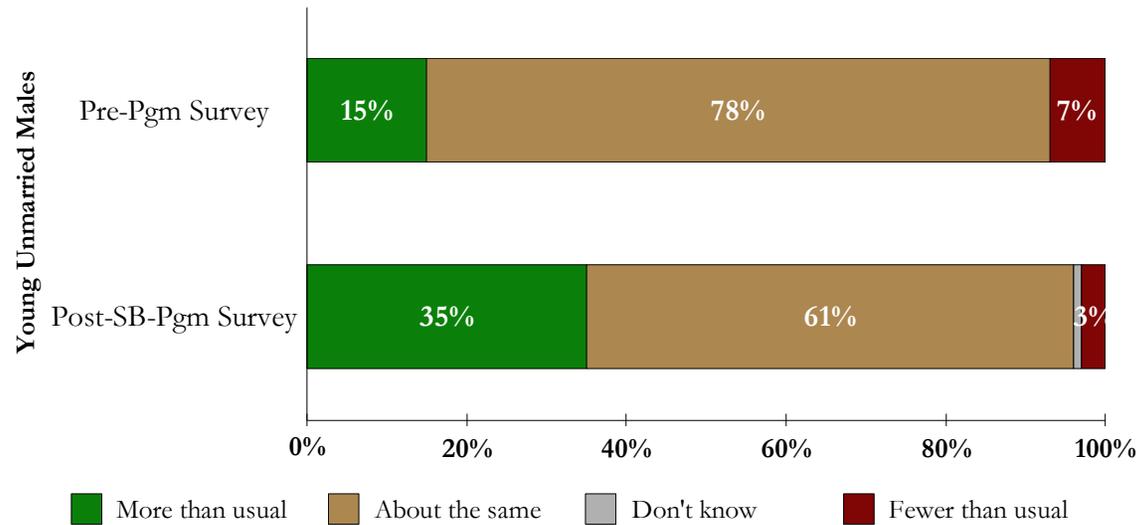
	More than usual	Fewer than usual	About the same	Don't know
Difference (%)	19%	-4%	-15%	1%
Significance Lvl	95%	95%	95%	

UNMARRIED YOUNG MALES WERE MUCH MORE LIKELY TO OBSERVE AN INCREASED NUMBER OF SEAT BELT MESSAGES AFTER THE PROGRAM

Young males showed a large increase in perception of more seat belt messages after the campaign. This increase (20 percentage points) was even larger than that of the general population (*Exhibit V-8a*), and was statistically significant (despite the small sample size).

The decrease in “about the same” responses among young unmarried males was also significant.

Exhibit V-8b
Perceived Number of Seat Belt Messages: Young Unmarried Males
(Would you say that the number of these messages you have seen or heard in the past 30 days is...?)



	More than usual	Fewer than usual	About the same	Don't know
Difference (%)	20%	-4%	-17%	1%
Significance Lvl	95%		95%	

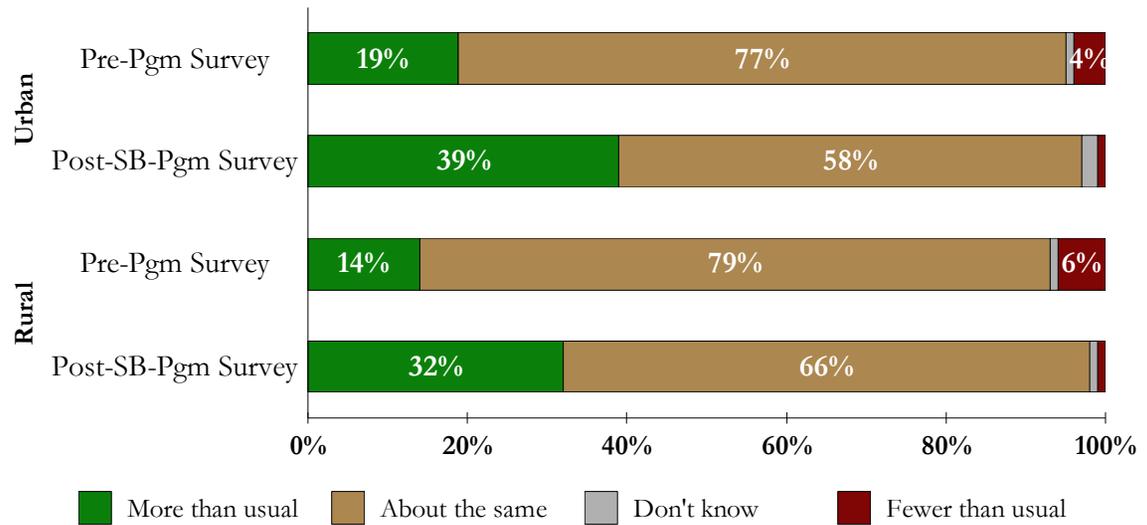
BOTH URBAN AND RURAL RESIDENTS WERE MORE LIKELY TO NOTICE A HIGHER NUMBER OF SEAT BELT MESSAGES AFTER THE PROGRAM

After the seat belt program, the proportion of respondents who felt they had heard or seen more seat belt messages in the past month increased substantially both among urban and rural respondents, with a slightly larger proportional increase among rural respondents. These increases were statistically significant for both area categories.

There were also significant decreases (for both areas) in the proportion of respondents who thought it had been “fewer than usual” or “about the same”.

Urban respondents were somewhat more likely than rural respondents to report that they had seen more messages than usual (on both the pre- and post-program surveys).

Exhibit V-8c
Perceived Number of Seat Belt Messages by Area
(Would you say that the number of these messages you have seen or heard in the past 30 days is...?)



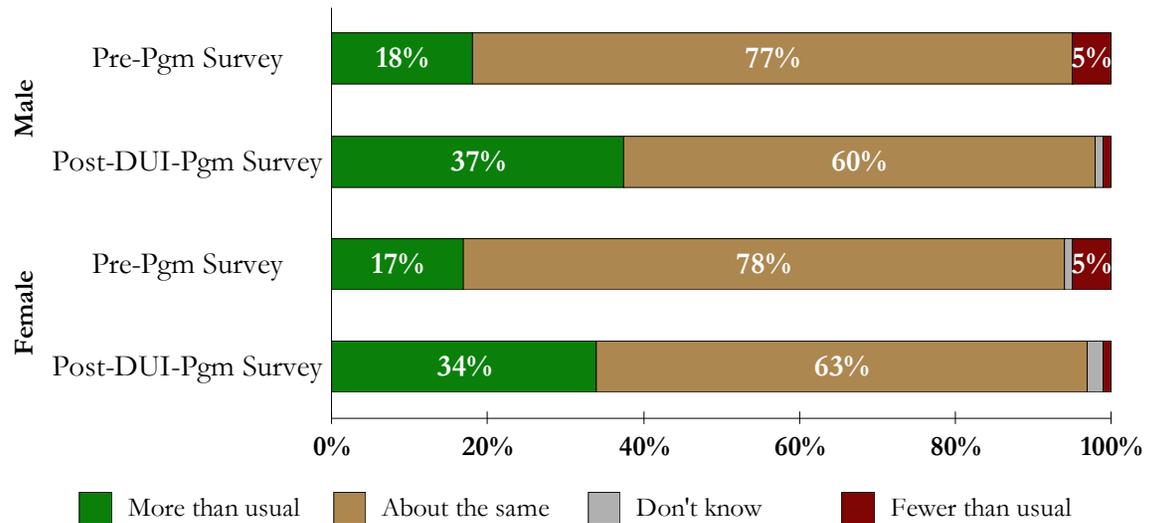
		More than usual	Fewer than usual	About the same	Don't know
Urban	Difference (%)	20%	-3%	-19%	1%
	Significance Lvl	95%	95%	95%	90%
Rural	Difference (%)	18%	-5%	-13%	0%
	Significance Lvl	95%	95%	95%	

AFTER THE PROGRAM, MALES AND FEMALES WERE MORE LIKELY TO PERCEIVE AN INCREASE IN SEAT BELT MESSAGES

During the post-SB program survey, both males and females were more likely to have seen or heard a “more than usual” number of seat belt messages in the past month. The increases for both genders were statistically significant.

Male and female respondents did not differ substantially in their perceptions of the frequency of seat belt message on either the pre- or post-program surveys.

Exhibit V-8d
Perceived Number of Seat Belt Messages by Gender
(Would you say that the number of these messages you have seen or heard in the past 30 days is...?)



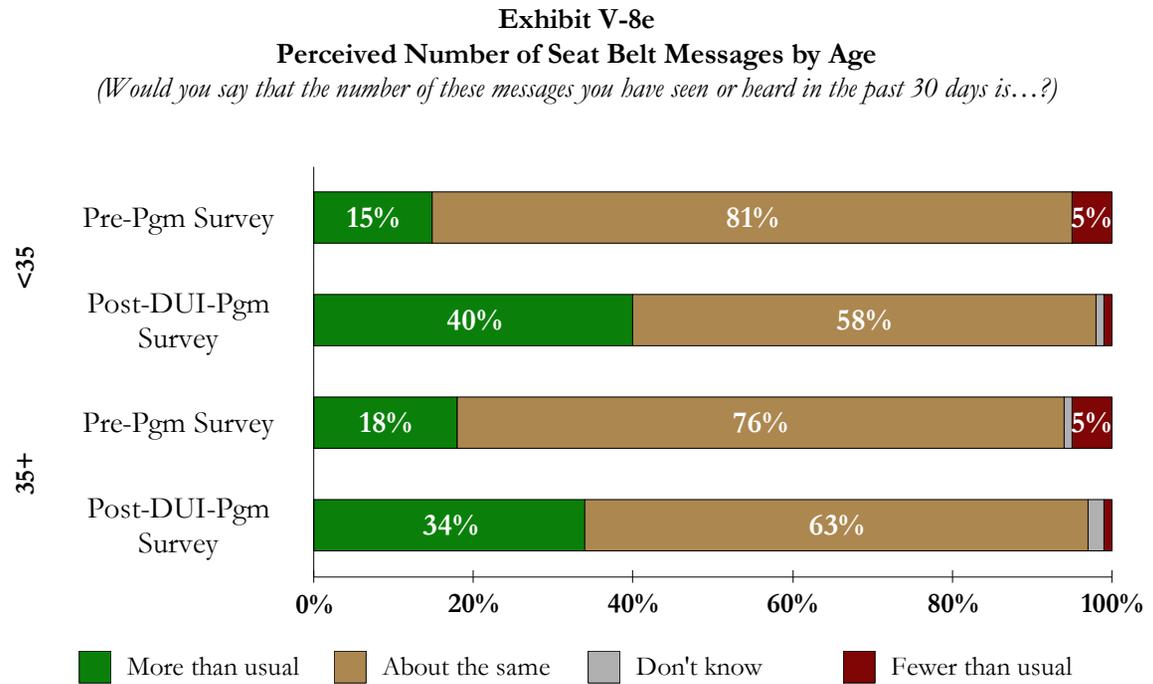
		More than usual	Fewer than usual	About the same	Don't know
Male	Difference (%)	19%	-4%	-17%	1%
	Significance Lvl	95%	95%	95%	
Female	Difference (%)	17%	-4%	-15%	1%
	Significance Lvl	95%	95%	95%	

YOUNGER AND OLDER RESPONDENTS WERE BOTH MORE LIKELY TO PERCVIEVE AN INCREASE IN SEAT BELT MESSAGES AFTER THE PROGRAM

After the program, both younger and older respondents were more likely to notice an increased number of seat belt messages in the past month. Both increases were statistically significant.

The percentage increase in awareness between the pre- and post-program surveys was larger for younger respondents (25 percent) than for older respondents (16 percent).

For both age groups, there was also a significant decrease in the proportion of respondents who perceived the number of seat belt messages to be “fewer than usual” or “about the same”.



	More than usual	Fewer than usual	About the same	Don't know	
<35	Difference (%)	25%	-4%	-23%	1%
	Significance Lvl	95%	95%	95%	
35+	Difference (%)	16%	-4%	-13%	1%
	Significance Lvl	95%	95%	95%	

AWARENESS OF CHILD RESTRAINT CAMPAIGNS INCREASED AFTER THE PROGRAM

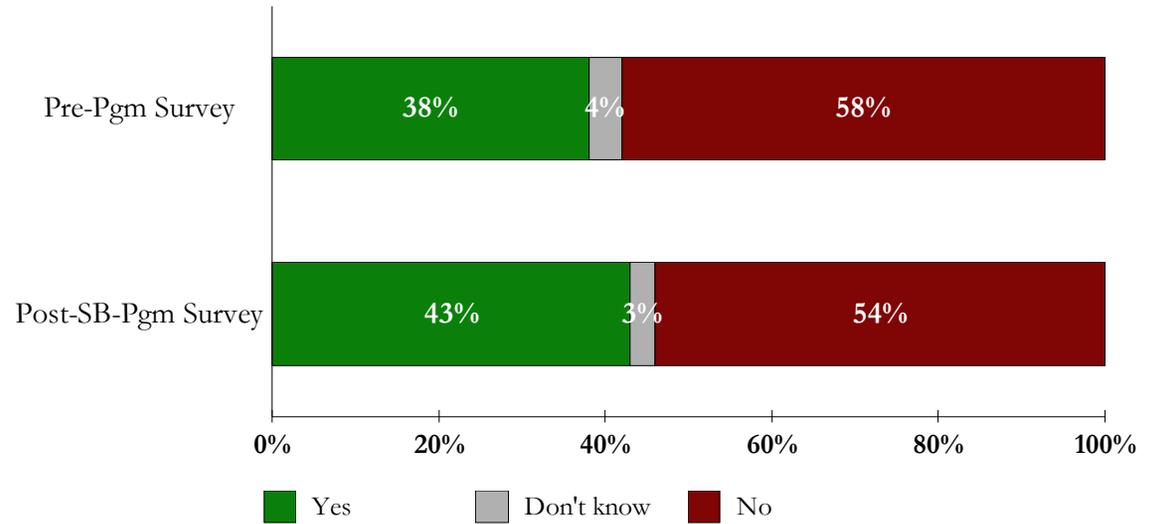
The proportion of respondents who said that they had seen messages about car seats, booster seats, or seat belts for children increased by 5 percentage points between the pre- and post-surveys.

This change was statistically significant at the 90 percent level.

Exhibit V-9a

Child Restraint Campaign Awareness

(Are there any advertisements or activities that you have seen or heard in the past 30 days that encourage adults to make sure that children use car seats, booster seats, or seat belts?)



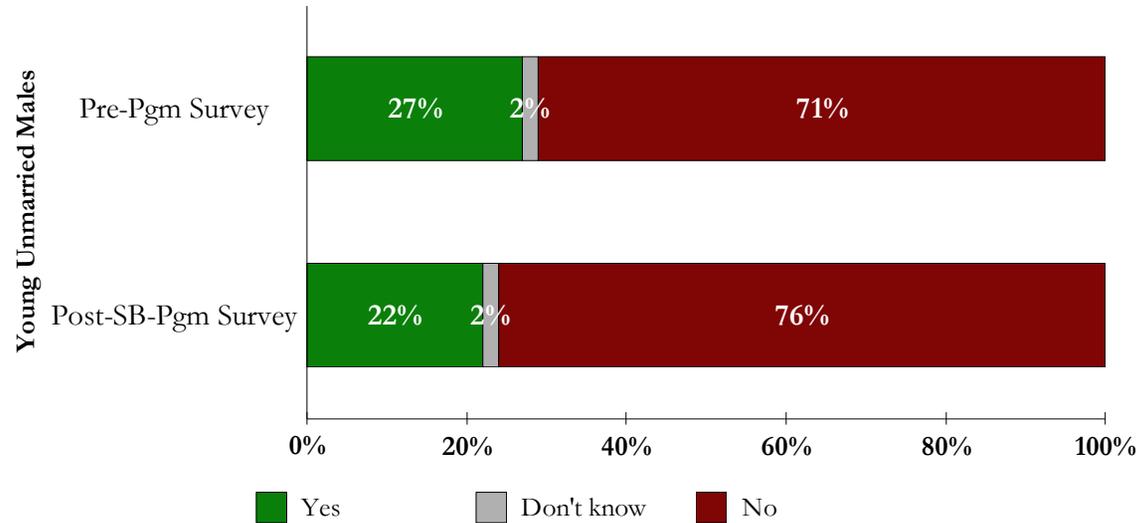
	Yes	No	Don't know
Difference (%)	5%	-4%	-1%
Significance Lvl	90%		

**CHILD RESTRAINT
CAMPAIGN
AWARENESS
DECREASED
SOMEWHAT AMONG
YOUNG UNMARRIED
MALES**

During both survey periods, the level of child restraint campaign awareness among unmarried young males was substantially lower than that among overall respondents (*Exhibit V-9a*).

Also, the proportion of young unmarried males who were aware of child restraint advertisements decreased by five percentage points between pre- and post-program surveys. However, this change was not statistically significant.

Exhibit V-9b
Child Restraint Campaign Awareness: Young Unmarried Males
(Are there any advertisements or activities that you have seen or heard in the past 30 days that encourage adults to make sure that children use car seats, booster seats, or seat belts?)



	Yes	No	Don't know
Difference (%)	-5%	5%	0%
Significance Lvl			

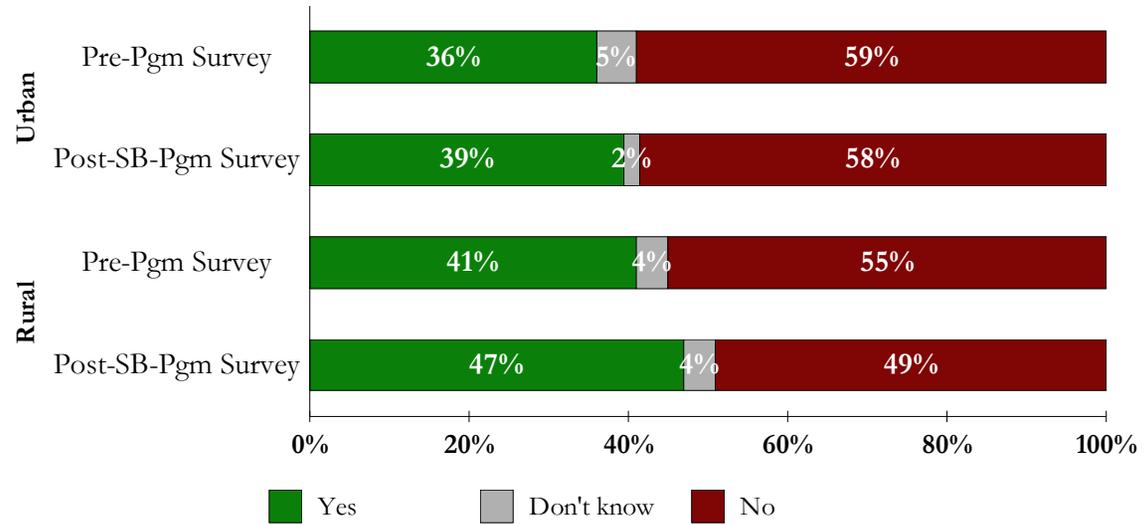
DRIVERS IN RURAL AREAS ARE MORE LIKELY TO HAVE HEARD CHILD SAFETY MESSAGES

After the seat belt program, the level of child restraint campaign awareness among both urban and rural respondents increased somewhat. This increase was larger for rural residents (6 percent) than for urban (3 percent); however the change was not statistically significant for either group.

It is interesting to note that rural respondents were more likely than were urban respondents to notice a campaign in both the pre-program survey and the post-SB-program survey.

Exhibit V-9c
Child Restraint Campaign Awareness by Area

(Are there any advertisements or activities that you have seen or heard in the past 30 days that encourage adults to make sure that children use car seats, booster seats, or seat belts?)



		Yes	No	Don't know
Urban	Difference (%)	3%	-1%	-3%
	Significance Lvl			95%
Rural	Difference (%)	6%	-6%	0%
	Significance Lvl			

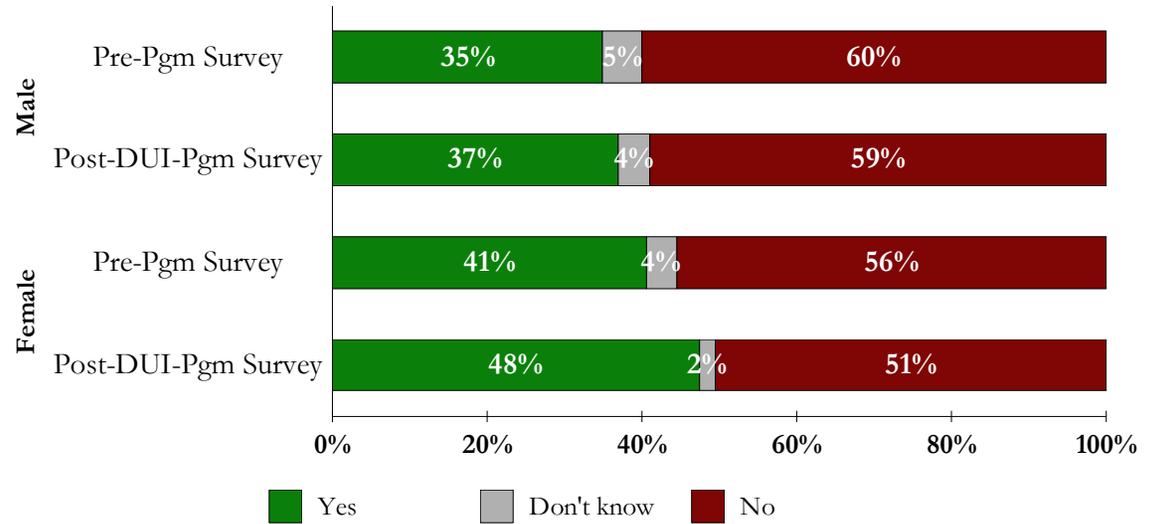
FEMALES ARE MORE AWARE OF CHILD RESTRAINT CAMPAIGN MESSAGES

Results from both surveys revealed that females were more aware of a child restraint campaign than were males.

Females also had a substantial increase in awareness between surveys (7 percentage points); while males had a smaller increase (2 percentage points). The change in awareness for female respondents was significant at the 90 percent level.

Exhibit V-9d
Child Restraint Campaign Awareness by Gender

(Are there any advertisements or activities that you have seen or heard in the past 30 days that encourage adults to make sure that children use car seats, booster seats, or seat belts?)



		Yes	No	Don't know
Male	Difference (%)	2%	-1%	-1%
	Significance Lvl			
Female	Difference (%)	7%	-5%	-2%
	Significance Lvl	90%		

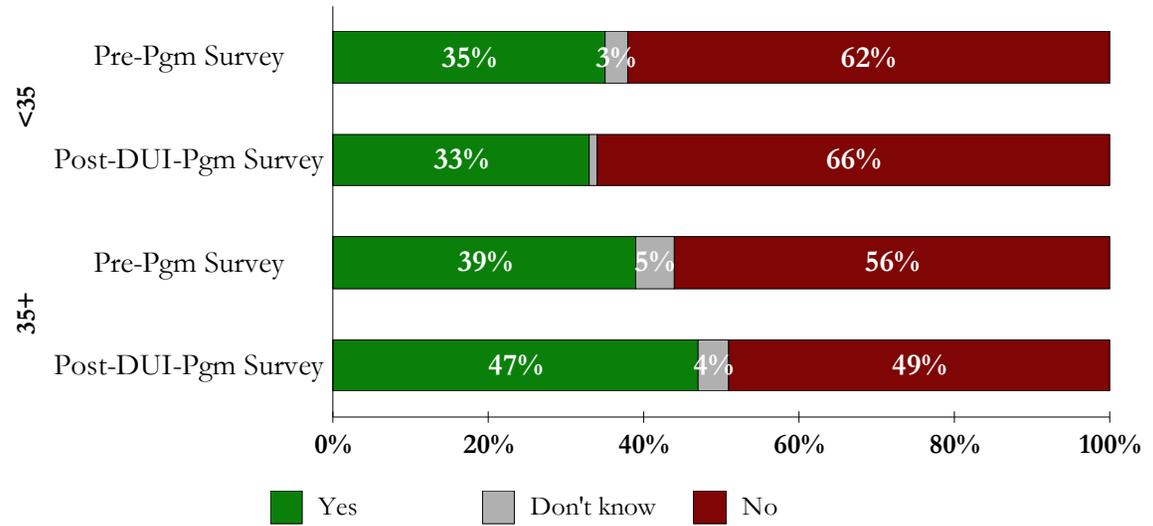
OLDER RESPONDENTS ARE MORE LIKELY TO BE AWARE OF CHILD SAFETY CAMPAIGN

Compared to younger respondents, during both surveys, older respondents were more likely to notice a child restraint campaign in the past month.

After the program, the proportion of respondents who were aware of such a campaign decreased among younger respondents (2 percent), but increased substantially among older respondents (8 percent). The pre- to post-program difference was statistically significant for older respondents.

Exhibit V-9e
Child Restraint Campaign Awareness by Age

(Are there any advertisements or activities that you have seen or heard in the past 30 days that encourage adults to make sure that children use car seats, booster seats, or seat belts?)



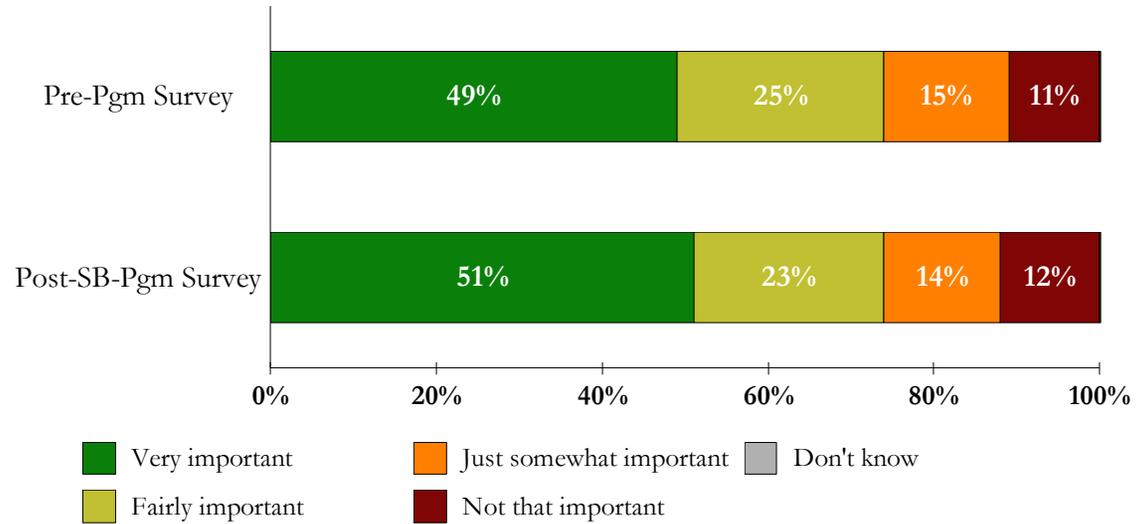
	Yes	No	Don't know	
<35	Difference (%)	-2%	4%	-2%
	Significance Lvl			
35+	Difference (%)	8%	-7%	-1%
	Significance Lvl	95%	95%	

SUPPORT FOR MORE STRICT SEAT BELT LAW ENFORCEMENT FOR ADULTS STAYED ROUGHLY THE SAME AFTER THE PROGRAM

Roughly three-fourths of all respondents felt it was either very or fairly important that seat belt laws be enforced more strictly in Minnesota in both the pre- and post-SB surveys.

The overall level of support for such enforcement remained mostly unchanged across the two surveys.

Exhibit V-10a
Importance of More Strict Seat Belt Law Enforcement for Adults
(Thinking about everything you have heard, how important do you think it is for Minnesota to enforce seat belt laws for ADULTS more strictly?)



	Very important	Fairly important	Just somewhat important	Not that important	Don't know
Difference (%)	2%	-2%	-1%	1%	0%
Significance Lvl					

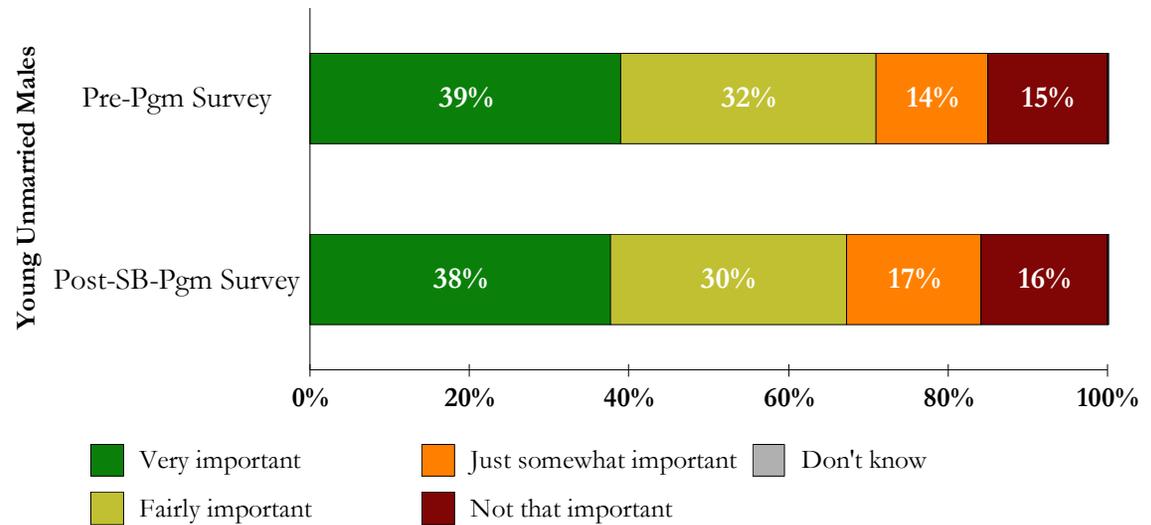
SUPPORT FOR MORE STRICT SEAT BELT ENFORCEMENT WAS SLIGHTLY LOWER AMONG YOUNG UNMARRIED MALES

Results from both surveys revealed that, compared to the general population, young unmarried males were less likely to regard stricter seat belt law enforcement for adults as a very important priority (*Exhibit V-10a*).

As with respondents overall, young unmarried males' support of stricter seat belt law enforcement did not change significantly between surveys.

Exhibit V-10b

Importance of More Strict Seat Belt Law Enforcement for Adults: Young Unmarried Males
(Thinking about everything you have heard, how important do you think it is for Minnesota to enforce seat belt laws for ADULTS more strictly?)



	Very important	Fairly important	Just somewhat important	Not that important	Don't know
Difference (%)	-1%	-2%	3%	1%	0%
Significance Lvl					

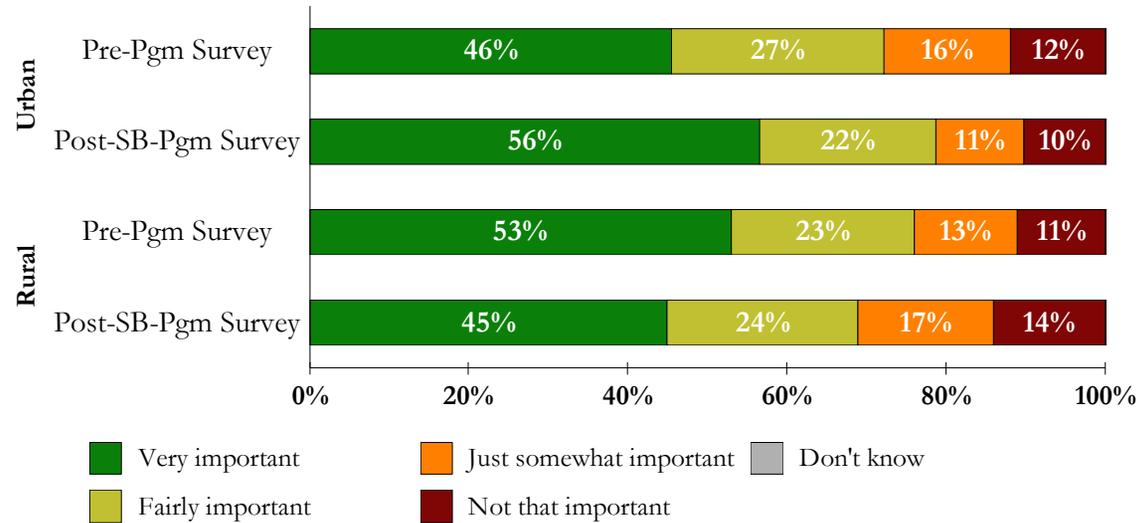
URBAN RESIDENTS' SUPPORT OF STRICTER SEAT BELT ENFORCEMENT INCREASED WHILE RURAL SUPPORT DECREASED

After the SB program, the proportion of urban respondents who felt it was very important to enforce seat belt laws more strictly increased by 10 percentage points. This increase was statistically significant.

Among rural respondents, on the other hand, there was a significant (8 percentage point) decrease in the proportion of respondents who said that the enforcement of seat belt laws was “very important”.

In addition, urban residents showed a significant decrease in the proportion of respondents who said that enforcement was “just somewhat important”.

Exhibit V-10c
Importance of More Strict Seat Belt Law Enforcement for Adults by Area
(Thinking about everything you have heard, how important do you think it is for Minnesota to enforce seat belt laws for ADULTS more strictly?)



		Very important	Fairly important	Just somewhat important	Not that important	Don't know
Urban	Difference (%)	10%	-5%	-5%	-2%	0%
	Significance Lvl	95%		90%		
Rural	Difference (%)	-8%	1%	4%	3%	0%
	Significance Lvl	95%				

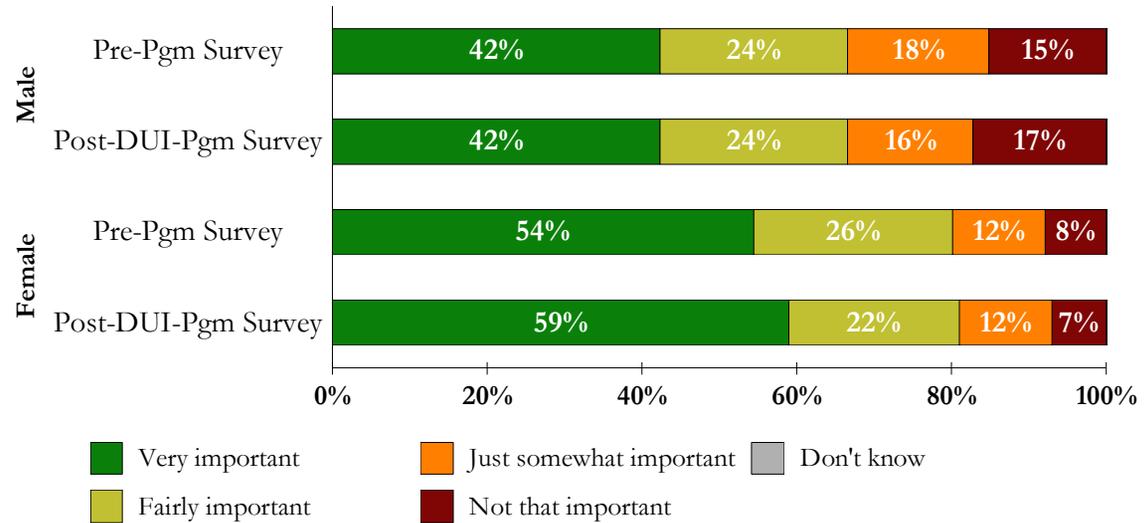
FEMALES WERE MUCH MORE LIKELY THAN MALES TO SUPPORT STRICT SEAT BELT LAW ENFORCEMENT

Results of both the pre- and post-SB program surveys showed that females' support for stricter seat belt law enforcement is substantially higher than males'.

In addition the proportion of women who felt that the enforcement of such laws was "very important" increased slightly in the post-SB-program survey. However, this difference was not statistically significant.

Among male respondents, support for strict enforcement of the law remained unchanged between the two surveys.

Exhibit V-10d
Importance of More Strict Seat Belt Law Enforcement for Adults by Gender
(Thinking about everything you have heard, how important do you think it is for Minnesota to enforce seat belt laws for ADULTS more strictly?)



		Very important	Fairly important	Just somewhat important	Not that important	Don't know
Male	Difference (%)	0%	0%	-2%	2%	0%
	Significance Lvl					
Female	Difference (%)	4%	-4%	0%	-1%	0%
	Significance Lvl					

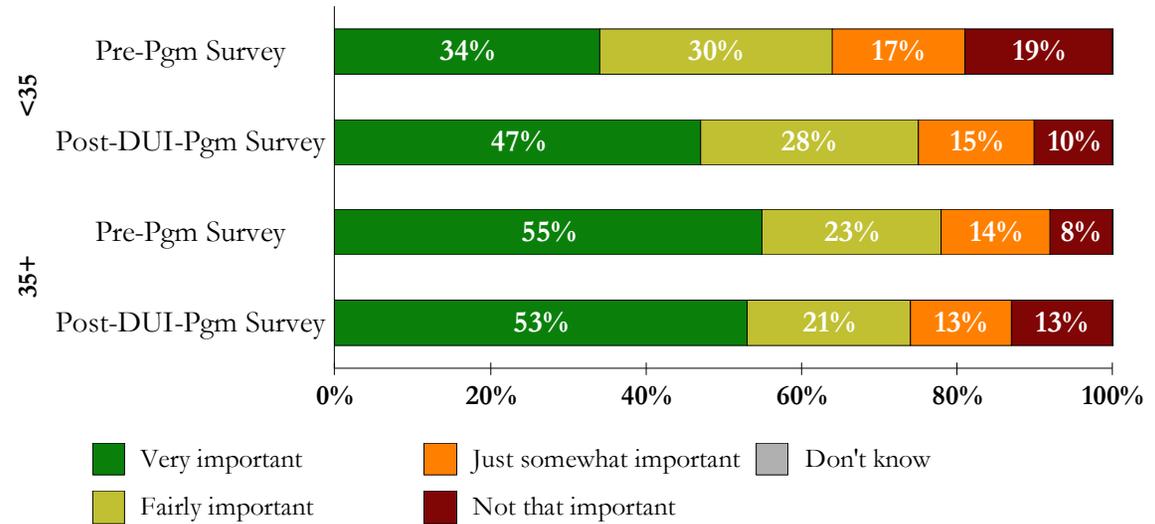
SUPPORT FOR STRICT ENFORCEMENT INCREASED AMONG YOUNGER RESPONDENTS

Across both surveys, support for stricter enforcement of adult seat belt laws was greater among older respondents than younger.

However, between the two surveys there was a statistically significant (13 percent) increase in the proportion of younger respondents who thought that strict enforcement of seat belt laws was “very important.” Among younger respondents, there was also a significant decrease (9 percent) in responses of “not that important”.

The proportion of older respondents who felt that enforcement was “very important” remained high across the two surveys; however, there was a small (but statistically significant) increase in responses of “not that important” among this group.

Exhibit V-10e
Importance of More Strict Seat Belt Law Enforcement for Adults by Age
(Thinking about everything you have heard, how important do you think it is for Minnesota to enforce seat belt laws for ADULTS more strictly?)



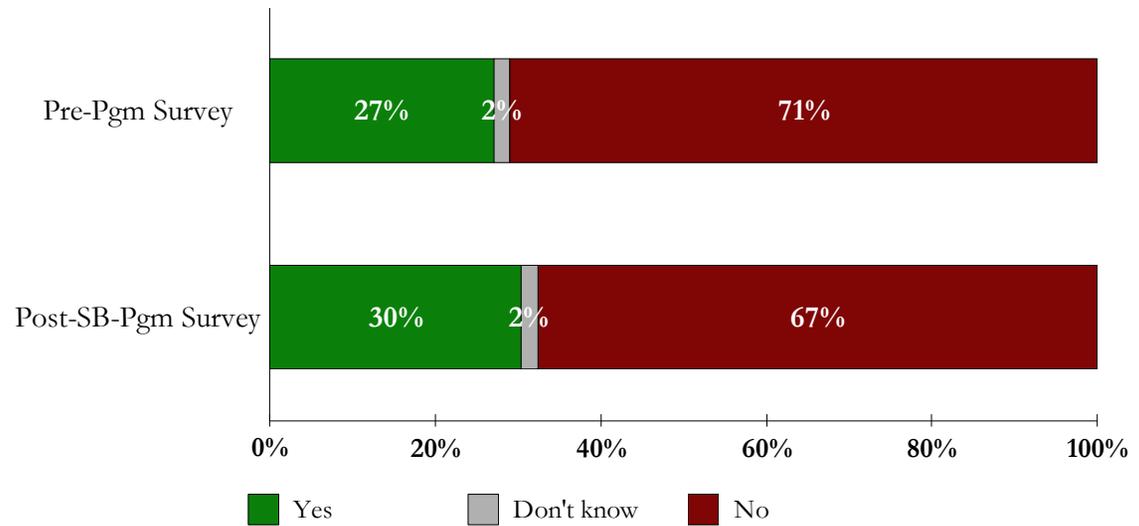
		Very important	Fairly important	Just somewhat important	Not that important	Don't know
<35	Difference (%)	13%	-2%	-2%	-9%	0%
	Significance Lvl	95%			95%	
35+	Difference (%)	-2%	-2%	-1%	5%	0%
	Significance Lvl				95%	

**AWARENESS OF
MOTORCYCLE
AWARENESS
MESSAGING DID
NOT CHANGE
SIGNIFICANTLY**

Between the two surveys, there was a small increase (3 percentage points) in the proportion of respondents who had seen messages about motorcycle awareness in the past 30 days. However, this difference was not statistically significant.

**Exhibit V-11a
Motorcycle Driver Awareness**

(Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?)



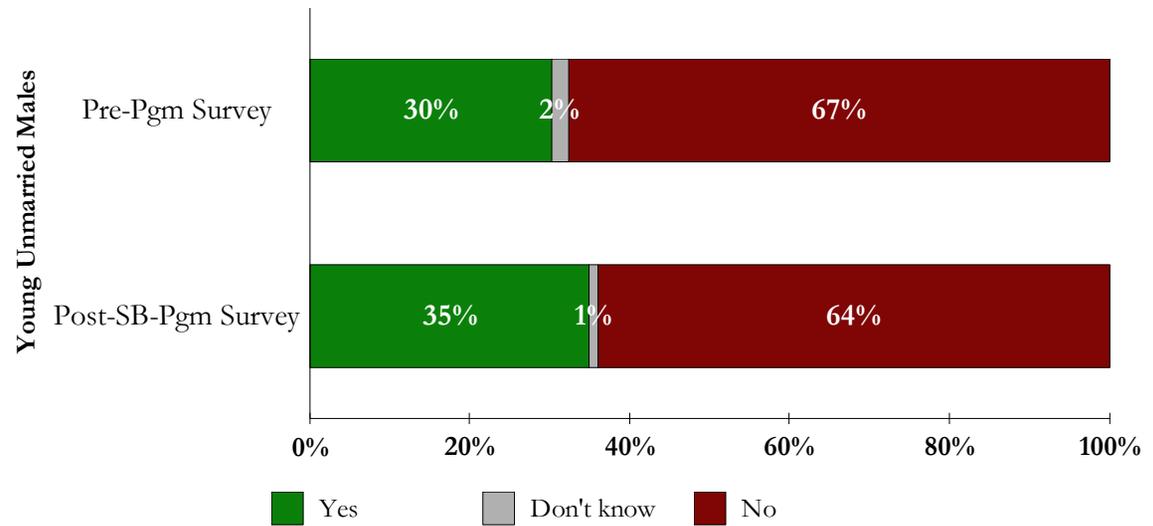
	Yes	No	Don't know
Difference (%)	3%	-4%	0%
Significance Lvl			

YOUNG UNMARRIED MALES WERE MORE LIKELY THAN THE GENERAL PUBLIC TO HAVE OBSERVED MOTORCYCLE AWARENESS MESSAGES

In both the pre-program survey and the post-SB-program survey, young unmarried males were more likely than the general population to have seen messages about motorcycle awareness.

This group showed a small (5 percent) increase in awareness between the pre- and post-program surveys, however, the difference was not statistically significant.

Exhibit V-11b
Motorcycle Driver Awareness: Young Unmarried Males
(Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?)



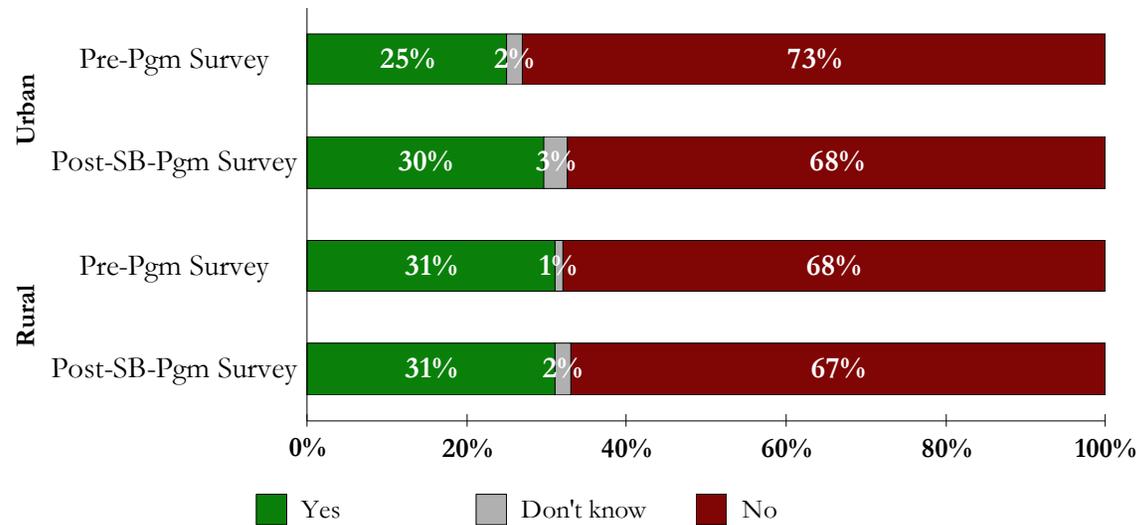
	Yes	No	Don't know
Difference (%)	5%	-3%	-1%
Significance Lvl			

AN INCREASE IN AWARENESS OCCURRED IN URBAN AREAS

There was no change in the percentage of rural respondents who had observed messages about motorcycle awareness in the past 30 days.

However, among urban respondents, there was an increase of 5 percent in the proportion of respondents who were aware of the motorcycle safety campaign and a corresponding 5 percent decrease in those who were not aware, which was statistically significant at the 90 percent level.

Exhibit V-11c
Motorcycle Driver Awareness by Area
(Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?)



		Yes	No	Don't know
Urban	Difference (%)	5%	-5%	1%
	Significance Lvl		90%	
Rural	Difference (%)	0%	-1%	1%
	Significance Lvl			

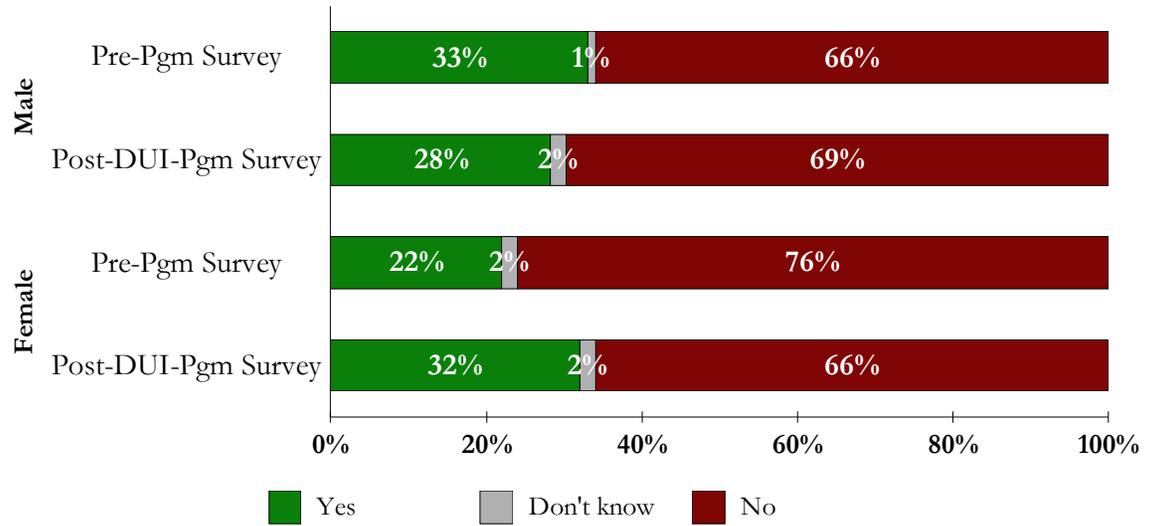
THERE WAS A LARGER CHANGE IN AWARENESS AMONG FEMALE RESPONDENTS THAN MALE RESPONDENTS

In the pre-program survey, men were much more likely to have observed information about motorcycle awareness than women (33 percent vs. 22 percent).

However, in the post-SB-program survey, there was a 10 percent increase in awareness among women, and a 5 percent decrease among men. On the post-program survey, women’s awareness actually surpassed that of males.

The increase was statistically significant for women, but the decrease was not statistically significant for men.

Exhibit V-11d
Motorcycle Driver Awareness by Gender
(Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?)



		Yes	No	Don't know
Male	Difference (%)	-5%	3%	1%
	Significance Lvl			
Female	Difference (%)	10%	-10%	0%
	Significance Lvl	95%	95%	

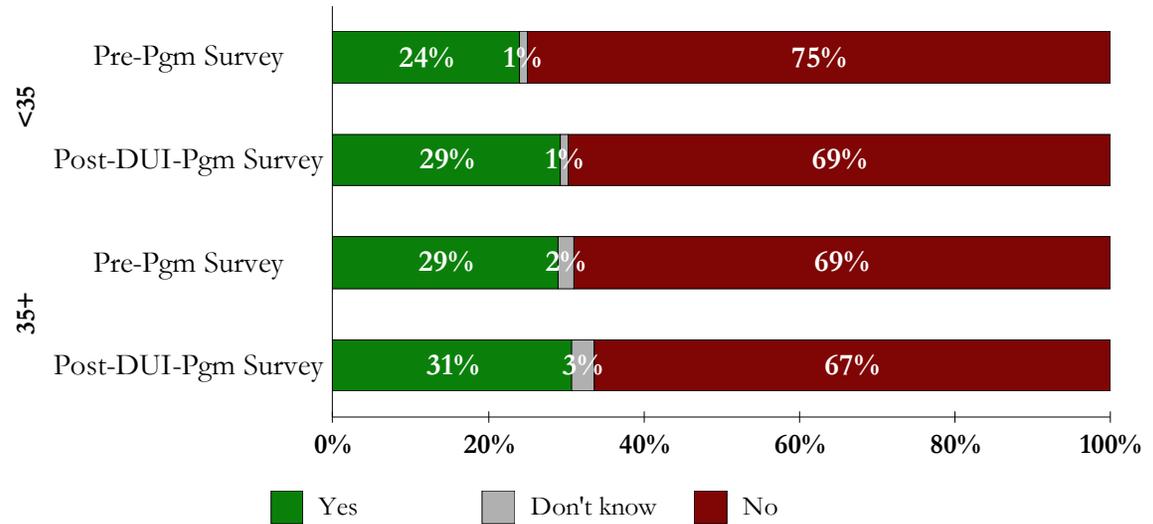
AWARENESS OF MOTORCYCLE MESSAGES INCREASED MORE AMONG YOUNGER RESPONDENTS

Between the two iterations of the survey, there were slight increases in awareness among both age cohorts. The change was somewhat larger for younger respondents (5 percent) than for older respondents (2 percent).

However, the pre- to post-program differences were not statistically significant for either age group.

Exhibit V-11e
Motorcycle Driver Awareness by Age

(Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?)



	Yes	No	Don't know	
<35	Difference (%)	5%	-6%	0%
	Significance Lvl			
35+	Difference (%)	2%	-2%	1%
	Significance Lvl			

**MOTORCYCLE
AWARENESS
MESSAGES WERE
MOST FREQUENTLY
SEEN OR HEARD ON
TELEVISION OR
BUMPER STICKERS**

On both the pre-program and post-SB-program surveys, nearly one-third of respondents cited TV or bumper stickers as the source of motorcycle awareness messages.

After the SB program, respondents were somewhat less likely to have encountered these messages on TV, and significantly more likely to cite billboards.

Exhibit V-12a
Source of Motorcycle Driver Awareness
(Where did you read, see, or hear this message?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
TV	35%	28%	-7%	
Radio	16%	15%	-1%	
Newspaper	4%	3%	-1%	
Billboard	7%	11%	4%	90%
Indoor Ad	1%	1%	0%	
Bumper Sticker	31%	33%	2%	
Other	7%	8%	1%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines.

TV BECAME A MORE COMMON SOURCE OF MOTORCYCLE AWARENESS MESSAGES AMONG YOUNG UNMARRIED MALES

As seen in the general population, TV and bumper stickers were the most frequently cited source of motorcycle safety messages, both before and after the program.

However, while the proportion of overall respondents who listed TV decreased on the post-program survey, young males actually showed a 12 percent increase for this source. They also had a slight increase for bumper stickers, and a slight decrease for radio, newspaper, and billboard.

Due to the small sample size, none of the pre- to post-program differences were statistically significant.

Exhibit V-12b
Source of Motorcycle Driver Awareness: Young Unmarried Males
(Where did you read, see, or hear this message?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl
TV	30%	42%	12%	
Radio	15%	8%	-7%	
Newspaper	1%	0%	-1%	
Billboard	9%	7%	-2%	
Indoor Ad	0%	0%	0%	
Bumper Sticker	28%	32%	4%	
Other	16%	10%	-6%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines.

**BUMPER STICKERS
ARE MORE
FREQUENTLY CITED
AS A SOURCE FOR
MOTORCYCLE
AWARENESS
MESSAGES IN
RURAL AREAS THAN
IN URBAN**

On both survey iterations, TV was the most common source of motorcycle awareness messages among rural respondents. Bumper were mentioned by a high proportion of urban drivers, but were cited much less frequently by rural drivers. In addition, urban drivers showed a significant increase in mentioning bumper stickers on the post-campaign survey (whereas rural drivers actually showed a decrease).

Urban drivers also had significant pre- to post-program differences for newspaper (5 percent decrease), and billboard (8 percent increase).

For rural drivers, there were not significant differences between surveys for any of the message sources.

Exhibit V-12c
Source of Motorcycle Driver Awareness by Area
(Where did you read, see, or hear this message?)

		Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Urban	TV	33%	25%	-8%	
	Radio	16%	11%	-5%	
	Newspaper	6%	1%	-5%	95%
	Billboard	2%	10%	8%	95%
	Indoor Ad	1%	1%	0%	
	Bumper Sticker	35%	45%	10%	90%
	Other	7%	8%	1%	
Rural	TV	37%	33%	-4%	
	Radio	15%	21%	6%	
	Newspaper	2%	6%	4%	
	Billboard	12%	14%	2%	
	Indoor Ad	0%	1%	1%	
	Bumper Sticker	27%	17%	-10%	
	Other	8%	9%	1%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines.

MEN AND WOMEN REPORTED SIMILAR SOURCES OF MOTORCYCLE SAFETY MESSAGES

Both men and women were most likely to cite TV or bumper stickers as the primary source of motorcycle safety messages on both the pre- and post-program surveys.

Comparing pre- and post-program surveys, changes in awareness were small (and not statistically significant) for all sources except “other”. For the other category, males had an 8 percent increase while females had a 6 percent decrease.

Both genders were slightly less likely to mention TV after the program, and had a similar pattern of change for most response options. A notable exception was bumper stickers, for which males showed a 4 percent decrease in awareness, while females’ awareness of this source actually increased by 8 percent.

Exhibit V-12d
Source of Motorcycle Driver Awareness by Gender
(Where did you read, see, or hear this message?)

		Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl
Male	TV	34%	29%	-5%	
	Radio	16%	15%	-1%	
	Newspaper	6%	4%	-2%	
	Billboard	6%	9%	3%	
	Indoor Ad	0%	1%	1%	
	Bumper Sticker	33%	29%	-4%	
	Other	4%	12%	8%	95%
Female	TV	36%	28%	-8%	
	Radio	15%	15%	0%	
	Newspaper	1%	2%	1%	
	Billboard	7%	14%	7%	
	Indoor Ad	2%	1%	-1%	
	Bumper Sticker	28%	36%	8%	
	Other	11%	5%	-6%	90%

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines.

BUMPER STICKERS BECAME THE MOST COMMON SOURCE OF MOTORCYCLE SAFETY MESSAGES FOR YOUNGER DRIVERS AFTER THE PROGRAM

In the pre-program survey, older and younger respondents did not differ markedly in the rates of naming any of the motorcycle safety message sources.

However, on the post-program survey, responses for some sources differed by age group. There was a very large increase (19 percent) in the proportion of younger drivers who cited bumper stickers, while this proportion actually decreased by 5 percent for older drivers. Older drivers, on the other hand, showed a significant increase (8 percent) for billboards, while younger drivers decreased by 4 percent). Younger drivers also had a significant decrease for newspapers.

Exhibit V-12e
Source of Motorcycle Driver Awareness by Age
(Where did you read, see, or hear this message?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl	
<35	TV	34%	22%	-12%	
	Radio	12%	17%	5%	
	Newspaper	9%	0%	-9%	95%
	Billboard	9%	5%	-4%	
	Indoor Ad	0%	1%	1%	
	Bumper Sticker	30%	49%	19%	95%
	Other	6%	5%	-1%	
	35+	TV	35%	31%	-4%
Radio		17%	14%	-3%	
Newspaper		2%	4%	2%	
Billboard		6%	14%	8%	95%
Indoor Ad		1%	1%	0%	
Bumper Sticker		31%	26%	-5%	
Other		8%	9%	1%	

These numbers report proportional awareness among those who had seen messages. Since awareness increased somewhat, a source could register an absolute increase in awareness even as its proportional awareness declines.

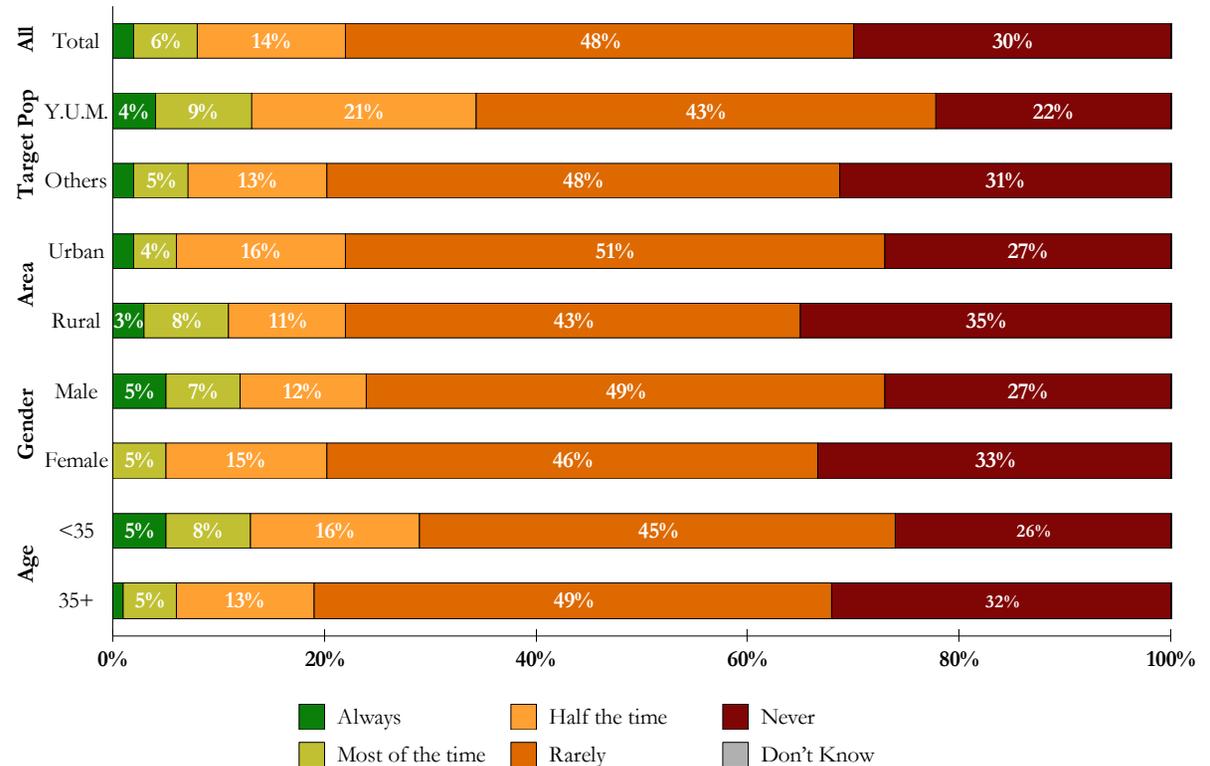
YOUNG UNMARRIED MALES ARE THE MOST FREQUENT SPEED VIOLATORS

Young unmarried males were more likely than all others to say that they go faster than 70 mph in a 65 mph zone always, most of the time, or half the time. Similarly, they were less likely than any other group to say that they “never” speed in such a situation.

Among the other groups, differences were slight. However, rural drivers were somewhat more likely than urban to report that they never exceed this speed limit. Additionally, men reported speeding more often than women, and younger drivers more often than older.

Exhibit V-13
Frequency of Speeding

(On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?)



Note: This question was only asked in Wave 1 of the survey, so no comparisons between waves are made.

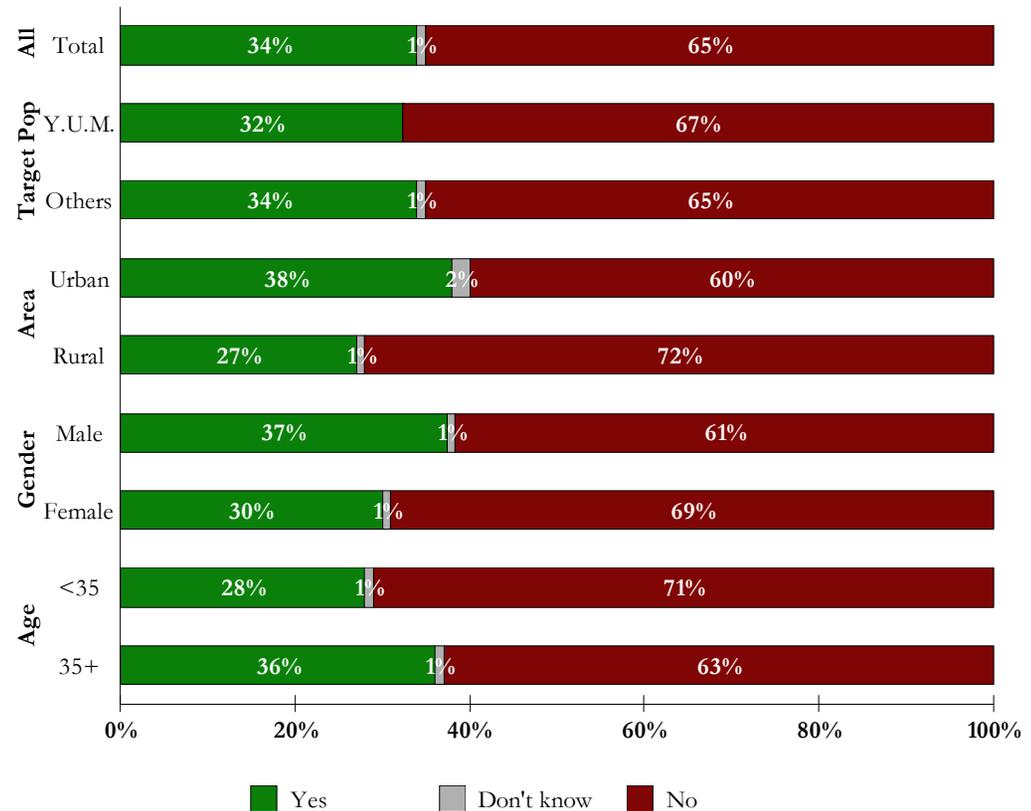
AWARENESS OF SPEED ENFORCEMENT DIFFERED SOMEWHAT BY AGE, GENDER, AND AREA

Across all demographic groups, roughly one-third of respondents said that they had seen or heard messages about speed enforcement in the past 30 days.

Awareness was higher for older respondents than younger (36 percent vs. 28 percent), for males than females (37 percent vs. 30 percent), and for urban residents than for rural (38 percent vs. 27 percent).

Exhibit V-14
Awareness of Speed Enforcement

(In the past 30 days, have you read, seen, or heard anything about speed enforcement by police?)



Note: This question was only asked in Wave 2 of the survey, so no comparisons between waves are made.

**RESPONDENTS
WERE MOST
FAMILIAR WITH
“FRIENDS DON’T
LET FRIENDS DRIVE
DRUNK” AND
“CLICK IT OR
TICKET” SLOGANS**

During both surveys, the largest proportions of respondents reported hearing or seeing “Friends Don’t Let Friends Drive Drunk” and “Click it or Ticket” in the past month. “Drunk Driving. Over the Limit. Under Arrest” and “You drink and drive, you lose” also had awareness at or above 50 percent during both survey periods.

During the program, there was a significant increase in awareness for “Click it or Ticket” and “Buckle Up America”; and a significant decrease for “Friends don’t let friends drive drunk”, and “Drunk Driving. Over the limit. Under arrest”.

**Exhibit V-15a
Slogan Awareness**

(Do you recall hearing or seeing the following slogans in the past 30 days?)

	Post-SB-		Difference (%)	Sig Lvl
	Pre-Pgm Survey	Pgm Survey		
Friends don't let friends drive drunk	64%	59%	-5%	90%
Click it or ticket	68%	77%	9%	95%
Buckle Up America	19%	25%	6%	95%
Safe & Sober	47%	48%	1%	
You drink and drive, you lose	56%	56%	0%	
Toward Zero Deaths	17%	18%	1%	
NightCAP	7%	6%	-1%	
Drunk Driving. Over the limit. Under Arrest	62%	57%	-5%	95%
None of the above	10%	8%	-2%	
Lake Superior Traffic Enforcement Team	14%	9%	-5%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Stearns)	12%	2%	-10%	
MOD Squad	3%	0%	-3%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Sherburne)	9%	19%	10%	
Anoka County DWI Task Force	58%	56%	-2%	
Dakota County Traffic Safety Project	21%	22%	1%	

**YOUNG UNMARRIED
MALES WERE MORE
AWARE OF MOST
SLOGANS THAN THE
GENERAL PUBLIC**

Young unmarried males’ awareness of the slogans reflected the pattern of the general population, with the same top 4 slogans: “Click it or ticket”, “Drunk Driving. Over the Limit. Under Arrest”, “Friends don’t let friends drive drunk”, and “You Drink and drive, you lose”.

Furthermore, young males had even higher awareness of these four slogans than did the general population (*Exhibit V-15a*).

Though, there were no statistically significant differences in awareness of slogans among young unmarried males.

Exhibit V-15b
Slogan Awareness: Young Unmarried Males
(Do you recall hearing or seeing the following slogans in the past 30 days?)

	Post-SB-		Difference (%)	Sig Lvl
	Pre-Pgm Survey	Pgm Survey		
Friends don't let friends drive drunk	69%	70%	1%	
Click it or ticket	85%	88%	3%	
Buckle Up America	17%	25%	8%	
Safe & Sober	49%	43%	-6%	
You drink and drive, you lose	62%	66%	4%	
Toward Zero Deaths	22%	21%	-1%	
NightCAP	15%	8%	-7%	
Drunk Driving. Over the limit. Under Arrest	86%	81%	-5%	
None of the above	4%	3%	-1%	
Lake Superior Traffic Enforcement Team	33%	0%	-33%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Stearns)	0%	33%	33%	
MOD Squad	33%	0%	-33%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Sherburne)	23%	0%	-23%	
Anoka County DWI Task Force	43%	43%	0%	
Dakota County Traffic Safety Project	15%	12%	-3%	

AWARENESS OF THE "CLICK IT OR TICKET" SLOGAN INCREASED IN BOTH URBAN AND RURAL AREAS

In general, urban and rural drivers had similar awareness for most of the slogans.

Comparing pre- and post-program surveys, there was a statistically significant increase in the percentage of both urban and rural respondents who were aware of the "Click it or Ticket" slogan (9 percent and 10 percent, respectively). Awareness for the "Buckle up America" slogan also increased significantly among both groups (6 percent for urban, 5 percent for rural).

In addition, rural drivers had a significant decrease in awareness for, "Friends don't let friends drive drunk" and "Drunk Driving. Over the limit. Under Arrest." (7 percent decrease for of these slogans).

Exhibit V-15c Slogan Awareness by Area

(Do you recall hearing or seeing the following slogans in the past 30 days?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Friends don't let friends drive drunk	62%	59%	-3%	
Click it or ticket	63%	72%	9%	95%
Buckle Up America	20%	26%	6%	95%
Safe & Sober	42%	41%	-1%	
You drink and drive, you lose	53%	57%	4%	
Toward Zero Deaths	14%	17%	3%	
NightCAP	8%	6%	-2%	
Urban				
Drunk Driving. Over the limit. Under Arrest	62%	59%	-3%	
None of the above	11%	9%	-2%	
Lake Superior Traffic Enforcement Team	0%	0%	0%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Stearns)	0%	0%	0%	
MOD Squad	0%	0%	0%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Sherburne)	5%	23%	18%	
Anoka County DWI Task Force	58%	56%	-2%	
Dakota County Traffic Safety Project	21%	22%	1%	
Rural				
Friends don't let friends drive drunk	66%	59%	-7%	90%
Click it or ticket	74%	84%	10%	95%
Buckle Up America	18%	23%	5%	90%
Safe & Sober	55%	57%	2%	
You drink and drive, you lose	59%	56%	-3%	
Toward Zero Deaths	20%	19%	-1%	
NightCAP	7%	7%	0%	
Drunk Driving. Over the limit. Under Arrest	61%	54%	-7%	90%
None of the above	8%	6%	-2%	
Lake Superior Traffic Enforcement Team	14%	9%	-5%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Stearns)	12%	2%	-10%	
MOD Squad	3%	0%	-3%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Sherburne)	11%	13%	2%	
Anoka County DWI Task Force	0%	0%	0%	
Dakota County Traffic Safety Project	0%	0%	0%	

AWARENESS OF THE "CLICK IT OR TICKET" SLOGAN INCREASED FOR BOTH GENDERS

There were significant increases in the percentage of both men and women who were aware of the "Click it or Ticket" slogan between the two surveys (7 percent and 11 percent, respectively).

Women also had a significant post-program increase in awareness for "Buckle Up America", and a decrease for "Drunk Driving. Over the limit. Under arrest". Men had a significant decrease for "Friends don't let friends drive drunk".

Across survey iterations, men generally reported greater awareness than women for most of the slogans listed.

Exhibit V-15d Slogan Awareness by Gender

(Do you recall hearing or seeing the following slogans in the past 30 days?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl
Friends don't let friends drive drunk	69%	59%	-10%	95%
Click it or ticket	73%	80%	7%	95%
Buckle Up America	19%	22%	3%	
Safe & Sober	46%	47%	1%	
You drink and drive, you lose	62%	65%	3%	
Toward Zero Deaths	18%	22%	4%	
NightCAP	11%	9%	-2%	
Male				
Drunk Driving. Over the limit. Under Arrest	69%	67%	-2%	
None of the above	9%	7%	-2%	
Lake Superior Traffic Enforcement Team	13%	21%	8%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Stearns)	29%	6%	-23%	
MOD Squad	33%	0%	-33%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Sherburne)	3%	18%	15%	
Anoka County DWI Task Force	43%	57%	14%	
Dakota County Traffic Safety Project	29%	22%	-7%	
Friends don't let friends drive drunk	59%	60%	1%	
Click it or ticket	63%	74%	11%	95%
Buckle Up America	20%	29%	9%	95%
Safe & Sober	48%	48%	0%	
You drink and drive, you lose	50%	48%	-2%	
Toward Zero Deaths	15%	14%	-1%	
NightCAP	4%	4%	0%	
Female				
Drunk Driving. Over the limit. Under Arrest	55%	46%	-9%	95%
None of the above	10%	8%	-2%	
Lake Superior Traffic Enforcement Team	14%	0%	-14%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Stearns)	0%	0%	0%	
MOD Squad	0%	0%	0%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Sherburne)	13%	20%	7%	
Anoka County DWI Task Force	73%	55%	-18%	
Dakota County Traffic Safety Project	16%	22%	6%	

**INCREASES IN THE
"CLICK IT OR
TICKET" SLOGAN
WERE SIMILAR FOR
BOTH AGE GROUPS,
BUT DIFFERED FOR
OTHER SLOGANS**

There were significant increases in the percentage of both younger and older respondents who were aware of the "Click it or Ticket" slogan between the two surveys (9 percent for both groups).

There were also increases in the proportion of older respondents who were aware of "Buckle up America" (7 percent) and "Toward Zero Deaths" (4 percent).

Among younger respondents, on the other hand, there were significant decreases in awareness for "Drunk Driving. Over the limit. Under Arrest" (17 percent), "Friends don't let friends drive drunk" (12 percent), and "Toward Zero Deaths" (7 percent).

It should also be noted that younger respondents had higher awareness of most slogans in general on both surveys.

**Exhibit V-15e
Slogan Awareness by Age**

(Do you recall hearing or seeing the following slogans in the past 30 days?)

	Pre-Pgm Survey	Post-SB-Pgm Survey	Difference (%)	Sig Lvl
Friends don't let friends drive drunk	71%	59%	-12%	95%
Click it or ticket	72%	81%	9%	95%
Buckle Up America	16%	21%	5%	
Safe & Sober	46%	42%	-4%	
You drink and drive, you lose	56%	60%	4%	
Toward Zero Deaths	20%	13%	-7%	95%
NightCAP	9%	6%	-3%	
Drunk Driving. Over the limit. Under Arrest	84%	67%	-17%	95%
None of the above	3%	7%	4%	90%
Lake Superior Traffic Enforcement Team	7%	0%	-7%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Stearns)	0%	7%	7%	
MOD Squad	4%	0%	-4%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Sherburne)	23%	0%	-23%	
Anoka County DWI Task Force	49%	23%	-26%	
Dakota County Traffic Safety Project	2%	16%	14%	90%
Friends don't let friends drive drunk	61%	59%	-2%	
Click it or ticket	66%	75%	9%	95%
Buckle Up America	20%	27%	7%	95%
Safe & Sober	48%	50%	2%	
You drink and drive, you lose	56%	54%	-2%	
Toward Zero Deaths	16%	20%	4%	90%
NightCAP	6%	7%	1%	
Drunk Driving. Over the limit. Under Arrest	52%	52%	0%	
None of the above	12%	8%	-4%	95%
Lake Superior Traffic Enforcement Team	16%	10%	-6%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Stearns)	13%	0%	-13%	90%
MOD Squad	0%	0%	0%	
C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Sherburne)	8%	19%	11%	
Anoka County DWI Task Force	61%	66%	5%	
Dakota County Traffic Safety Project	34%	24%	-10%	



**OVERHEAD
ELECTRONIC
MESSAGE SIGNS
ARE A COMMON
SOURCE OF SAFETY
MESSAGING**

In both iterations of the survey, overhead electronic message signs were cited as a source of safety messaging more than any other source. In fact, over half of respondents in the post- program survey said that they had seen such messages.

Between the two surveys, there were significant decreases in the percentage of respondents who recalled seeing messages at gas station pumps, on mobile truck ads, on business cards, and on traffic vests worn by law enforcement.

In fact, overhead electronic message signs (in addition to being cited most frequently overall) were the only source for which there was an increase in awareness pre- to post-program.

**Exhibit V-16a
Sources of Traffic Safety Messaging**

(Do you recall seeing or hearing Traffic Safety messages regarding seat belts or impaired driving from any of the following sources?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Minnesota Twins	25%	24%	-1%	
Overhead electronic message signs	47%	51%	4%	
Gas station pumps	19%	14%	-5%	95%
Restroom ads	19%	16%	-3%	
Mobile truck ads	12%	9%	-3%	90%
Coasters in bars and restaurants	13%	11%	-2%	
Magnetic signs on law enforcement cars	22%	19%	-3%	
Business cards	4%	2%	-2%	95%
Traffic vests worn by law enforcement	15%	12%	-3%	95%

**YOUNG UNMARRIED
MALES WERE MORE
AWARE OF MOST
SOURCES BOTH
BEFORE AND AFTER
THE PROGRAM**

Generally, young unmarried males were more likely than overall respondents to have observed traffic safety messages from nearly every source addressed on the survey.

However, there were very few changes observed between the two survey iterations. Like respondents overall, this population showed the largest increase for overhead electronic signs, although the difference was not statistically significant.

Young unmarried males did, however, show small increases in awareness of some of the same sources for which the general population showed a decrease (e.g., Minnesota Twins and Mobile truck ads).

Exhibit V-16b

Sources of Traffic Safety Messaging: Young Unmarried Males

(Do you recall seeing or hearing Traffic Safety messages regarding seat belts or impaired driving from any of the following sources?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Minnesota Twins	34%	37%	3%	
Overhead electronic message signs	48%	55%	7%	
Gas station pumps	31%	27%	-4%	
Restroom ads	24%	24%	0%	
Mobile truck ads	14%	15%	1%	
Coasters in bars and restaurants	25%	18%	-7%	
Magnetic signs on law enforcement cars	32%	32%	0%	
Business cards	7%	4%	-3%	
Traffic vests worn by law enforcement	20%	15%	-5%	

**AWARENESS OF
MESSAGES FROM
OVERHEAD
ELECTRONIC SIGNS
ONLY INCREASED
AMONG URBAN
DRIVERS**

While overhead electronic message signs were the most commonly cited source of safety messages, rural drivers did not show the post-program increase in awareness that was evident overall (*Exhibit V-16a*). In fact, rural drivers actually had a slight decrease for this source after the program. Urban drivers, on the other hand, had a significant increase in awareness for this source.

Between surveys, both urban and rural drivers became significantly less likely to report safety messages from gas station pumps and business cards. Rural drivers also had a significant decrease for Minnesota Twins, whereas urban drivers had a decrease for traffic vests worn by law enforcement.

Exhibit V-16c

Sources of Traffic Safety Messaging by Area

(Do you recall seeing or hearing Traffic Safety messages regarding seat belts or impaired driving from any of the following sources?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl
Minnesota Twins	22%	26%	4%	
Overhead electronic message signs	57%	65%	8%	95%
Gas station pumps	19%	13%	-6%	95%
Restroom ads	20%	17%	-3%	
Mobile truck ads	13%	10%	-3%	
Coasters in bars and restaurants	11%	11%	0%	
Magnetic signs on law enforcement cars	19%	18%	-1%	
Business cards	3%	2%	-1%	90%
Traffic vests worn by law enforcement	17%	10%	-7%	95%
Minnesota Twins	29%	21%	-8%	95%
Overhead electronic message signs	32%	30%	-2%	
Gas station pumps	20%	15%	-5%	90%
Restroom ads	18%	16%	-2%	
Mobile truck ads	11%	9%	-2%	
Coasters in bars and restaurants	14%	11%	-3%	
Magnetic signs on law enforcement cars	26%	20%	-6%	90%
Business cards	4%	1%	-3%	90%
Traffic vests worn by law enforcement	14%	15%	1%	

**MEN WERE MORE
LIKELY THAN
WOMEN TO REPORT
AWARENESS OF
MOST MESSAGE
SOURCES**

Overhead electronic signs had the highest awareness among both genders and on both survey iterations. However, men were more likely than women to be aware of these, along with nearly every other source of safety messages.

Comparing pre- and post-program awareness, men and women showed very different patterns of change. There was a significant increase in the proportion of women who were aware of messages on overhead electronic signs, as well as decreases for gas station pumps, restroom ads, and business cards. Among men, there were decreases in the proportion that were aware of mobile truck ads and traffic vests worn by law enforcement.

Exhibit V-16d

Sources of Traffic Safety Messaging by Gender

(Do you recall seeing or hearing Traffic Safety messages regarding seat belts or impaired driving from any of the following sources?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl	
Male	Minnesota Twins	32%	31%	-1%	
	Overhead electronic message signs	51%	51%	0%	
	Gas station pumps	18%	16%	-2%	
	Restroom ads	18%	18%	0%	
	Mobile truck ads	13%	8%	-5%	90%
	Coasters in bars and restaurants	15%	12%	-3%	
	Magnetic signs on law enforcement cars	25%	21%	-4%	
	Business cards	3%	2%	-1%	
	Traffic vests worn by law enforcement	20%	13%	-7%	95%
	Minnesota Twins	19%	18%	-1%	
Female	Overhead electronic message signs	43%	50%	7%	95%
	Gas station pumps	21%	12%	-9%	95%
	Restroom ads	21%	15%	-6%	95%
	Mobile truck ads	11%	10%	-1%	
	Coasters in bars and restaurants	10%	10%	0%	
	Magnetic signs on law enforcement cars	20%	18%	-2%	
	Business cards	4%	1%	-3%	95%
	Traffic vests worn by law enforcement	11%	11%	0%	

YOUNGER DRIVERS WERE MORE LIKELY TO BE AWARE OF MOST MESSAGE SOURCES

Like other demographic groups, awareness among both younger and older drivers was greatest for overhead electronic signs. However, younger drivers were slightly more aware of this source, and much more aware of several other sources, compared with older drivers.

There was a significant decrease between surveys in the proportion of both younger and older drivers who reported awareness messages at gas station pumps (9 percent for younger, 4 percent older).

Older respondents also had significant decreases for mobile truck ads and traffic vests worn by police, while younger respondents had a decrease for business cards.

Exhibit V-16e

Sources of Traffic Safety Messaging by Age

(Do you recall seeing or hearing Traffic Safety messages regarding seat belts or impaired driving from any of the following sources?)

	Pre-Pgm Survey	Post-SB- Pgm Survey	Difference (%)	Sig Lvl	
<35	Minnesota Twins	26%	22%	-4%	
	Overhead electronic message signs	48%	53%	5%	
	Gas station pumps	29%	20%	-9%	95%
	Restroom ads	22%	18%	-4%	
	Mobile truck ads	12%	11%	-1%	
	Coasters in bars and restaurants	21%	16%	-5%	
	Magnetic signs on law enforcement cars	29%	23%	-6%	
	Business cards	6%	1%	-5%	95%
	Traffic vests worn by law enforcement	15%	11%	-4%	
	35+	Minnesota Twins	25%	25%	0%
Overhead electronic message signs		46%	49%	3%	
Gas station pumps		15%	11%	-4%	95%
Restroom ads		18%	16%	-2%	
Mobile truck ads		12%	8%	-4%	95%
Coasters in bars and restaurants		9%	9%	0%	
Magnetic signs on law enforcement cars		19%	17%	-2%	
Business cards		3%	2%	-1%	
Traffic vests worn by law enforcement		16%	12%	-4%	90%

APPENDIX: 2011 SURVEY INSTRUMENT

Survey 1 (Pre-May Mobilization) will ask ALL questions in the survey.

Survey 2 (Post-May Mobilization) will ask all questions EXCEPT those with **blue highlights**.

Survey 3 (Post DUI) will ask all questions EXCEPT those with **green highlights**.

F1. In what county do you live? (COUNTIES IN RED ARE URBAN. ALL OTHERS ARE RURAL.)

1 Aitkin	24 Freeborn	47 Meeker	70 Sherburne
2 Anoka	25 Goodhue	48 Mille Lacs	71 Sibley
3 Becker	26 Grant	49 Morrison	72 St. Louis
4 Beltrami	27 Hennepin	50 Mower	73 Stearns
5 Benton	28 Houston	51 Murray	74 Steele
6 Big Stone	29 Hubbard	52 Nicollet	75 Stevens
7 Blue Earth	30 Isanti	53 Nobles	76 Swift
8 Brown	31 Itasca	54 Norman	77 Todd
9 Carlton	32 Jackson	55 Olmsted	78 Traverse
10 Carver	33 Kanabec	56 Otter Tail	79 Wabasha
11 Cass	34 Kandiyohi	57 Pennington	80 Wadena
12 Chippewa	35 Kittson	58 Pine	81 Waseca
13 Chisago	36 Koochiching	59 Pipestone	82 Washington
14 Clay	37 Lac qui Parle	60 Polk	83 Watonwan
15 Clearwater	38 Lake	61 Pope	84 Wilkin
16 Cook	39 Lake of the Woods	62 Ramsey	85 Winona
17 Cottonwood	40 Le Sueur	63 Red Lake	86 Wright
18 Crow Wing	41 Lincoln	64 Redwood	87 Yellow Medicine
19 Dakota	42 Lyon	65 Renville	97 OTHER
20 Dodge	43 Mahnomen	66 Rice	99 DON'T KNOW
21 Douglas	44 Marshall	67 Rock	98 REFUSED
22 Faribault	45 Martin	68 Roseau	
23 Fillmore	46 McLeod	69 Scott	

Q1. How often do you drive a motor vehicle: almost every day, a few days a week, a few days a month, a few days a year, or do you never drive?

- 1 Almost every day
- 2 Few days a week
- 3 Few days a month
- 4 Few days a year
- 5 Never (SKIP TO Q7)
- 7 Other
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q2. Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? (NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK: "What kind of vehicle did you LAST drive?")

- 1 Car

- 2 Van or minivan
- 3 Motorcycle (SKIP TO Q7)
- 4 Pickup truck
- 5 Sport Utility Vehicle
- 6 Other (SPECIFY: Q2A_OT)
- 7 Other truck (SPECIFY: Q2B_OT)
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

For the next series of questions, please answer only for the vehicle you said you USUALLY drive.

Q3. When driving this vehicle, how often do you wear your seat belt? (READ LIST)

- 1 All of the time
- 2 Most of the time
- 3 Some of the time
- 4 Rarely, or
- 5 Never
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q4. When was the last time you did NOT wear your seat belt when driving?

- 1 Within the past day
- 2 Within the past week
- 3 Within the past month
- 4 Within the past year
- 5 A year or more ago/I always wear it
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q5. In the past 30 days, has your use of seat belts when driving this vehicle increased, decreased, or stayed the same?

- 1 Increased
- 2 Decreased
- 3 Stayed the same
- 4 New driver
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q6. (IF Q5=1) What caused your use of seat belts to increase? (DO NOT READ LIST - MULTIPLE RECORD)

- 01 Increased awareness of safety
- 02 Seat belt law
- 03 Don't want to get a ticket
- 04 Was in a crash
- 05 New car with automatic belt
- 06 Influence/pressure from others
- 07 More long distance driving
- 08 Remember more/more in the habit
- 09 The weather
- 10 The holidays
- 11 Driving faster

- 12 Know someone who was in a crash
- 13 Observed more law enforcement
- 97 Other (SPECIFY Q6_Q7)
- 99 Don't know (DO NOT READ)
- 98 Refused (DO NOT READ)

Q7. To the best of your knowledge, does Minnesota have a law requiring seat belt use by adults?

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

IF (Q1=5 OR Q2=3) AND Q7=1, SKIP TO Q9

Q8. Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? (READ)

- 1 Very likely
- 2 Somewhat likely
- 3 Somewhat unlikely
- 4 Very unlikely
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q9. To the best of your knowledge, according to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

- 1 Can stop just for seat belt violation
- 2 Must observe another offense first
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q10. In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

- 1 Should be allowed to stop
- 2 Should not
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q11. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: (ROTATE ORDER)

- a. Seat belts are just as likely to harm you as help you.*
- b. If I was in an accident, I would want to have my seat belt on.*
- c. Police in my community generally will not bother to write tickets for seat belt violations.*
- d. It is important for police to enforce the seat belt laws.*
- e. Putting on a seat belt makes me worry more about being in an accident.*
- f. Police in my community are writing more seat belt tickets now than they were a few months ago.*

- 1 Strongly Agree
- 2 Somewhat Agree
- 3 Somewhat Disagree
- 4 Strongly Disagree

Q12. In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q13. (IF Q12=1) Where did you read, see, or hear that message? (DO NOT READ-MULTIPLE RESPONSE)

- 01 TV
- 02 Radio
- 03 Friend/Relative
- 04 Newspaper
- 05 Personal observation/on the road
- 06 Billboard/signs
- 07 Electronic Road Signs
- 08 I'm a police officer/judge
- 17 Other (SPECIFY: Q13_OT)
- 18 Don't know (DO NOT READ)
- 19 Refused (DO NOT READ)

Q14. (IF Q13=(01 OR 02)) Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? (MULTIPLE RECORD)

- 1 Commercial/Advertisement/Public Service Announcement
- 2 News story/news program
- 3 Something else (SPECIFY: Q14_OT)
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q15. In the past 30 days, have you seen or heard of anything about police in your community working at night to enforce the seat belt law?

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q16. Now, I would like to ask you a few questions about educational or other types of activities... In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts. This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q17. (IF Q16=1) Where did you see or hear these messages? (DO NOT READ-MULTIPLE RESPONSE)

- 01 TV
- 02 Radio
- 03 Friend/Relative
- 04 Newspaper
- 05 Personal observation/on the road

- 06 Billboard/signs
- 07 Electronic Road Signs
- 08 I'm a police officer/judge
- 17 Other (SPECIFY: Q17_OT)
- 18 Don't know (DO NOT READ)
- 19 Refused (DO NOT READ)

Q18. (IF Q17=(01 OR 02) Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? (MULTIPLE RECORD)

- 1 Commercial/Advertisement/Public Service Announcement
- 2 News story/news program
- 3 Something else (SPECIFY: Q18_OT)
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q19. (IF Q16=1) Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same as usual?

- 1 More than usual
- 2 Fewer than usual
- 3 About the same
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q20. Are there any advertisements or activities that you have seen or heard in the past 30 days that encourage adults to make sure that children use car seats, booster seats, or seat belts? This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q21. What did you see or hear? _____

Q22. Thinking about everything you have heard, how important do you think it is for Minnesota to enforce seat belt laws for ADULTS more strictly: very important, fairly important, just somewhat important, or not that important?

- 1 Very important
- 2 Fairly important
- 3 Just somewhat important
- 4 Not that important
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q23. Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q23.a (IF Q23=1) Where did you see or hear these messages? (MULTIPLE RECORD)

- 1 TV
- 2 Radio
- 3 Newspaper
- 4 Billboard
- 5 Indoor Ad
- 6 Bumper Sticker
- 7 Other (SPECIFY: Q23_OT)

- Q24. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph? (WAVE 1 ONLY)**
- 1 Always
 - 2 Most of the time
 - 3 Half the time
 - 4 Rarely
 - 5 Never
 - 9 Don't know (DO NOT READ)
 - 8 Refused (DO NOT READ)
- Q25. In the past 30 days, have you read, seen or heard anything about speed enforcement by police? (WAVE 2 ONLY)**
- 1 Yes
 - 2 No
 - 9 Don't know (DO NOT READ)
 - 8 Refused (DO NOT READ)
- Q26. How likely do you think the chances are of getting a ticket if you drive over the speed limit? (WAVE 3 ONLY)**
- 1 Highly likely
 - 2 Somewhat likely
 - 3 Somewhat unlikely
 - 4 Very unlikely
 - 9 Don't know (DO NOT READ)
 - 8 Refused (DO NOT READ)
- Q27. Do you recall hearing or seeing the following slogans in the past 30 days? (NOTE: Slogans Q27.i-Q27.p will only be asked for respondents that live in the specified county or surrounding counties.)**
- a. *Fiends don't let friends drive drunk*
 - b. *Click it or ticket*
 - c. *Buckle Up America*
 - d. *Safe & Sober*
 - e. *You drink and drive, you lose*
 - f. *Toward Zero Deaths*
 - g. *NightCAP*
 - h. *Drunk Driving. Over the limit. Under Arrest*
 - i. *Ramsey County Traffic Safety Initiative (Ramsey County)*
 - j. *Iron Ranges Omnipresence Network (IRON) Patrol (North St Louis County)*
 - k. *Lake Superior Traffic Enforcement Team (South St Louis County)*
 - l. *C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Stearns County)*
 - m. *MOD Squad (Rice County)*
 - n. *C.R.A.S.H. Central MN Reduction of Accidents for Safer Highways (Sherburne County)*
 - o. *Anoka County DWI Task Force (Anoka County)*

p. Dakota County Traffic Safety Project (Dakota County)

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q28. Do you recall seeing or hearing Traffic Safety messages regarding seat belts or impaired driving from any of the following sources?

- a. Minnesota Twins*
- b. Overhead Electronic Message Signs*
- c. Gas Station Pumps*
- d. Rest Room Ads*
- e. Mobile Truck ads*
- f. Coasters in bars and restaurants*
- g. Magnetic signs on law enforcement cars*
- h. Business cards*
- i. Traffic vests worn by law enforcement*

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q29. Now I'm going to ask you a few questions about alcohol use. During the past 30 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q30. (IF Q29=1) How many days out of the past 30 days did you drink alcoholic beverages? _____ (Range: 1-30; 98=RF; 99=DK)

IF Q1=5, SKIP TO Q34.

Q31. (IF Q30>0) During the past 30 days, have you driven a vehicle after you had been drinking alcohol?

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q32. (IF Q31=1) How many days out of the past 30 days did you drive after drinking alcoholic beverages? _____ (Range: 1-30; 98=RF; 99=DK)

IF Q32=(98 OR 99), SKIP TO Q34.

Q33. Compared to other months during the past year, would you say that the number of days you drove after drinking alcohol was (lower/higher than usual, lower) than usual or the same as usual during the past 30 days? (IF Q31=2, SAY "LOWER..."; IF Q32 > 0 THEN SAY "HIGHER THAN USUAL, LOWER...")

- 1 Higher Than Usual
- 2 Lower Than Usual

- 3 The Same as Usual
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q34. Suppose you drove a motor vehicle after drinking alcohol, and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you? Would the police be...?

- 1 Very Likely To Stop You,
- 2 Somewhat Likely To Stop You, or
- 3 Not Likely To Stop
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q35. In the past 30 days, have you seen or heard anything about police setting up increased enforcement to catch drivers who were driving while under the influence of alcohol or driving drunk?

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q36. (IF Q35=1) Where did you see or hear these messages? (DO NOT READ--MULTIPLE RESPONSE)

- 01 TV
- 02 Radio
- 03 Friend/Relative
- 04 Newspaper
- 05 Personal observation/on the road
- 06 Online
- 07 Billboard/signs
- 08 Electronic Road Signs
- 09 I'm a police officer/judge
- 17 Other (SPECIFY: Q36_OT)
- 18 Don't know (DO NOT READ)
- 19 Refused (DO NOT READ)

IF Q1 = NEVER, SKIP TO Q38

Q37. (IF Q35=1) In the past 30 days, did you personally drive past, or drive through, an area of increased police enforcement set up to catch drivers who were driving while under the influence of alcohol or driving drunk?

- 1 Yes
- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q38. Thinking about everything you have heard, how important do you think it is for Minnesota to enforce the drinking and driving laws more strictly . . . very important, fairly important, just somewhat important, or not that important?

- 1 Very Important
- 2 Somewhat Important
- 3 Not too important
- 4 Not at all important
- 9 Don't know (DO NOT READ)

8 Refused (DO NOT READ)

- Q39. Now, I need to ask you some basic information about you and your household. What is your age? _____
(Range: 18-90; 99=RF)
- Q40. Including yourself, how many persons, age 16 or older, are living in your household at least half of the time or consider it their primary residence? _____ (Range: 1-20; 99=RF)
- Q41. How many children age 15 or younger are living in your household at least half of the time or consider it their primary residence? _____ (Range: 0-20; 99=RF)
- Q42. Do you consider yourself to be Hispanic or Latino?
- 1 Yes
 - 2 No
 - 9 Don't know (DO NOT READ)
 - 8 Refused (DO NOT READ)
- Q43. Which of the following racial categories describes you? You may select more than one. (READ LIST--
MULTIPLE RECORD)
- 1 American Indian or Alaskan Native
 - 2 Asian
 - 3 Black or African American
 - 4 Native Hawaiian or other Pacific Islander
 - 5 White
 - 7 Other (SPECIFY: (Q43_OT))
 - 9 Don't know (DO NOT READ)
 - 8 Refused (DO NOT READ)
- Q44. What is the highest grade or year of school you completed?
- 01 8th grade or less
 - 02 9th grade
 - 03 10th grade
 - 04 11th grade
 - 05 12th grade/GED
 - 06 Some college or trade/vocational school
 - 07 Associate's Degree
 - 08 College graduate or higher
 - 09 Post-graduate work or degree (Master's Degree, Ph.D., or professional degrees such as law or medicine)
 - 99 Don't know (DO NOT READ)
 - 98 Refused (DO NOT READ)
- Q45. What is your current Marital Status?
- 1 Never Married
 - 2 Married
 - 3 Separated
 - 4 Divorced
 - 5 Widowed
 - 6 Living with a partner
- Q46. Do you have more than one telephone number in your household?
- 1 Yes

- 2 No
- 9 Don't know (DO NOT READ)
- 8 Refused (DO NOT READ)

Q47. Not including cell phones and phones used primarily for fax or computer lines, how many different telephone numbers do you have in your household? _____ (Range: 0-9;10=Ten or more; 98=RF; 99=DK)

ADDITIONAL INFORMATION

GENDER. FROM OBSERVATION, ENTER SEX OF RESPONDENT

- 1 MALE
- 2 FEMALE

QUOTAGRP. QUOTA GROUP

- 1 MALE 18-34 SINGLE RURAL
- 2 MALE 18-34 SINGLE URBAN
- 3 MALE 35 OR OVER AND UNDER 35 AND MARRIED RURAL
- 4 MALE 35 OR OVER AND UNDER 35 AND MARRIED URBAN
- 5 FEMALE RURAL
- 6 FEMALE URBAN

SAMPTYPE. SAMPLE SOURCE

- 1 RDD RURAL
- 2 RDD URBAN
- 3 TARGETED RURAL
- 4 TARGETED URBAN

WAVE. SURVEY WAVE

- 1 PRE-MAY MOBILIZATION
- 2 POST-MAY MOBILIZATION
- 3 POST DUI