

WEST VIRGINIA'S DRIVER ATTITUDES AND AWARENESS SURVEY, 2010

Selected Results

Submitted to:
Governor's Highway Safety Office
Division of Motor Vehicles
West Virginia Department of Transportation

In preparation of:
West Virginia's 2011 Highway Safety Plan

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Introduction

As part of a collaborative agreement between the Governor's Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA), all State Highway Safety Offices (SHSO) are required to conduct a survey to track the knowledge, attitudes, and behavior of the driving public in relation to safety issues and programs. The survey inquired about the public's knowledge and attitudes about such issues as seat belt use, impaired driving, speeding and other driving safety related issues such as cell phone use and texting. The results of the survey will be included in WV's FY 2011 Highway Safety Plan. It is anticipated that the results of such surveys will contribute to safer highways by aiding the Governor's Highway Safety Office (GHSO) in developing more effective educational campaigns and monitoring the driving behaviors and attitudes of WV citizens.

Methodology

Eligible participants include all persons of driving age that come to each of the 8 Division of Motor Vehicle regional offices for the delivery of services (i.e., new license or renewal or other). Collection of data from each of these sites regional sites helped to ensure a geographically representative sample of WV's driving population. Site coordinators were established at each site. These site coordinators were responsible for overseeing the survey administration procedures.

The sample was derived from the population of licensed drivers entering each DMV regional office for services. Every k^{th} person entering the DMV for services (e.g., every other, every 3rd person, etc.) was asked by site representatives whether they would volunteer to participate in the survey. The procedure allowed for each person entering the offices to have an equal chance of being selected to participate in the survey. Site coordinators explained that participation in the survey was voluntary and their answers would remain anonymous. It was further explained that the results of the study would help the West Virginia Department of Transportation create better public service announcements and other education-based programs to inform the public about certain driving hazards. The results would also assist in the monitoring of such programs and whether they have an impact on driving behaviors. The results would be used to help form the basis for WV's FY 2011 Highway Safety Plan. After completing the survey, respondents placed the survey in a secure envelop and placed it in a box rather than returning it to the site coordinators.

The two-page self-report survey captured information on driver awareness of media campaigns as well as driver attitudes and behavior. The survey was comprised of all core questions identified and recommended by the NHTSA-GHSA working group, plus a select few additional questions identified by WV's Governor's Highway Safety Office (GHSO). The survey asked questions about whether drivers had read, seen, or heard selected educational media campaigns on safety belt use, speeding, and impaired driving. In addition, the survey captured information on the driving behaviors of persons in each of these three areas as well as how often they talked on their cell phone or texted while driving. Finally, the survey captured information on the perceived likelihood of getting caught and potentially receiving a ticket or not wearing a safety belt, speeding or receiving a citation or being arrested for impaired driving. A copy of the survey is provided in the Appendix.

A total of 1,189 surveys were completed across the 8 DMV regional offices. Table 1 provides a summary of the demographic characteristics of respondents and the distribution of surveys across the 8 sites. The number of surveys completed at each site is representative of the size and level of services provided at

each regional office. As a result, regional offices serving more populated cities and areas comprised a greater proportion of the overall sample.

Results

Education Campaigns and Driver Awareness

Tables 2 and 3 describe the results related to driver awareness and both general and specific highways safety education campaigns. Driver awareness of general public services messages by police on issues such as safety belt use, speeding, and impaired driving is presented in Table 2. Respondents were asked to indicate whether they had read, seen, or heard a public service message about seat belt law enforcement in the past 60 days. A similar question was asked of respondents for speeding and impaired driving in the past 30 days. The results indicate that messages related to impaired driving and safety belt use were heard more often by respondents compared to educational campaigns related to speeding. Selected findings include:

- 81.5% of respondents had read, seen, or heard a message about alcohol impaired driving in the past 30 days.
- 72.7% of respondents had read, seen, or heard a message about seat belt law enforcement in the past 60 days.
- 57.3% of respondents had read, seen, or heard a message about speed enforcement in the past 30 days.

Table 3 displays the results of related to driver awareness of specific highway safety educational campaigns utilized in West Virginia. The “Click it-or-Ticket” campaign is clearly the most widely read, seen, or heard message among this sample of WV drivers. Less than fifty percent of drivers recall being exposed to the “Over-the-Limit, Under Arrest” and “Buzzed Driving is Drunk Driving” public service announcements. Selected findings include:

- 85.4% of respondents had read, seen, or heard the “Click it-or-Ticket” service announcement in the past 60 days.
- Fewer than half of respondents recall having read, seen, or heard the “Over-the-Limit, Under Arrest” (45.7%) and “Buzzed Driving is Drunk Driving” (47.2%) service announcement in the past 60 days.

Safety Belt Use and Attitudes

The impact of public service messages and receiving prior tickets on driver perceptions and safety belt use is presented in Table 4. As shown in the first column, a vast majority of respondents indicated that they were a safety belt “all of the time” (71.6%) or “most of the time” (16.9%). Likewise, most respondents believe that the likelihood of receiving a ticket is at least “somewhat likely” and that the penalties of safety belt nonuse are least “somewhat strict.”

The second two columns in Table 4 present findings in relation to the impact of public service messages and prior tickets on safety belt use and perceptions of penalties. Respondents that reported having read, seen, or heard a public service message on safety belt enforcement were significantly more likely to indicate that they use their safety belt at least “most of the time.” They were also significantly more likely to believe the likelihood of receiving was greater than respondents who did not recall having been exposed to a safety belt enforcement message in the past 60 days. There was no difference in how respondents perceived the severity of penalties associated with nonuse of safety belts.

The last column in Table 4 examines the impact of having received a ticket for not wearing a safety belt in the past on current reported safety belt use and perceptions of the certainty and severity of penalties. The results indicate that respondents who received a ticket in the past are significantly less likely report wearing a safety belt on a regular basis. However, there do tend to believe that the strictness of penalties is great. Respondents who received a ticket in the past were significantly more likely to report that penalties for nonuse are “very strict.” No difference was found in respondents perceptions of the likelihood of receiving a ticket, regardless of whether they had received a ticket in the past. Selected findings include:

- 88.5% of respondents report wearing a safety belt “all the time” or “most of the time”
- 77.0% of respondents believe that the chances of getting a ticket is at least “somewhat likely” and 72.6% believe the penalties for nonuse are at least “somewhat strict.”
- Respondents exposed to a safety belt enforcement message in the past 60 days were significantly more likely to wearing a safety belt on a regular basis and feel the chances of receiving a ticket for nonuse is greater.
- Respondents who have never received a ticket for not wearing of a safety belt are also more likely to report wearing a seatbelt on a regular basis. They also perceive the penalties for nonuse to be less strict than respondents who received tickets in the past.

Speed Violations and Attitudes

Table 5 the impact of public service messages and prior speeding tickets on current use and perceptions of law enforcement responses. The first column presents the results for the total sample. The results indicate that a majority of respondents violate 30 mph and 70 mph speed limits at least on occasion. In addition, the findings illustrate that a large percentage of respondents believe that the likelihood of getting a ticket for speeding is at least “somewhat likely” and that penalties are at least “somewhat strict.”

The second column illustrates the differences in reported speeding and perceptions of law enforcement responses based on exposure to a public service announcement in the past 30 days. Respondents who indicated that they had read, seen, or heard an enforcement message in the past 30 days reported speeding less often than their counterparts. In addition, they were significantly more likely to feel the chances of getting caught speeding were greater and that the penalties would be more severe.

The final column in Table 5 compares respondents based on whether they had received a speeding ticket in the past 12 months. Respondents who reported receiving a speeding ticket in the past 12 months also reported speeding more often. However, no differences were found in their estimates of the likelihood of getting caught speeding and the severity of penalties. As result, having received a ticket for speeding in the past 12 months did not appear to impact their perceptions of getting caught in the future or feelings about the severity of the sanction. Selected findings include:

- Slightly over one-half of respondents indicated violating the speed limit at least “some of the time”
- 90.0% of respondents reported the chances of getting a ticket for speeding to be at least “somewhat likely” and 89.6% believed the penalties to be as least “somewhat strict”
- Respondents exposed to an enforcement message in the past 30 days indicated violating the speed limit less often and perceived the likelihood of receiving a ticket and the severity of penalties to be greater.

- Receiving a speeding ticket in the past 12 months had no impact on the perceptions of certainty and severity of penalties among respondents.
- Respondents who had received a ticket in the past 12 months reported violating the speed limit more often than those who had not received a ticket.

Impaired Driving and Attitudes

The survey further assessed the impact of public service messages and receiving prior citations/arrest for impaired driving. Respondents were first asked to report their frequency of alcohol use and impaired driving (see Table 6). As shown in Table 6, more than one-half of respondents reported no alcohol consumption (50.3%). Likewise, roughly ninety percent of respondents indicated that they had not driven while impaired in the past sixty days (90.5%).

Table 7 illustrates the impact of exposure to enforcement messages and prior citations/arrest on impaired driving. Generally, a vast majority of respondents believe the likelihood of arrest for impaired driving is at least “somewhat likely” and that their penalties are at least “somewhat strict.” However, there was no significant difference in self-reported impaired driving based on exposure to a public service message. As shown in column 2, respondents were equally likely to report impaired driving in the past 60 days, regardless of whether they heard an enforcement message or not. Likewise, exposure to an enforcement message did not impact respondent’s beliefs about the likelihood of getting caught or the severity of penalties for impaired driving.

The final columns in Table 7 compares the frequency of impaired driving and respondent’s perceptions law enforcement responses based on whether or not they had previously been arrested or received a citation for impaired driving. The results indicate respondents who had received a citation/arrest for impaired driving in the past, were also significantly more likely to report having driven impaired over the past sixty days. One-third of respondents who had been arrested or received a citation in the past indicated that they had driven impaired in the last two months (34.9%). They were also more likely to believe the penalties are “somewhat” or “very strict.” Selected findings include:

- Less than ten percent of respondents reported driving impaired in the past sixty days (9.5%).
- A vast majority of respondents feel that the chances of getting arrested/receiving a citation for impaired driving is at least “somewhat likely” (89.6%)
- 79.1% of respondents indicated that the penalties for impaired driving are at least “somewhat strict”
- No difference in self-reported impaired driving was found between respondents who reported exposure to an enforcement message in the past 30 days and those who reported no exposure.
- Having read, seen, or heard a public service announcement on impaired driving did not impact self-reported impaired driving or beliefs in the likelihood of arrest/citation or severity of penalties.
- Respondents who had been arrested or received a citation for impaired driving in the past were significantly more likely to report impaired driving in the past 30 days.
- Respondents who had been arrested or received a citation for impaired driving in the past were significantly more likely to report penalties as being “very strict.”

Other Driver Safety Issues

Table 8 illustrates the frequency of self-reported use of cell phones and texting devices while driving. Respondents were asked to report how often they talk and text on a cell phone when driving their vehicles. The results indicate that most drivers report talking or texting on cell phones rather infrequently. Nearly one-half of respondents indicated that they “never” or “rarely” talk on their cell phones while driving (47.9%). In addition, nearly two-thirds of respondents reported that they “never” text on a cell phone while driving. Selected findings include:

- 20.6% of respondents indicate that they “never” talk on a cell phone while driving
- Nearly fifty percent of respondents report that they “never” or “rarely” talk on the cell phone while driving (47.9%)
- 63.0% of respondents indicate that they “never” text while driving, while 17.9% report “rarely” texting while driving.

Table 1. Demographic characteristics of survey respondents (N = 1,189)

Demographic Characteristics	N	%	Demographic Characteristics	N	%
Regional Office			Miles Driven in Past Year (Mean = 14821; SD = 15603)		
Martinsburg	55	4.6	4999 or less	259	23.5
Princeton	99	8.3	5000 to 9999	139	12.6
Elkins	82	6.9	10000 to 14999	271	24.6
Beckley	88	7.4	15000 to 19999	138	12.5
Parkersburg	165	13.9	20000 to 24999	106	9.6
Huntington	184	15.5	25000 to 29999	42	3.8
Clarksburg	166	14.0	30000 or greater	<u>145</u>	<u>13.2</u>
Wheeling	168	14.1	Total	1100	100.0
Kanawha City	<u>182</u>	<u>15.3</u>			
Total	1189	100.0			
Vehicle Type			Age (Mean = 42; SD = 15)		
Passenger	570	49.8	Under 21	78	6.9
Pickup Truck	1996	17.4	21 to 29	216	19.2
SUV	260	22.7	30 to 39	236	21.0
Van	77	6.7	40 to 49	222	19.7
Other	<u>38</u>	<u>3.3</u>	50 to 59	211	18.8
Total	1144	100.0	60 and over	<u>162</u>	<u>14.4</u>
			Total	1125	100.0
Race/Ethnicity			Highest Education Level		
White	1045	91.1	Less than 12 years	141	12.2
African-American	56	4.9	HS degree/equivalent	356	30.9
Hispanic	21	1.8	Some college/technical	361	31.3
Asian/Pacific Islander	10	0.9	College graduate	194	16.8
Native American	5	0.4	Post-graduate degree	<u>100</u>	<u>8.7</u>
Middle Eastern	1	0.1	Total	1152	100.0
Other	<u>9</u>	<u>0.8</u>			
Total	1189	100.0			
Gender					
Male	523	44.7			
Female	<u>648</u>	<u>55.3</u>			
Total	1171	100.0			

Table 2. Overview of driver awareness of general public service messages by police (N = 1,189)

Enforcement Message	N	%
Safety Belts		
Read, seen, or heard message about seat belt law enforcement, <i>in the past 60 days...</i>		
Yes	858	72.7
No	<u>323</u>	<u>27.3</u>
Total	1181	100.0
Speed Limit		
Read, seen, or heard message about speed enforcement, <i>in the past 30 days...</i>		
Yes	668	57.3
No	<u>497</u>	<u>42.7</u>
Total	1165	100.0
Impaired Driving		
Read, seen, or heard message about alcohol impaired driving (drunk driving) enforcement, <i>in the past 30 days...</i>		
Yes	938	81.5
No	<u>213</u>	<u>18.5</u>
Total	1151	100.0

Table 3. Driver awareness of specific highway safety educational campaigns (N = 1,189)

Specific Highway Safety Campaign	N	%
Read, seen, or heard message any of the following highway safety messages, <i>in the past 60 days...</i>		
Click it-or-Ticket		
Yes	1015	85.4
No	<u>173</u>	<u>14.6</u>
Total	1188	100.0
Over-the-limit, Under Arrest		
Yes	543	45.7
No	<u>645</u>	<u>54.3</u>
Total	1189	100.0
Buzzed Driving is Drunk Driving		
Yes	561	47.2
No	<u>628</u>	<u>52.8</u>
Total	1189	100.0

Table 4. Impact of public service messages on driver *safety belt use* and perceptions of law enforcement responses (N = 1,189)

	Total	Message in past 60 days...		Ever received ticket...	
		Yes	No	Yes	No
Safety belt use					
All the time	71.6 (819)	73.8 (605)	66.0 (210)	41.4 (48)	74.9 (766)
Most of the time	16.9 (193)	17.7 (145)	14.8 (47)	26.7 (31)	15.8 (162)
Some of the time	6.3 (72)	5.4 (44)	8.5 (27)	13.8 (16)	5.5 (56)
Rarely	3.8 (43)	2.1 (17)	8.2 (26)	13.8 (16)	2.6 (27)
Never	<u>1.5 (17)</u>	<u>1.1 (9)</u>	<u>2.5 (8)</u>	<u>4.3 (5)</u>	<u>1.2 (12)</u>
Total	100.0 (1144)	100.0 (820)	100.0 (318)	100.0 (116)	100.0 (1023)
		($\chi^2 = 32.320$; $p < .001$; $n = 1174$)		($\chi^2 = 76.259$; $p < .001$; $n = 1139$)	
Likelihood of ticket					
Very likely	42.0 (495)	44.8 (382)	34.9 (112)	46.7 (56)	41.2 (434)
Somewhat likely	35.0 (413)	34.2 (292)	37.1 (119)	34.2 (41)	35.3 (372)
Not very likely	17.4 (205)	15.5 (132)	22.1 (71)	13.3 (16)	17.9 (189)
Not likely at all	<u>5.6 (66)</u>	<u>5.5 (47)</u>	<u>5.9 (19)</u>	<u>5.8 (7)</u>	<u>5.6 (59)</u>
Total	100.0 (1179)	100.0 (853)	100.0 (321)	100.0 (120)	100.0 (1054)
		($\chi^2 = 11.984$; $p < .01$; $n = 1174$)		($\chi^2 = 2.132$; $p = ns$; $n = 1174$)	
Strictness of penalties					
Very strict	28.6 (332)	30.6 (258)	23.8 (74)	44.5 (53)	26.7 (277)
Somewhat strict	44.0 (510)	42.9 (362)	46.3 (144)	31.1 (37)	45.4 (471)
Not very strict	22.2 (257)	21.9 (185)	22.8 (71)	21.0 (25)	22.4 (232)
Not strict at all	<u>5.3 (61)</u>	<u>4.6 (39)</u>	<u>7.1 (22)</u>	<u>3.4 (4)</u>	<u>5.5 (57)</u>
Total	100.0 (1160)	100.0 (844)	100.0 (311)	100.0 (119)	100.0 (1037)
		($\chi^2 = 6.906$; $p = ns$; $n = 1155$)		($\chi^2 = 17.881$; $p < .001$; $n = 1156$)	

Percentages may not equal 100.0% due to rounding

() Number of respondents

Table 5. Impact of public service messages on *speeding* and perceptions of law enforcement responses (N = 1,189)

	Total	Message in past 30 days...		Received ticket in past 12 months..	
		Yes	No	Yes	No
Violate 30 mph speed limit					
All the time	5.1 (60)	3.3 (22)	7.7 (38)	16.8 (18)	3.9 (41)
Most of the time	13.7 (161)	11.6 (77)	16.6 (82)	31.8 (34)	11.9 (126)
Some of the time	32.5 (383)	32.8 (218)	32.1 (159)	34.6 (37)	32.3 (343)
Rarely	37.0 (436)	39.2 (260)	33.9 (168)	13.1 (14)	39.4 (418)
Never	<u>11.8 (139)</u>	<u>13.1 (87)</u>	<u>9.7 (48)</u>	<u>3.7 (4)</u>	<u>12.5 (133)</u>
Total	100.0 (1179)	100.0 (664)	100.0 (495)	100.0 (107)	100.0 (1061)
		($\chi^2 = 20.493$; $p < .001$; $n = 1159$)		($\chi^2 = 85.168$; $p < .001$; $n = 1168$)	
Violate 70 mph speed limit					
All the time	6.6 (78)	5.2 (35)	8.7 (43)	23.4 (25)	4.9 (52)
Most of the time	16.2 (191)	5.9 (106)	17.2 (85)	33.6 (36)	14.6 (155)
Some of the time	28.4 (335)	24.9 (166)	32.0 (158)	29.9 (32)	28.2 (300)
Rarely	33.8 (399)	36.3 (242)	30.4 (150)	11.2 (12)	36.1 (384)
Never	<u>15.1 (178)</u>	<u>17.7 (118)</u>	<u>11.7 (58)</u>	<u>1.9 (2)</u>	<u>16.2 (172)</u>
Total	100.0 (1181)	100.0 (667)	100.0 (494)	100.0 (107)	100.0 (1063)
		($\chi^2 = 20.040$; $p < .001$; $n = 1161$)		($\chi^2 = 103.36$; $p < .001$; $n = 1170$)	
Likelihood of ticket					
Very likely	48.2 (570)	52.5 (351)	42.5 (210)	47.7 (51)	48.2 (514)
Somewhat likely	41.8 (495)	40.1 (268)	43.7 (216)	40.2 (43)	42.3 (451)
Not very likely	8.4 (99)	6.1 (41)	11.7 (58)	11.2 (12)	7.9 (84)
Not likely at all	<u>1.6 (19)</u>	<u>1.2 (8)</u>	<u>2.0 (10)</u>	<u>0.9 (1)</u>	<u>1.6 (17)</u>
Total	100.0 (1183)	100.0 (668)	100.0 (494)	100.0 (107)	100.0 (1066)
		($\chi^2 = 18.527$; $p < .001$; $n = 1162$)		($\chi^2 = 1.708$; $p = ns$; $n = 1173$)	

Table 5. Impact of public service messages on *speeding* and perceptions of law enforcement responses (Continued)

	Total	Message in past 30 days...		Received ticket in past 12 months..	
		Yes	No	Yes	No
Strictness of penalties					
Very strict	40.5 (469)	43.5 (285)	35.4 (172)	46.2 (48)	40.2 (421)
Somewhat strict	49.1 (568)	48.4 (317)	50.8 (247)	45.2 (47)	49.6 (520)
Not very strict	9.0 (104)	6.9 (45)	11.9 (58)	7.7 (8)	8.8 (92)
Not strict at all	<u>1.5 (17)</u>	<u>1.2 (8)</u>	<u>1.9 (9)</u>	<u>1.0 (1)</u>	<u>1.4 (15)</u>
Total	100.0 (1158)	100.0 (655)	100.0 (486)	100.0 (104)	100.0 (1048)
		($\chi^2 = 13.595$; $p < .01$; $n = 1141$)		($\chi^2 = 1.487$; $p < .ns$; $n = 1152$)	

Percentages may not equal 100.0% due to rounding
 () Number of respondents

Table 6. Frequency of reported alcohol consumption and impaired driving (N = 1,189)

Drink alcoholic beverages...	N	%	Drank alcoholic beverages <i>while</i> driving in past sixty days....^a	N	%
Daily	26	2.3	None	1015	90.5
A few times a week	94	8.2	1 time	41	3.7
Once a week	99	8.6	2 times	30	2.7
Every two weeks	70	6.1	3 times	12	1.1
Once a month	282	24.5	4 times	7	0.6
Never	<u>578</u>	<u>50.3</u>	5 or more times	<u>17</u>	<u>1.5</u>
Total	1149	100.0	Total	1122	100.00

^a Mean = .3422; SD = 2.18

Table 7. Impact of public service messages on *impaired driving* and perceptions of law enforcement responses (N = 1,189)

	Total	Message in past 30 days...		Ever cited or received ticket...	
		Yes	No	Yes	No
Driven impaired past 60 days					
No	90.5 (1015)	90.5 (824)	89.8 (185)	65.1 (41)	92.0 (970)
Yes	<u>9.5 (107)</u>	<u>9.5 (86)</u>	<u>10.2 (21)</u>	<u>34.9 (22)</u>	<u>8.0 (84)</u>
Total	100.0 (1122)	100.0 (910)	100.0 (206)	100.0 (63)	100.0 (1054)
		($\chi^2 = .107$; p = ns; n = 1116)		($\chi^2 = 50.272$; p < .001; n = 1117)	
Likelihood of arrest					
Very likely	58.0 (668)	59.7 (556)	50.2 (106)	67.2 (45)	57.4 (620)
Somewhat likely	31.6 (364)	30.6 (285)	37.0 (78)	20.9 (14)	32.3 (349)
Not very likely	8.6 (99)	8.2 (76)	10.4 (22)	10.4 (7)	8.5 (92)
Not likely at all	<u>1.8 (21)</u>	<u>1.6 (15)</u>	<u>2.4 (5)</u>	<u>1.5 (1)</u>	<u>1.9 (20)</u>
Total	100.0 (1152)	100.0 (932)	100.0 (211)	100.0 (67)	100.0 (1081)
		($\chi^2 = 6.450$; p = ns; n = 1143)		($\chi^2 = 3.955$; p = ns; n = 1148)	
Severity of sanction					
Very strict	51.2 (580)	51.3 (470)	49.5 (103)	64.2 (43)	50.4 (535)
Somewhat strict	27.9 (316)	28.5 (261)	26.4 (55)	28.4 (19)	27.7 (294)
Not very strict	16.4 (186)	15.6 (143)	20.2 (42)	7.5 (5)	17.1 (181)
Not strict at all	<u>4.5 (51)</u>	<u>4.7 (43)</u>	<u>3.8 (8)</u>	<u>0.0 (0)</u>	<u>4.8 (51)</u>
Total	100.0 (1133)	100.0 (917)	100.0 (208)	100.0 (67)	100.0 (1061)
		($\chi^2 = 2.792$; p = ns; n = 1125)		($\chi^2 = 9.077$; p < .05; n = 1128)	

Percentages may not equal 100.0% due to rounding

() Number of respondents

Table 8. Frequency of reported use of cell phones and texting devices while driving (N = 1,189)

Talk on cell phone while driving...	N	%	Text on cell phone while driving....	N	%
All the time	95	8.2	All the time	40	3.5
Most of the time	125	10.8	Most of the time	47	4.1
Some of the time	383	33.1	Some of the time	134	11.6
Rarely	316	27.3	Rarely	207	17.9
Never	<u>238</u>	<u>20.6</u>	Never	<u>729</u>	<u>63.0</u>
Total	1157	100.0	Total	1157	100.00

APPENDIX

West Virginia Department of Transportation
Division of Motor Vehicles
Governor's Highway Safety Office
2010 Driver Attitudes and Awareness Survey

1. What type of vehicle do you drive most often? (Check one)
 Passenger car
 Pick-up truck
 SUV
 Van
 Other

2. Your highest education level (Check one):
 Less than 12th Grade/Equivalent
 High School Graduate/GED
 Some College/Technical School
 College Graduate
 Post-Graduate Degree

3. Your race (Check one):
 White
 African-American/Black
 Asian
 Native American
 Middle Eastern
 Other

4. Approximately, how many miles did you drive last year?
 _____ (miles)

6. How often do you drink alcoholic beverages? (e.g., beer, wine, liquor, etc.)? (Check one)
 daily
 a few times a week
 once a week
 every two weeks
 once a month
 never

7. Do you consider yourself Hispanic or Latino? Yes No

8. Your gender: male female

5. Your age: _____ (# of years)

9. Your Zip Code: _____ (residence)

Safety Belts (Circle one answer for each)

How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up?	All the time	Most of the time	Some of the time	Rarely	Never
<i>In the past 60 days</i> , have you read, seen or heard anything about seat belt law enforcement by police?	Yes	No			
What do you think the chances are of getting a ticket if you don't wear your safety belt?	Very likely	Somewhat likely	Not very likely	Not likely at all	
How strict do you think the penalties are for not wearing a seat belt?	Very strict	Somewhat strict	Not very strict	Not strict at all	
Have you ever received a ticket for not wearing a seat belt?	Yes	No			

Speed Limit (Circle one answer for each)

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?	All the time	Most of the time	Some of the time	Rarely	Never
On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?	All the time	Most of the time	Some of the time	Rarely	Never
<i>In the past 30 days</i> , have you read, seen or heard anything about speed enforcement by police?	Yes	No			
What do you think the chances are of getting a ticket if you drive over the speed limit?	Very likely	Somewhat likely	Not very likely	Not likely at all	
How strict do you think the penalties are for speeding?	Very strict	Somewhat strict	Not very strict	Not strict at all	
Have you received a ticket for speeding <i>in the past 12 months</i> ?	Yes	No			

**West Virginia Department of Transportation
Division of Motor Vehicles
Governor's Highway Safety Office
2010 Driver Attitudes and Awareness Survey**

Impaired Driving (Circle one answer for each)

In the past 60 days, approximately how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

Write in _____ (number of times)

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

Yes No

What do you think the chances are of someone getting arrested if they drive after drinking?

Very likely Somewhat likely Not very likely Not likely at all

How strict do you think the penalties are for drinking and driving?

Very strict Somewhat strict Not very strict Not strict at all

Have you ever been cited or received a ticket for drinking and driving?

Yes No

Cell Phone and Texting (Circle one answer for each)

How often do you talk on a cell phone when driving your car, van, sport utility vehicle or pick up?

All the time Most of the time Some of the time Rarely Never

How often do you text on a cell phone when driving your car, van, sport utility vehicle or pick up?

All the time Most of the time Some of the time Rarely Never

Highway Safety PSA

In the past 60 days, have you ever heard or seen any of the following highway safety messages? (Check all that apply)

- Click it-or-Ticket Over-the-Limit, Under Arrest Buzzed Driving is Drunk Driving

--END--

THANK YOU FOR HELPING US KEEP OUR HIGHWAYS SAFE!