
West Virginia Driver Attitudes and Awareness Survey, 2014:

Selected Results

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Division of Motor Vehicles
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In preparation of:
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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 2015 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

The methodology for this report involved a statewide survey of West Virginia drivers. Eligible participants include all persons of driving age that come to each of 9 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 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.

Data Collection

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 2015 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.

Sample

A total of 1,004 surveys were completed across the 9 DMV regional offices. Table 1 provides a summary of the demographic characteristics of respondents and the distribution of surveys across the 9 sites. Martinsburg (17.6%) and Clarksburg (17.5%) offices had the greatest proportion of completed surveys, followed by Parkersburg (15.4%), Kanawha City (11.7%), and Huntington (10.7%). Consistent with previous surveys, most respondents reported driving passenger vehicles (44.8%), followed by SUV's (27.8%) and pickup trucks (17.2%). The sample consisted mostly of white (88.2%), female (57.6%) drivers with high a school/ equivalent degree (30.7%) and some college/ technical education (27.9%). The mean age of respondent's was 42.7 years old, slightly younger than the 2012 sample. Drivers reported driving an average of 15,492 miles during the past year which is roughly 1,500 miles less than in 2012.

Table 1. Demographic characteristics of survey respondents (N = 1,004)

Demographic Characteristics	N	%	Demographic Characteristics	N	%
Regional Office			Miles Driven in Past Year (Mean = 15491.7; SD = 19141.8)		
Princeton	68	6.8	4999 or less	194	21.0
Beckley	69	6.9	5000 to 9999	143	15.4
Elkins	49	4.9	10000 to 14999	218	23.5
Martinsburg	177	17.6	15000 to 19999	118	12.7
Wheeling	86	8.6	20000 to 24999	90	9.7
Parkersburg	155	15.4	25000 to 29999	34	3.7
Clarksburg	176	17.5	30000 or greater	<u>129</u>	<u>13.9</u>
Huntington	107	10.7	Total	926	100.0
Kanawha City	<u>117</u>	<u>11.7</u>			
Total	1004	100.0			
Vehicle Type			Age (Mean = 42.7; SD = 16.0)		
Passenger Car	431	44.8	Under 21	64	7.1
Pickup Truck	165	17.2	21 to 29	166	18.4
SUV	267	27.8	30 to 39	175	19.4
Van	56	5.8	40 to 49	180	19.9
Other	<u>42</u>	<u>4.4</u>	50 to 59	173	19.1
Total	961	100.0	60 and over	<u>146</u>	<u>16.2</u>
			Total	904	100.0
Race/Ethnicity			Highest Education Level		
White	863	88.2	Less than 12 years	91	9.2
African-American	66	6.7	HS degree/equivalent	302	30.7
Asian/Pacific Islander	18	1.8	Some college/technical	275	27.9
Native American	9	.9	College graduate	228	23.2
Middle Eastern	5	.5	Post-graduate degree	<u>88</u>	<u>8.9</u>
Other	<u>18</u>	<u>1.8</u>	Total	984	100.0
Total	979	100.0			
Ethnicity			Gender		
Non-Hispanic	931	97.0	Male	415	42.4
Hispanic	<u>29</u>	<u>3.0</u>	Female	<u>564</u>	<u>57.6</u>
Total	960	100.0	Total	979	100.0

Results

The following section presents the results of the 2014 Driver Attitude and Awareness Survey. The results describe driver awareness of a series of public service announcements designed to educate drivers on the negative consequences of not wearing safety belts, violating the speed limit, and driving impaired. In addition, a variety of analyses are reported which examine whether exposure to various public services announcements impact the behavior of drivers. In particular, findings are reported on the impact of driver exposure to various educational messages and perceptions of certainty and severity of punishment (i.e., getting a ticket, strictness of penalty).

Educational Campaigns and Driver Awareness

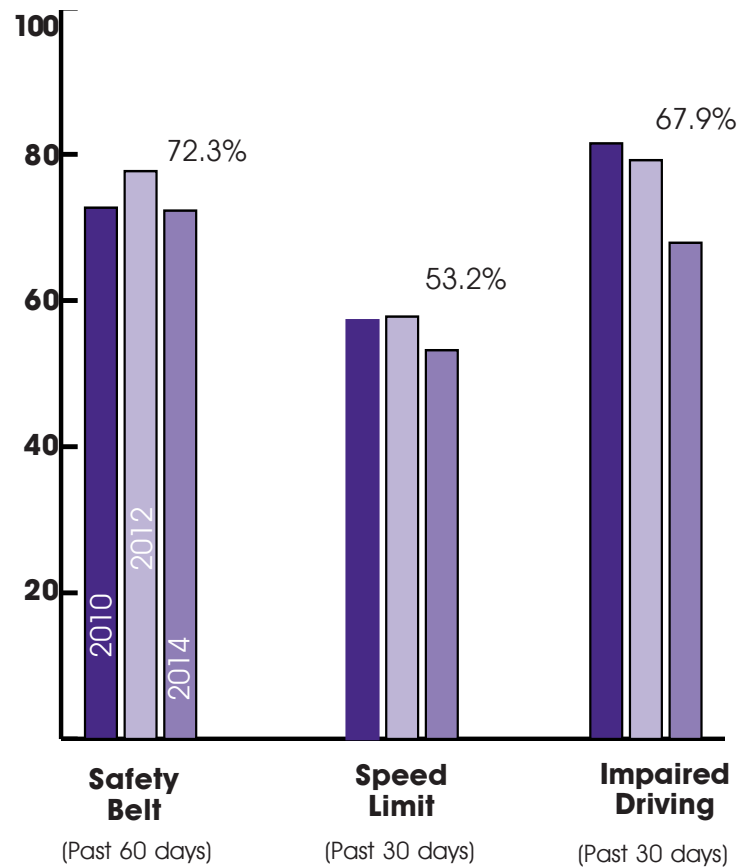
Graphs 1 and 2 describe the results related to driver awareness and both general and specific highways safety education campaigns. Results are reported for 2010, 2012, and 2014 for comparison purposes. Driver awareness of general public services messages by police on issues such as safety belt use, speeding, and impaired driving is presented in Graph 1. 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*.

Generally, the results indicate that more drivers have heard the educational messages related to impaired driving and safety belt use compared to speeding. In 2014, more than three-quarters of drivers reported hearing a message about safety belt use (72.3%) and impaired driving (67.9%) in the past 60 and 30 days respectively. Less than sixty percent of drivers reported being exposed to a media ad related to speeding (53.2%).

Between 2010 and 2014, there were some notable changes in the percentage of respondents reporting awareness of each public service message. For all three public service messages, the percentage of respondents who heard the campaigns went down in 2014 compared to previous years. Selected findings include:

- 67.9% of respondents had read, seen, or heard a message about alcohol impaired driving in the past

Graph 1. Overview of driver awareness of general public service messages by police



- 30 days in 2014, compared to 79.2% in 2012 and 81.5% of respondents in 2010.
- 72.3% of respondents had read, seen, or heard a message about seat belt law enforcement in the past 60 days in 2014, compared to 77.7% in 2012 and 72.7% in 2010.
- 53.2% of respondents had read, seen, or heard a message about speed enforcement in the past 30 days in 2014, down from to 2012 and 2010 results.

Graph 2 displays the results related to specific highway safety educational campaigns utilized in WV for 2010 to 2014. Driver awareness of five WV media campaigns are displayed, including Click it-or-Ticket, Over-the-Limit, Under Arrest, Buzzed Driving is Drunk Driving, Drive Sober or Get Pulled Over, and Turn it Off. Put it Down. Just Drive. The Drive Sober or Get Pulled Over Campaign was added

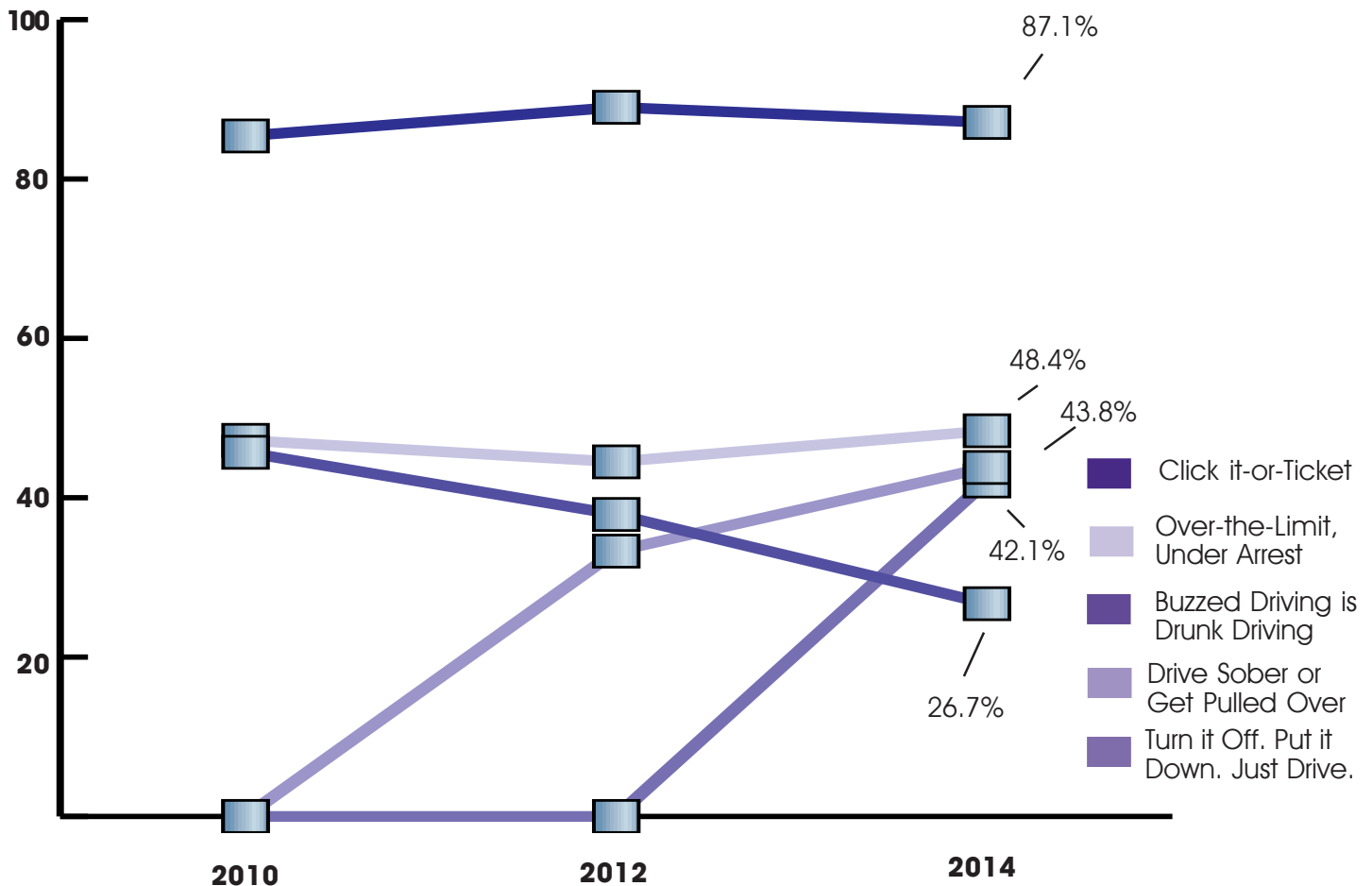
to the survey in 2012, while the Turn it Off. Put it Down. Just Drive campaign was added in 2014.

The Click it-or-Ticket campaign is clearly the most widely read, seen, or heard message among this sample of WV drivers. Roughly 85-90 percent of drivers reported that they had been exposed to this campaign every year since 2010. In 2014, 87.1% of drivers said they had been exposed to the Click it-or-Ticket campaign in the past sixty days in 2014. This result is similar to 2012 and (89.0%). This result is similar to 2012 and 2010. In all three years, less than fifty percent of drivers recall being exposed to the remaining four campaigns (i.e., “Over-the-Limit, Under Arrest,” “Buzzed Driving is Drunk Driving,” and Turn it Off. Put it Down. Just Drive). Likewise, only one out of 4 drivers reported having been exposed to the “Drive Sober or Get

Pulled Over” campaign in 2014, compared to one-third in 2012. Specific findings include:

- 87.1% of respondents had read, seen, or heard the “Click it-or-Ticket” service announcement in the past 60 days in 2014, compared to 89.0% in 2012 and 85.4% in 2010.
- Fewer than half of respondents recall having read, seen, or heard the “Over-the-Limit, Under Arrest” (48.4%), “Buzzed Driving is Drunk Driving” (43.8%), “Turn it Off. Put it Down. Just Drive” (42.1%), and “Drive Sober or Get Pulled Over” (26.7%) education campaigns in the past 60 days in 2014.
- Fewer respondents report having been exposed to the campaign, “Buzzed Driving is Drunk Driving,” in 2014 (26.7%) compared to 2012 (37.9%) and 2010

Graph 2. Driver awareness of specific highway safety educational campaigns



No data was available for the “Drive Sober or Get Pulled Over” campaign in 2010 and “Turn it Off” in 2010 and 2012.

(47.2%). A decline of nearly twenty percentage points since 2010.

Driver Seatbelt Use and Attitudes

Table 2 presents information on the impact of both having heard a public service message and receiving prior tickets on drivers safety belt use. It is hypothesized that drivers that have heard a public service message related to safety belt use will more routinely use a safety belt. Likewise, it is anticipated that drivers who have received a ticket in the past for not wearing a safety belt will report using a safety belt more often. Furthermore, it is expected that both hearing a public service message and receiving a prior ticket will influence driver perceptions of the likelihood of getting caught and the strictness of penalties for failure to wear a safety belt.

The first two columns report the total frequency and percentage distributions for both 2010 and 2014. Drivers were slightly more likely to report wearing their safety belts “all of the time,” up roughly seven percentage points from 71.6% in 2010 to 78.7% in 2014. Yet, a slightly smaller percentage of drivers reported wearing a seatbelt at least “most of the time” in 2014 (13.6%) compared to 2010 (16.9%).

A vast majority of drivers also report that it is at least “somewhat likely” that they could receive a ticket for not wearing a seatbelt. For both 2010 and 2014, approximately eighty percent of drivers felt it was at least “somewhat likely” that they could receive a ticket for not wearing a safety belt. At the same time, however, a smaller percentage of drivers reported that they were “very likely” to receive a ticket for not wearing a safety belt in 2014. Forty-two (42.0%) of drivers reported it was “very likely” to receive a ticket for not wearing a seat belt in 2010 compared to 36.9% in 2014.

In terms of driver perceptions of the strictness of penalties for failure to not wear a safety belt, most believe the sanctions are at least “somewhat strict.” More than 70% of drivers felt that the penalties were at least “somewhat strict.” Between 2010 and 2014, however, there was nearly a five percent increase in the number of drivers indicating that the penalties are “very strict,” correcting for a decline that occurred between 2010 and 2012.

The third column in Table 2 tests the relationship between exposure to public service messages and the frequency of

self-reported safety belt use in 2014. The results also illustrate the relationship between message exposure and driver perceptions of the likelihood of receiving a ticket and the strictness of penalties.

Generally, the results indicate that drivers who reporting having heard a safety belt public service announcement (PSA) in the past 60 days are more likely to wear a safety belt. Over ninety percent of drivers who heard a PSA in the last 60 days reported that they use a safety belt at least “most of the time (94.1%),” compared to 88.6% of drivers who had not heard the message. Exposure to the media messages also appears to influence driver perceptions of getting caught and receiving harsh penalties. Drivers who reported hearing the PSA on safety belt use were significantly more likely to believe they would get caught and the penalties would be more strict compared to those who had not heard the message.

The last column in Table 2 reports the results on the relationship between having received a ticket in the past for not wearing a safety belt and actual use. Overall, the findings suggest that there is little or no relationship between the punishment (i.e., receiving a ticket in the past) and safety belt use. In fact, drivers were significantly less likely to report routine use of safety belts when they had received a ticket in the past. Likewise, there is no statistical difference in driver perceptions of the likelihood of getting a ticket and the strictness of penalties based on whether they had received a ticket in the past. In short, having received a ticket in the past does not appear to influence driver perceptions of the certainty and severity of penalties or self-reported use of safety belts. Selected findings include:

- 78.7% of respondents reported wearing a safety belt “all the time” in 2014, compared to 71.6% in 2010.
- 36.9% of respondents believed that the chance of getting a ticket was “very likely” in 2014, compared to 42.0% in 2010.
- Drivers exposed to the safety belt enforcement message in the past 60 days were significantly more likely to regularly wear a safety belt in 2014 compared to drivers who had not been exposed to the message.
- Respondents who had received a ticket for not wearing a safety belt in the past were less likely to

Table 2. Impact of public service messages on driver safety belt use and perceptions of law enforcement responses (N = 1,004)

	2010		2014		2014		2014	
	Total		Total		Message in past 60 days...		Ever received ticket...	
	Yes	No	Yes	No	Yes	No	Yes	No
Safety belt use								
All the time	71.6 (819)	78.7 (760)	82.6 (562)	69.5 (189)	50.0 (45)	81.8 (703)		
Most of the time	16.9 (193)	13.6 (131)	11.5 (78)	19.1 (52)	24.4 (22)	12.5 (107)		
Some of the time	6.3 (72)	4.5 (43)	3.2 (22)	7.4 (20)	7.8 (7)	4.1 (35)		
Rarely	3.8 (43)	2.2 (21)	1.6 (11)	2.9 (8)	11.1 (10)	1.0 (9)		
Never	1.5 (17)	1.1 (11)	1.0 (7)	1.1 (3)	6.7 (6)	0.6 (5)		
Total	100.0 (1144)	100.0 (966)	100.0 (680)	100.0 (272)	100.0 (90)	100.0 (859)		
Likelihood of ticket								
Very likely	42.0 (495)	36.9 (366)	41.4 (293)	25.1 (68)	45.1 (41)	36.4 (321)		
Somewhat likely	35.0 (413)	43.7 (433)	43.4 (307)	45.8 (124)	39.6 (36)	44.4 (392)		
Not very likely	17.4 (205)	14.8 (147)	11.6 (82)	22.9 (62)	12.1 (11)	14.7 (130)		
Not likely at all	5.6 (66)	4.5 (45)	3.5 (25)	6.3 (17)	3.3 (3)	4.5 (40)		
Total	100.0 (1179)	100.0 (991)	100.0 (707)	100.0 (271)	100.0 (91)	100.0 (883)		
Strictness of penalties								
Very strict	28.6 (332)	27.4 (268)	30.3 (212)	20.8 (55)	33.3 (30)	27.1 (236)		
Somewhat strict	44.0 (510)	48.8 (477)	49.3 (345)	47.5 (126)	43.3 (39)	49.7 (433)		
Not very strict	22.2 (257)	20.7 (202)	17.4 (122)	29.1 (77)	20.0 (18)	20.1 (175)		
Not strict at all	5.3 (61)	3.2 (31)	3.0 (21)	2.6 (7)	3.3 (3)	3.1 (27)		
Total	100.0 (1160)	100.0 (978)	100.0 (700)	100.0 (265)	100.0 (90)	100.0 (871)		

Percentages may not equal 100.0% due to rounding; () Number of respondents
 * Greater than 20% of cells have expected counts less than 5

report wearing a seatbelt on a regular basis compared to those who had never received a ticket.

Speed Violations and Attitudes

Similar to the previous results, Table 3 examines the relationship between media exposure and previous sanctions on driver behavior and perceptions. The analysis focuses on the relationship between these factors on violations of the speed limit and driver perceptions of penalties for violating the speed limit.

The first two columns report the total frequency and percentage distributions for both 2010 and 2014. The results indicate that a majority of respondents for both years violate the 70 mph speed limit at least on occasion. However, only approximately 1 in 5 drivers reporting violating the speed limit “most of the time” or more often. Very little change in self-reported speed limit violations occurred between 2010 and 2014.

It is also clear that vast majority of drivers, regardless of year, believe the likelihood of getting caught speeding is great. Approximately ninety percent of drivers believe it is at least “somewhat likely” that they will receive a ticket for violating the speed limit. This is rather stable between 2010 and 2014, with only a five percent reduction in the number of drivers believing it is at least “somewhat likely” they will receive a ticket for violating the speed limit.

In addition, the results show that most drivers feel the penalties for violating the speed limit are strict. Approximately 85% to 90% of drivers believe the penalties for speeding are at least “somewhat strict.” Again, with only slight reductions between 2010 and 2014.

The third column in Table 3 tests the relationship between exposure to public service messages and the frequency of self-reported violations of the speed limit. The results also illustrate the relationship between message exposure and driver perceptions of the likelihood of receiving a ticket and the strictness of penalties. In short, having heard a PSA in the past 30 days does not appear to influence the self-reported speeding behavior of drivers. Drivers were just as often to report violating the speed limit regardless of whether they heard a public service message on speeding. Although exposure to the campaigns message did not influence the likelihood of speeding as self-reported it did, however, influence driver perceptions of getting caught and the severity

of the penalty itself. Drivers who reported having heard a PSA in the past 30 days were significantly more likely to believe the changes of getting caught for speeding were greater and that the penalties would be more severe.

The last column in Table 3 compares respondents based on whether or not 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. This is consistent with the 2010 and 2012 results. Of those drivers who had received a ticket in the past, more than eight percent reported violating the 70 mph speed limit at least “some of the time” (81.6%). This is compared to only 51.5% of the drives who had not received a ticket in the past 12 months. Therefore, these results suggest that having received a ticket did little to deter drivers from speeding.

In the same regard, no differences were found in driver perceptions of the likelihood of getting caught for speeding. Thus, having received a ticket in the past 12 months did not make the respondents feel they were more likely to get a ticket. Similarly, driver perceptions of the penalties do not appear to be influenced by having received a ticket in the past 12 months either. No statistical difference was found in driver perceptions of the penalties for speeding based on whether they had received a ticket in the past 12 months. Selected findings include:

- Slightly less than one-half of drivers reported having “rarely” or “never” violated the speed limit 2014. This is similar to 2010 results.
- Roughly ninety percent of respondents in 2010 and 2014 believed the chances of getting a ticket for speeding was at least “somewhat likely.”
- In 2014, exposure to a media message regarding the dangers of speeding in the past 30 days had no impact on driving behavior. However, drivers were more likely to believe they would get caught and the penalties would be more strict.
- Receiving a speeding ticket in the past 12 months had no impact on driver perceptions of certainty or severity of sanctions in 2014.
- Respondents who had received a ticket in the past 12 months reported violating the speed limit *more often*. This result is consistent with 2010 and 2012 findings.

Impaired Driving and Attitudes

The 2014 survey further assessed the impact of public service messages and receiving prior citations/arrest for impaired driving (i.e., having driven a motor vehicle within 2 hours after drinking alcoholic beverages). Respondents were first asked to report their frequency of alcohol use and impaired driving. Results for 2010, 2012, and 2014 are reported in Graphs 3 and 4. The 2014 sample of drivers reported consuming alcohol on a more regular basis. As shown in Graph 3, more than one-half of respondents reported no alcohol consumption (50.3%) in 2010 and 2012, compared to 53.4% in 2012 and 49.8% in 2014. Likewise, 12.9% of drivers reported consuming alcohol at least a “few times a week in 2014,” compared to 13.4% in 2012 and 10.0% in 2010.

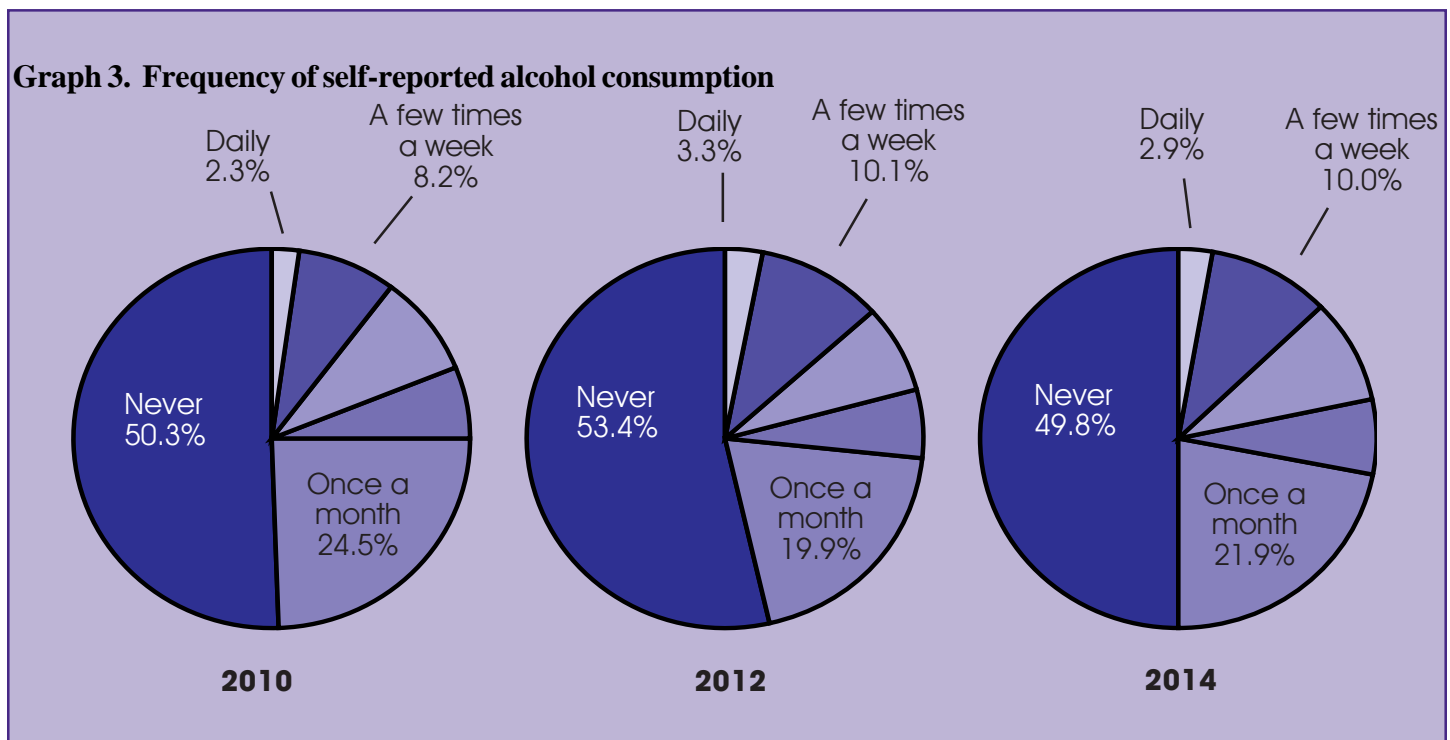
Graph 4 displays the frequency of self-reported impaired driving in the past 60 days for 2010, 2012, and 2014. It is clear that driving while impaired is an infrequent behavior, regardless of the year. More than ninety percent of drivers indicated that they had *not* driven while impaired in the past sixty days in 2010 (90.5%) , 2012 (90.4%), and 2014 (91.9%). Less than five percent of drivers reported driving

impaired 5 or more times in the last 60 days in all three years.

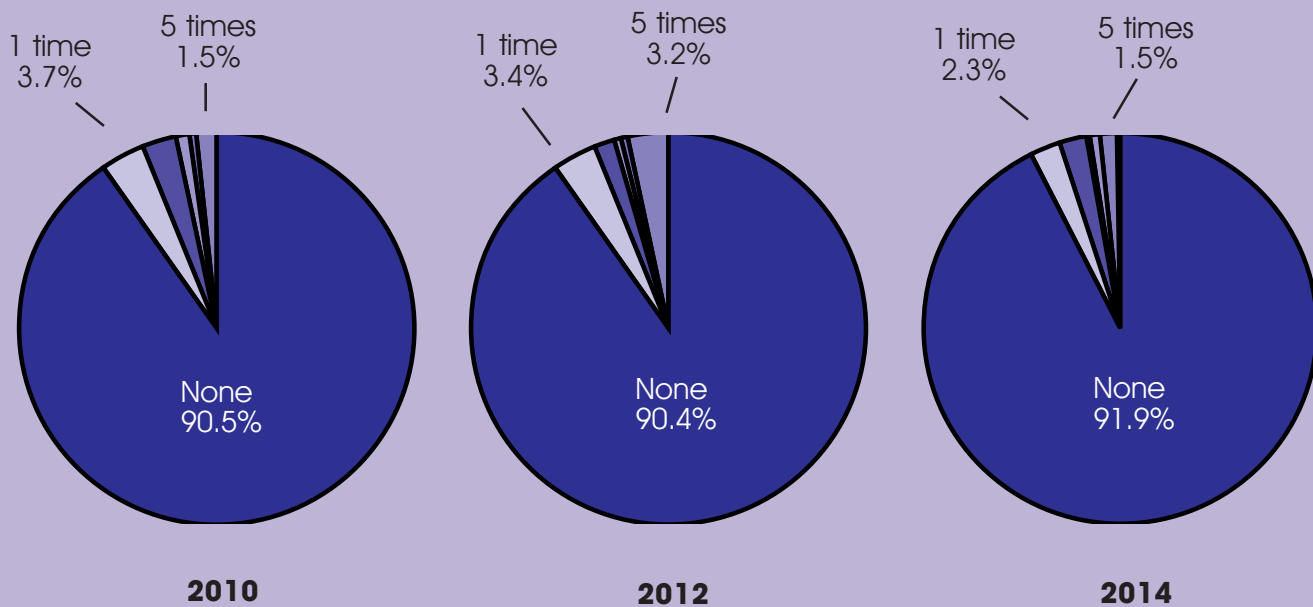
Table 4 illustrates the impact of exposure to enforcement messages and prior citations/arrest on impaired driving for 2010 and 2014. As noted from the previous graph, only 8.1% of drivers self-reported driving a motor vehicle impaired in the past 60 days. Similar results were found in the 2012 (9.6%) and 2010 (9.5%) surveys.

The results in Table 4 further show that a vast majority of drivers believe the likelihood of arrest for impaired driving is at least “somewhat likely” and that the penalties are at least “somewhat strict.” Roughly 85% to 90% of drivers believe it is at least “somewhat likely” they will get caught if they were to drive impaired, regardless of the year. Likewise, more than three-quarters of drivers believe that the penalties are at least “somewhat strict.”

The third column in Table 4 tests the relationship between exposure to public service messages and the frequency of self-reported impaired driving. The results also illustrate the relationship between message exposure and driver perceptions of the likelihood of getting caught and the strictness of penalties. In short, having heard a PSA in the



Graph 4. Frequency of self-reported impaired driving in the past 60 days



Mean = .37; SD = 2.977

past 30 days significantly impacts only perception drivers have about getting caught. In 2010, no significant difference in self-reported impaired driving was found based on exposure to a public service message. In 2011 and 2012, however, this changed and significant differences were found. However, in 2014 again there is no relationship between hearing a public service announcement on impaired driving and driving behavior. Based on the results reported in Table 4, drivers exposed to the media message in the past 30 days were no more or less likely to report having driven while intoxicated in the past 60 days. However, drivers were significantly more likely to believe the chances of getting caught were greater.

The last column in Table 4 compares drivers based on whether or not they had ever been cited for impaired driving in the past 12 months. Interesting, drivers who self-reported having been cited for impaired driving were also more likely to have reported driving impaired in the past 60 days. This result is consistent with what was found in 2010, 2011, and 2012. Thirty percent of respondents who had received a

citation in the past indicated that they had driven impaired in the last two months (29.8%) in 2014.

Likewise, drivers were more likely to believe the penalties are “somewhat” or “very strict” compared to those who had never received a citation or ticket. Over ninety percent of drivers felt that the penalties for driving impaired were at least “somewhat strict” (96.0%) in 2014, compared to 79.1% who had never been cited for driving impaired. Selected findings include:

- Less than ten percent of respondents reported driving impaired in the past sixty days in 2010 and 2014.
- Regardless of the year, nearly ninety percent of respondents believe that the chance of getting caught for impaired driving is at least “somewhat likely.”
- Approximately three-quarters of respondents indicated that the penalties for impaired driving are at least “somewhat strict” in 2010 and 2014.
- Drivers exposed to the media message in the past 30 days were significantly *less* likely to report having driven while intoxicated in the past 60 days in 2011

Table 4. Impact of public service messages on impaired driving and perceptions of law enforcement responses (N = 1,004)

	2010		2014		2014		2014	
	Total		Total		Message in past 30 days...		Ever cited or received ticket...	
					Yes	No	Yes	No
Driven impaired past 60 days								
No	90.5 (1015)	91.9 (850)	91.6 (575)	92.7 (266)			70.2 (33)	93.1 (811)
Yes	9.5 (107)	8.1 (75)	8.4 (53)	7.3 (21)			29.8 (14)	6.9 (60)
Total	100.0 (1122)	100.0 (925)	100.0 (628)	100.0 (287)			100.0 (47)	100.0 (871)
			($\chi^2 = .334$; p < .ns; n = 915)				($\chi^2 = 31.550$; p < .001; n = 918)	
Likelihood of arrest								
Very likely	58.0 (668)	51.0 (495)	53.8 (351)	44.6 (137)			54.0 (27)	51.1 (467)
Somewhat likely	31.6 (364)	34.0 (330)	33.4 (218)	35.5 (109)			40.0 (20)	33.5 (306)
Not very likely	8.6 (99)	12.3 (119)	10.6 (69)	16.0 (49)			6.0 (3)	12.6 (115)
Not likely at all	1.8 (21)	2.7 (26)	2.1 (14)	3.9 (12)			0.0 (0)	2.8 (26)
Total	100.0 (1152)	100.0 (970)	100.0 (652)	100.0 (307)			100.0 (50)	100.0 (914)
			($\chi^2 = 11.036$; p < .01; n = 959)				($\chi^2 = 3.774$; p = ns; n = 964)	
Severity of sanction								
Very strict	51.2 (580)	48.7 (470)	50.5 (327)	44.6 (137)			68.0 (34)	47.9 (435)
Somewhat strict	27.9 (316)	31.0 (299)	30.6 (198)	31.9 (98)			28.0 (14)	31.2 (284)
Not very strict	16.4 (186)	15.0 (145)	14.4 (93)	16.3 (50)			0.0 (0)	15.7 (143)
Not strict at all	4.5 (51)	5.3 (51)	4.5 (29)	7.2 (22)			4.0 (2)	5.2 (47)
Total	100.0 (1133)	100.0 (965)	100.0 (647)	100.0 (307)			100.0 (50)	100.0 (909)
			($\chi^2 = 4.928$; p = ns; n = 954)				($\chi^2 = 12.086$; p < .01; n = 959)	

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

* 25% of cells have expected counts less than 5.

and 2012. No difference was found for 2010 and 2014.

- In all survey years (2010, 2011, 2012, and 2014) respondents who had been cited for impaired driving in the past were significantly *more* likely to report impaired driving in the past 60 days. Nearly thirty percent of drivers who had received a ticket for impaired driving in the past reported driving while impaired in the past 60 days (29.8%).
- In all survey years (2010, 2011, 2012, and 2014) 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.”

Graph 5 shows the percentage of self-reported use of cell phones and texting devices while driving for 2010, 2012, and 2014. Respondents were asked to report how often they talk and text on a cell phone when driving their vehicles. As shown in Graph 5, the results indicate that most drivers report talking or texting on cell phones rather infrequently; however, taking on a cell phone is much more frequent when compared to texting. Roughly one-half of respondents indicated that they “never” or “rarely” talk on their cell phones while driving in 2010 (47.9%), 2012 (48.4%), and 2014 (58.8%). In addition, nearly two-thirds of respondents reported that they “never” texted on a cell phone while driving in 2010 (63.0%) and 2012 (62.3%). However, this percentage declined to 58.4% in 2014 suggesting a slight increase in cell phone use while driving. *Only 2.1% of survey respondents reported having received a ticket for texting while driving in 2014.*

Other Driver Safety Issues

Graph 5. Percentage of reported use of cell phones and texting devices while driving

