# **Washington Traffic Safety Commission**

# **Positive Traffic Safety Culture**

# **Quantitative Research Study**

# **September 2019**

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**SECTION #1 RESEARCH OVERVIEW**

C+C was commissioned by WTSC to execute research in support of their Positive Traffic Safety Culture campaign. This document reports the results of that research.

Background:

Washington Traffic Safety Commission (WTSC) wanted to better understand positive traffic safety norms in WA that will help to inform the overall Positive Traffic Safety Culture campaign communication strategy. Three key areas of interest include:

* Distracted driving
* DUI/DUICA
* General traffic safety/Positive Traffic Safety Culture brand baseline

Additionally, WTSC would like to provide Target Zero Managers (TZMs) with data that will help them successfully develop Positive Community Norms messages and communications/outreach programs, and measure program success year over year. TZMs in some regions have been trained and are primed to start using the Positive Community Norms framework in their outreach efforts (in order of priority):

* Whatcom County/Skagit County
* Benton County/Franklin County
* Lewis County
* Snohomish County
* Grays Harbor County
* Thurston County

Research Objectives:

To meet the needs of the WTSC, the objectives of this research were to gain an in-depth understanding of Washington residents’:

* Overall attitudes, awareness and acceptance of broad traffic safety principles to aid in WTSC’s communications and provide a baseline for the new Positive Traffic Safety Culture umbrella brand
* Positive traffic safety behavior norms relative to the three categories mentioned above, and any gaps that exist between the norms and actual behavior
* Willingness to intervene when an individual observes that traffic safety norms are being violated

Methodology:

To meet the objectives of the research C+C wrote and distributed a survey to 1,603 Washington state residents who are over 18 years old using the survey platform and panel provided by Ask Your Target Market (AYTM). The survey ran from September 9th – 23rd, 2019. The survey was designed to over-sample in Whatcom/Skagit, Snohomish and Thurston Counties, but not in Benton/Franklin County, Grays Harbor County and Lewis County due to low population counts.

**SECTION #2 EXECUTIVE SUMMARY**

* Although many survey respondents believe safety is everyone’s responsibility (88.3% agreement), they don’t believe that most drivers in their county engage in safe behaviors (48.1%).
* Overall, survey respondents rate themselves as engaging in distracted driving behaviors less frequently than others in their county.
* There are some correlations between distracted driving behavior and demographics at the individual behavior level (i.e., talking on a hand-held cell phone or surfing the web), but there isn’t a demographic factor that is consistent across all distracted behaviors.
* Survey respondents seem to assess how dangerous a distracted behavior is based on the type of distraction, not whether or not they participate in that behavior.
  + The top four dangerous behaviors tend to require the biggest shift in focus from driving to their phone:
    - Watched a video or played a game
    - Surfed the web
    - Posted on social media
    - Typed into a cell phone
* However, two of the 5 behaviors that respondents think are most dangerous are among the top four in terms of self-reported frequency: “surfed the web” and “typed into a cell phone.”
* For distracted behaviors that respondents ranked in the middle tier of dangerous, the driver would typically only have one hand on the wheel:
  + Used a hand-held cell phone
  + Reached for an object
  + Changed the GPS or music while driving
* Distracted behaviors that respondents ranked as least dangerous, happen when the car is not moving or when both hands can remain on the wheel:
  + Used a cell phone while at a traffic light
  + Used a hands-free phone
* Respondents who frequently, almost always or always drive impaired reported a higher incidence of being impaired by marijuana (5.2%) than alcohol (3.9%) or alcohol and marijuana combined (3.7%). They report the same trend for others in their county: marijuana at 23.1%, alcohol at 20.5% and alcohol and marijuana combined at 16.5%. However, these differences are not significant at the 95% confidence level.
* Survey respondents encounter distracted driving (5+ times in 30 days: 15.4%) more than impaired driving (5+ times in 30 days: 5.2%). However, they have intervened more frequently with an impaired driver (56% frequently, always or almost always) than a distracted driver (40.6% frequently, almost always or always).

**SECTION #3 DETAILED FINDINGS**

**Overview of Study Population:**

1,603 people who reside in Washington State and are 18+ years of age participated in the study. When summarized as a whole:

* 45.9% of respondents drove every day in the past 30 days, and 14.7% did not drive at all.
* 83.2% have at least one family member that drives.
* 97.2% own a cell phone.
* 42.0% did not consume alcohol in the past 30 days; 5.1% consumed alcohol daily in the past 30 days.
* 67.7% did not consume marijuana in the past 30 days; 12.7% consumed marijuana daily in the past 30 days.
* 56.5% are currently employed
* The gender distribution was: 50.2% Female and 49.8% Male
* The distribution of ages was: 36.9% 18 – 34, 35.0% 35 – 54, and 28.1% 55+

The table below shows a summary of the distribution of the population across counties. It is important to note that the study was designed to oversample in the following counties: Thurston, Snohomish, Whatcom/Skagit.

***Table 1***

*Summary of the distribution of survey respondents by population*

|  |  |
| --- | --- |
| County | % survey respondents |
| Snohomish | 26.6 |
| King | 11.2 |
| Thurston | 10.5 |
| Benton | 7.2 |
| Skagit | 4.2 |
| Other | 33.4 |

*Data Table A on appendix pages 59 – 62 summarize the complete set of background and demographic information.*

**Attitudes about Traffic Safety**

**Agreement with Traffic SafetyStatements**

All respondents (n=1603) were asked how much they agreed with statements about traffic safety on a 7-point scale where 1 is completely agree and 7 is completely disagree.

We combined the percentages of responses that scored the statements 1, 2 or 3 (highest agreement scores). In this report that percent is referred to as ***AgreeTop3.***

***Chart 1***

*Level of agreement with traffic safety statements*

|  |  |
| --- | --- |
| **Traffic Safety Statement** | **AgreeTop3** |
| I believe the only number of acceptable deaths on the roadways should be zero | 78.8 |
| I believe the only acceptable number of deaths among my family and friends on our roadways should be zero | 85.3 |
| I believe most drivers in my county engage in safe behaviors when using our roadways | 48.1 |
| I believe we all share responsibility for the safety of others and ourselves on our roads and highways | 88.3 |

AgreeTop3 = % of respondents who either “somewhat agreed,” agreed” or “completely agreed” with the statement

Chart 1 indicates:

* Although many people believe safety is everyone’s responsibility (88.3% agreement), they don’t believe that most drivers in their county engage in safe behaviors (48.1%).

*Data Table B located on appendix page 63 summarizes data related to traffic safety statements.*

**Distracted Driving Behavior**

Respondents were exposed to 11 behaviors related to distracted driving and were asked to use a 7-point scale in response to questions about the behaviors. Of those behaviors, 9 are considered distracted behaviors, and 2 are considered positive ways to avoid distracted driving (positive norms).

* Respondents who drove within the past 30 days (n=1384) were asked how often they did each behavior in the past 30 days.
* All respondents (n=1603) were asked how often they believe people in their county do each of the behaviors in a 30-day period.

When analyzing results, we combined the percentages of “frequently,” “almost always” and “always” responses to the question of how often survey participants engage in the various distracted behavior. In this report that total percent is referred to as ***Self Top 3 Score (STop3)***.

This same approach was used to calculate the “Other Top 3 Score.” We combined the percentages of “frequently,” “almost always” and “always” responses to the question of how frequently others in the county engage in the various behaviors. In this report, this percent is referred to as ***Others Top 3 Score (OTop3)***.

***Chart 2***

*Comparison of Self Top 3 Scores (STop3) vs. Other Top 3 Scores (OTop3)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Distracted Behavior** | **STop3** | **OTop3** | **Sig Diff\*** |
| Used a hand-held cell phone | 34.9 | 46.3 | Y |
| Surfed the web | 33.2 | 28.5 | N |
| Used a hands-free phone | 32.5 | 40.5 | Y |
| Typed into a cell phone | 30.6 | 42.0 | Y |
| Reached for an object | 27.8 | 48.3 | Y |
| Watched a video or played a game | 26.0 | 20.7 | N |
| Changed GPS or music while driving | 23.7 | 46.3 | Y |
| Used a cell phone while at a traffic light | 16.3 | 50.0 | Y |
| Posted to social media | 13.3 | 29.1 | Y |
| **Positive Norm** | **Stop3** | **OTop3** |  |
| Started the GPS or music before driving | 65.0 | 43.7 | Y |
| Waited to use a cell phone until out of the flow of traffic | 62.2 | 25.6 | Y |

STop3 = % of respondents who engaged frequently, almost always or always.

OTop3 = % of respondents who think others in their county engage frequently, almost always or always

\*Significant difference is the scores calculated at the 90% confidence interval

Chart 2 indicates:

Survey respondents tend to rate others as engaging in distracted behavior more frequently than themselves.

* Respondents scored others in their county as engaging in distracted behavior significantly more frequently than themselves in all but two behaviors: “surfed the web” and “watched a video or played a game.”
* Even though survey respondents rated themselves as more frequently engaged in “surfed the web” and “watched a video or played a game”, the difference is not statistically significant.
* Survey respondents also scored themselves significantly higher than others in their county as engaging more frequently in the two positive norms.

*Data Table C on appendix pages 64 – 67 summarizes data related to distracted driving behaviors.*

**Assessing the Danger of Various Distracted Behaviors**

All respondents (1603) were asked to assess how dangerous each of the distracted behaviors is on a 7-point scale where 1 is dangerous and 7 is safe.

We combined the percentages of responses that scored the various distracted behavior 1, 2 or 3 (highest danger scores). In this report that percent is referred to as ***Danger Top 3 Score (DTop3).***

***Chart 3***

*DTop3 of Distracted and Positive Norm Behavior ranked from high to low*

|  |  |
| --- | --- |
| **Distracted Behavior** | **Self**  **DTop3** |
| Watched a video or played a game | 88.0 |
| Surf the web | 88.3 |
| Posted on Social Media | 87.8 |
| Typed into a cell phone | 84.8 |
| Using a hand held cell phone | 69.3 |
| Reached for an object | 54.7 |
| Changed GPS or music while driving | 51.2 |
| Used a cell phone while at a traffic light | 42.4 |
| Used a hands-free phone | 20.1 |
| **Positive Norm** |  |
| Started the GPS or music before driving | 15.5 |
| Waited to use a cell phone until out of the flow of traffic | 11.8 |

DTop3 = % of respondents who rated the distracting behavior in the top 3 tiers of dangerous

Chart 3 indicates:

Respondents seem to assess how dangerous a distracted behavior is based on the type of distraction, not whether or not they participate in that behavior.

* The top four dangerous behaviors tend to require the biggest shift in focus from driving to their phone:
  + Watched a video or played a game
  + Surfed the web
  + Posted on social media
  + Typed into a cell phone
* However, two of the four behaviors that respondents think are most dangerous are among the top four in terms of self-reported frequency: “surfed the web” and “typed into a cell phone.”
* For distracted behaviors that respondents ranked in the middle tier of dangerous, the driver would typically have one hand on the wheel:
  + Used a hand-held cell phone
  + Reached for an object
  + Changed the GPS or music while driving
* Distracted behaviors that respondents ranked as least dangerous, happen when the car is not moving or when both hands can remain on the wheel:
  + Used a cell phone while at a traffic light
  + Used a hands-free phone

*Data Table D on appendix pages 68 – 70 summarizes data related to assessing the safety of distracted behaviors.*

**Distracted Driving Intervention**

All respondents (n=1603) were asked to estimate how frequently during the past 30 days they have been a passenger in a vehicle when the driver was doing something that could distract them. To summarize:

* 34.2% of survey respondents answered NEVER.
* 50.4% of survey respondents answered 1 – 4 TIMES.
* 15.4% of survey respondents answered 5+ TIMES.

Respondents who had been in a vehicle with a distracted driver (n=1055) then indicated how often they asked the driver to stop doing the distracted behavior. To summarize:

* 16.6% of survey respondents answered “NEVER.”
* 43.8% of survey respondents answered “RARELY,” “OCCASIONALLY” or “ABOUT HALF THE TIME.”
* 23.5% of the survey respondents answered “FREQUENTLY” or “ALMOST ALWAYS.”
* 17.1% of the survey respondents answered “ALWAYS.”

We also ran a correlation scan between the frequency of being a passenger in a distracted driver’s car with the frequency of intervening with the driver.

***Chart 5***

*Correlation scan between the frequency of being a passenger with a distracted driver and the frequency of intervention (95% Confidence)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| How often the respondent who was a passenger with a distracted driver asked the driver to stop distracted behavior… | How often the survey respondents were a passenger in a car with a distracted driver in the past 30 days… | | | |
|  | Once or twice | 3 – 4 times | 5 – 6 times | 7+ times |
| Never | X |  |  |  |
| Rarely | X |  |  |  |
| Occasionally |  | X | X |  |
| About half the time |  | X | X | X |
| Frequently |  |  |  |  |
| Almost always |  |  |  |  |
| Always | X |  |  | X |

*X indicates there is a positive correlation*

Chart 5 indicates:

* The more often a person is a passenger in a distracted driving situation, the more likely they are to intervene.
* Those who ALWAYS intervene tend to either be passengers with distracted drivers frequently or rarely.

All respondents (n=1603) were asked to estimate how often other people in their county would intervene in distracted driving situations. We compared those results with the frequency that survey respondents (Self) reported.

***Chart 6***

*Summary of frequency of distracted intervention for survey respondent (Self) and the survey respondents’ estimate of the frequency of distracted intervention for other people in their county (Others)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Frequency of intervening with a distracted driver** | **%**  **Self** | **% Others** | **Difference Self vs Others** |
| Never | 16.6 | 11.0 | 5.6 |
| Rarely | 16.1 | 29.0 | (12.9) |
| Occasionally | 16.2 | 23.9 | (7.7) |
| About half the time | 10.5 | 19.3 | (8.8) |
| Frequently | 10.8 | 8.2 | 2.6 |
| Almost Always | 12.7 | 4.9 | 7.8 |
| Always | 17.1 | 3.7 | 13.4 |

Chart 6 indicates:

* Overall, survey respondents see themselves (Self) as intervening more frequently (40% selected frequently, almost always or always intervene) with distracted drivers than others (Others) in their county (16.8% selected frequently, almost always, always).
* The differences between themselves (Self) and others in their county (Others) tend to increase with the frequency of intervention.

*Data Table E on appendix page 71 summarizes data related to distracted driving intervention.*

**Impaired Driving Behavior**

Respondents who have consumed alcohol or marijuana and driven in the last 30 days (n=930) were asked to estimate how frequently they (Self) drove within 2 hours of consuming alcohol, marijuana or both.

All respondents (n=1603) were asked to estimate how frequently other people in their county (Others) drove within 2 hours of consuming alcohol, marijuana or both.

***Chart 7***

*Comparison of the frequency survey respondents reported for driving impaired (Self) compared to their perception of others in their county (Others)*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Drove within 2 hours of consuming…** | | | | | | | | |
| **Frequency past 30 days** | **Alcohol** | | | Marijuana | | | **Both Alcohol & Marijuana** | | |
|  | **%Self** | **%Others** | **Diff** | %Self | %Others | Diff | **%Self** | **%Others** | **Diff** |
| Never | 63.3 | 16.9 | 46.4 | 73.4 | 16.3 | 57.1 | 77.7 | 19.6 | 58.1 |
| Rarely | 18.6 | 15.0 | 3.6 | 7.5 | 15.5 | (8) | 8.1 | 21.0 | (12.9) |
| Occasionally | 7.6 | 34.4 | (26.8) | 6.7 | 32.9 | (26.2) | 5.2 | 30.9 | (25.7) |
| About half the time | 3.7 | 13.2 | (9.5) | 3.3 | 12.2 | (8.9) | 2.7 | 12.0 | (9.3) |
| Frequently | 3.3 | 14.4 | (11.1) | 4.1 | 15.3 | (11.2) | 3.1 | 10.8 | (7.7) |
| Almost Always | 2.2 | 3.7 | (1.5) | 2.8 | 4.7 | (1.9) | 1.2 | 3.1 | (1.9) |
| Always | 1.3 | 2.4 | (1.1) | 2.2 | 3.2 | (1) | 2.0 | 2.6 | (.6) |

Chart 7 indicates that survey respondents think:

* They (Self) abstain from driving impaired far more often than others in their county (Others).
* They (Self) drive impaired less frequently than others in their county (Others).
* They (Self) nor others in their county (Others) drive impaired by alcohol or a combination of alcohol and marijuana “almost always” or “always.”.

Finally, we combined the percentages of “frequently,” “almost always” and “always” responses to the question of how often survey participants drove impaired in the last 30 days. It is interesting to note that:

* Those who frequently, almost always or always drive impaired are more likely to be impaired by marijuana (23.1%) than alcohol (20.5%) or alcohol and marijuana combined (16.5%).

*Data Table F on appendix page 72 summarizes data related to impaired driving behaviors.*

**Impaired Driving Intervention**

All respondents (n=1603) were asked to estimate how frequently during the past 30 days they have been a passenger in a vehicle when they thought the driver was too impaired by alcohol, marijuana or other drugs to drive. To summarize:

* 63.7% of survey respondents answered NEVER
* 31.1% of survey respondents answered 1 – 4 TIMES
* 5.2% of survey respondents answered 5+ TIMES

Respondents who had been in a vehicle with an impaired driver (n=582) were then asked how often they tried to prevent that person from driving. To summarize:

* 9.5% of the survey respondents answered NEVER
* 24.5% of survey respondents answered “RARELY,” SOMETIMES’ or “ABOUT HALF THE TIME”
* 19.1% of survey respondents answered “OFTEN” or “USUALLY”
* 36.9% of survey respondents answered “ALWAYS”

All respondents (n=1603) were asked how common they thought it was for someone from their county to try to prevent someone from driving impaired. Respondents answered on a 7-point scale, where 1 was not at all common and 7 was extremely common.

It is important to note that although survey respondents answered the frequency of intervention questions about both themselves and others on a 7-point scale, the language used in the scales was different. This was necessary because the two questions had different contextual set-ups. The different wording may have an impact when interpreting the comparison of results for survey respondent (Self) vs. others in the county (Others), as seen in Chart 8.

***Chart 8***

*Summary of frequency of impaired intervention for survey respondent (Self) and the survey respondents’ estimate of the frequency of impaired intervention for other people in their county (Others)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Frequency of self/others intervening with an impaired driver** | | **%**  **Self** | **% Others** | **Difference Self vs Others** |
| **“Self” Scale** | **“Other” Scale** |  | | |
| Never | 1- Not at all common | 9.5 | 9.0 | .5 |
| Rarely | 2 | 13.6 | 6.7 | 6.9 |
| Occasionally | 3 | 13.2 | 13.6 | (.4) |
| About half the time | 4 – Moderately Common | 7.7 | 43.7 | (36) |
| Frequently | 5 | 7.6 | 12.4 | (4.8) |
| Almost Always | 6 | 11.5 | 6.9 | 4.6 |
| Always | 7- Extremely Common | 36.9 | 7.7 | 29.2 |

*Data Table G on appendix page 73 summarizes data related to impaired driving intervention.*

**Comparison of Distracted vs. Impaired Driving**

*We compared the reported frequency of being with a distracted driver vs. an impaired driver, as well as the frequency of interventions for both situations.*

***Chart 9***

*Summary of the differences in how often survey respondents and others in their county encounter and intervene with distracted and impaired drivers.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | How frequently did they encounter a distracted or impaired driver in the past 30 days | | | How frequently did they intervene with a distracted or impaired driver in the past 30 days | | | |
| % Never | %  1 – 4 times | %  5+ Times | %  Never | %  Rarely, Occasionally or About half the time | %  Frequently or Almost Always | %  Always |
| Distracted | 34.2 | 50.4 | 15.4 | 16.6 | 42.8 | 23.5 | 17.1 |
| Impaired | 63.7 | 31.1 | 5.2 | 9.5 | 34.5 | 19.1 | 36.9 |
| Difference | (29.5) | 19.3 | 10.2 | 7.4 | 8.3 | 4.4 | (19.8) |

Chart 9 indicates:

* Survey respondents report they encounter distracted drivers more frequently than they encounter impaired drivers
* However, survey respondents are more likely to “frequently,” “almost always” or “always” intervene with an impaired driver than a distracted driver.

**Demographics of Respondents who Frequently Engage in Distracted Behaviors**

We ran a correlation scan to understand whether or not demographic factors are correlated with respondents who claim to engage in distracted behaviors “frequently,” “almost always” or “always”. Note that:

* The size of this sub-samples (one per distracted behavior) were too small to identify correlations related to ethnicity and location (East or West Washington).
* Additionally, education level correlations were identified at the 80% confidence level vs. 95%

Chart 10 indicates:

* There are some correlations at the individual distracted behavior level, but there isn’t a behavioral or demographic factor that is consistent across all behaviors

***Chart 10***

*Summary of the correlation trends between those* *who frequently engage in distracted behaviors (“frequently,” “almost always” and “always”) and demographics.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Confidence Level** | **90%** | | | | | **80%** |
| **People who frequently, always, or almost always engage in the distracting behavior…** | Frequency of driving | Employment Status | Age | Gender | Income | Education |
| Used a hand-held cell phone |  | Retired | 55+ |  | LT $25K |  |
| Used a hands-free cell phone |  | Full-time | 55+ | Female | $25K - $200K | 4 yr. degree or more |
| Typed into a cell phone | Once or twice a month |  |  |  |  |  |
| Watched a video or played a game | Once or twice a month | Unemployed  Retired | 18 - 34 | Male | LT $25K | Some college or less |
| Used a cell phone while waiting at a traffic light | Daily | Full Time | 35-54 |  | $75K + | 4 yr. degree |
| Changed GPS or music |  | Full Time | 18 - 34 |  | $75K - $200K | 4 yr. degree |
| Surfed the web | Once or twice a month  One to three times a week | Retired | 55+ |  | LT $25K |  |
| Posted on social media | Once or twice a month |  |  | Female | LT $25K  GT $200K + |  |
| Reached for an object |  | Students |  |  |  |  |

LT = Less than

GT=Greater than

**Family Rules and Workplace Policies on Distracted Driving**

Survey respondents who have family members that drive (n=1334) were asked if they have family rules about distracted behavior. Survey respondents who are employed were asked if their workplace had policies about distracted behavior.

***Chart 11***

*Comparison of the % of survey respondents with family rules vs. survey respondents with workplace policies about distracted driving behaviors*

|  |  |  |
| --- | --- | --- |
| **Distracted Behavior** | **% Family Rule** | **%**  **Workplace**  **Policy** |
| Use a hand-held cell phone | 47.2 | 33.8 |
| Surf the web | 56.7 | 37.8 |
| Use a hands-free phone | 27.6 | 21.2 |
| Type into a cell phone | 54.7 | 36.2 |
| Reach for an object | 22.4 | 19.9 |
| Watch videos or play games | 57.0 | 37.6 |
| Changing GPS or music while driving | 28.8 | 24,4 |
| Use a cell phone while at a traffic light | 36.1 | 29.2 |
| Post to social media | 54.9 | 36.9 |

Chart 11 indicates:

* Survey respondents report that they have family rules for distracted driving more than they report they have workplace policies for distracted behaviors.
* The four distracted behaviors that have a higher percentage of homes with family rules are also the ones considered the most dangerous (Chart 3).
* Although survey respondents say they have family rules, the incidence of respondents who claim to “frequently,” “almost always” or “always” that do these behaviors **(STop3)** suggest that many people are not following them, as demonstrated in Chart 12 below.

***Chart 12***

*Comparison of the percent of survey respondents who have distracted driving rules vs. how many of them claim to frequently engage in those distracted driving behaviors*

|  |  |  |
| --- | --- | --- |
| **Distracted Behavior** | **% Family Rule** | **STop3** |
| Used a hand-held cell phone | 47.2 | 34.9 |
| Surfed the web | 56.7 | 33.2 |
| Used a hands-free phone | 27.6 | 32.5 |
| Typed into a cell phone | 54.7 | 30.6 |
| Reached for an object | 22.4 | 27.8 |
| Watching videos or playing games | 57.0 | 26.0 |
| Changed GPS or music while driving | 28.8 | 23.7 |
| Used a cell phone while at a traffic light | 36.1 | 16.3 |
| Posted to social media | 54.9 | 13.3 |

STop3 = % of respondents who engaged frequently, almost always or always.

*Data Table H on appendix pages 74 – 76 summarizes family rules and workplace policies data.*

**Understanding Distracted Driving Laws in Washington**

All survey respondents (n=1603) were asked whether or not they thought the following distracted driving behaviors are legal or illegal in Washington.

***Chart 13***

*Percent of survey respondents who believe these distracted behaviors are illegal*

|  |  |
| --- | --- |
| **Distracted Behavior** | **% Respondents who think the distracted behavior is illegal** |
| Watch a video or played a game | 89.3 |
| Surf the web | 87.6 |
| Post on Social Media | 87.8 |
| Type into a cell phone | 86.6 |
| Use a hand-held cell phone | 73.8 |
| Reach for an object | 23.9 |
| Changing GPS or music while driving | 39.8 |
| Using a cell phone while at a traffic light | 67.8 |
| Use a hands-free phone | 9.9 |
| **Positive Norm** |  |
| Starting the GPS or music before driving | 8.3 |
| Waiting to use a cell phone until out of the flow of traffic | 9.3 |

*Data Table I on appendix pages 77 – 78 summarizes data related to understanding distracted driving laws.*

**SECTION #4 PRIORITY COUNTY ANALYSIS**

**Introduction**

In addition to understanding Washington State as a whole, WTSC requested that C+C provide detailed information about the counties where Target Zero Managers (TZMs) are ready to begin promoting positive traffic safety culture messaging. The counties and their respective representation in the sample population are listed below.

|  |  |  |
| --- | --- | --- |
| **County** | **Count** | **Percent** |
| Whatcom / Skagit | 178 | 11.1 |
| Benton / Franklin | 135 | 8.4 |
| Lewis | 46 | 2.9 |
| Snohomish | 427 | 26.6 |
| Grays Harbor | 42 | 2.6 |
| Thurston | 169 | 10.5 |
|  | 997 | 62.00 |

Although C+C knew ahead of time that only Whatcom/Skagit, Snohomish and Thurston Counties had enough population for over-sampling, C+C has analyzed all six priority counties. For each of the priority counties C+C created the following tables:

* Agreement with Traffic Safety Statements
* Distracted Driving Behavior
* Assessing the Danger of Distracted Driving Behaviors
* Impaired Driving Behavior
* Intervention of Distracted Driving
* Intervention of Impaired Driving
* Comparison of Distracted and Impaired Intervention

We have inserted a page break between each of the counties so that the TZMs can simply print their own counties information. Each county has a full explanation of how the various measures were created.

Additionally, C+C has created summary tables of all survey questions by priority county, which will be provided at the same time as the Washington State level summary tables.

**WHATCOM/SKAGIT**

**Agreement with Traffic Safety Statements**

All respondents from Whatcom/Skagit (n=178) were asked how much they agreed with statements about traffic safety on a 7-point scale where 1 is completely agree and 7 is completely disagree.

We combined the percentages of responses that scored the statements 1, 2 or 3 (highest agreement scores). In this report that percent is referred to as ***AgreeTop3***.

***Chart WS1***

*Whatcom/Skagit – Level of agreement with traffic safety statements*

|  |  |
| --- | --- |
| **Traffic Safety Statement** | **AgreeTop3** |
| I believe the only number of acceptable deaths on the roadways should be zero | 83.7 |
| I believe the only acceptable number of deaths among my family and friends on our roadways should be zero | 90.4 |
| I believe most drivers in my county engage in safe behaviors when using our roadways | 52.8 |
| I believe we all share responsibility for the safety of others and ourselves on our roads and highways | 91.0 |

*AgreeTop3 = % of respondents who either “somewhat agreed,” agreed” or “completely agreed” with the statement*

Chart WS1 indicates:

* Although many people believe safety is everyone’s responsibility (91.0%), they don’t believe that most drivers in their county engage in safe behaviors (52.8%).

**Distracted Driving Behavior**

**Self-Reported Behavior Frequencies vs. Other Residents’ Behavior Frequencies**

Respondents within Whatcom/Skagit counties who drove within the past 30 days (n=147) were asked how often they did the behavior in the past 30 days

All respondents within Whatcom and Skagit Counties (n=178) were also asked how often they believe people in their county do these behaviors in a 30-day period

When analyzing results, we combined the percentages of “frequently,” “almost always” and “always” responses to the question of how often survey participants engage in the various distracted behavior. In this report that total percent is referred to as ***Self Top 3 Score (STop3)***.

This same approach was used to calculate the “Other Top 3 Score.” We combined the percentages of “frequently,” “almost always” and “always” responses to the question of how frequently others in the county engage in the various behaviors. In this report, this percent is referred to as ***Others Top 3 Score (OTop3)***

***Chart WS2***

*Whatcom/Skagit – Self Top 3 Scores (Stop3) vs. Other Top 3 Scores (OTop3)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Distracted Behavior** | **STop3**  (n=147) | **OTop3**  (n=178) | **Sig Diff\***  (n=178) |
| Used a hand-held cell phone | 30.6 | 50.6 | Y |
| Used a hands-free phone | 24.4 | 38.2 | Y |
| Typed into a cell phone | 26.6 | 39.3 | Y |
| Watched a video or played a game | 24.4 | 14.1 | N |
| Used a cell phone while at a traffic light | 10.9 | 46.6 | Y |
| Changed GPS or music while driving | 21.8 | 46.6 | Y |
| Surfed the web | 35.3 | 25.3 | N |
| Posted to social media | 12.2 | 27.5 | Y |
| Reached for an object | 31.2 | 49.9 | Y |
| **Positive Norm** | **STop3** | **OTop3** | **Sig Diff\*** |
| Waited to use a cell phone until out of the flow of traffic | 59.2 | 27.0 | Y |
| Started the GPS or music before driving | 69.4 | 42.1 | Y |

*STop3 = % of respondents who engaged frequently, almost always or always.*

*OTop3 = % of respondents who think others in their county engage frequently, almost always or always*

*\*Significant difference is the scores calculated at the 90% confidence interval*

*Note the percentages within the significant differences are extracted when n=178 – thus slightly changing the percentages for STop3 since the standalone Top 3 data was taken when n=147*

Chart WS2 indicates:

Survey respondents tend to rate others as engaging in distracted behavior more frequently than themselves.

* Respondents scored others in their county as engaging in distracted behavior significantly more frequently than themselves in all but two behaviors: “surfed the web” and “watched a video or played a game.”
* Even though survey respondents rated themselves as more frequently engaged in “surfed the web” and “watched a video or played a game”, the difference is not statistically significant.
* Survey respondents also scored themselves significantly higher than others in their county as engaging more frequently in the two positive norms.

**Assessing the Danger of Various Distracted Behaviors**

All respondents within Whatcom/Skagit counties (N=178) were asked to assess how dangerous each of the following distracted behaviors is on a 7-point scale, where 1 is dangerous and 7 is safe.

We combined the percentages of responses that scored the various distracted behavior 1, 2 or 3 (highest danger scores). In this report that percent is referred to as ***Danger Top 3 Score (DTop3).***

***Chart WS3***

*Whatcom/Skagit –DTop3 of Distracted and Positive norm Behavior Ranked from High to Low*

|  |  |
| --- | --- |
| **Distracted Behavior** | **DTop3** |
| Using a hand-held cell phone | 67.4 |
| Using a cell phone “hands-free” | 16.9 |
| Typing into a cell phone | 89.3 |
| Watching videos or playing video games | 90.4 |
| Using a cell phone while waiting at a traffic light | 38.2 |
| Changing a GPS or music while driving | 51.2 |
| Surfing the web | 92.1 |
| Posting to social media | 90.5 |
| Reaching for an object | 57.9 |
| **Positive Norm** | **DTop3** |
| Waiting to use a cell phone until they were parked and out of the flow of traffic | 11.2 |
| Starting music or a GPS before driving | 12.3 |

*DTop3 = % of respondents who rated the distracting behavior in the top 3 tiers of dangerous*

Chart WS3 indicates:

Respondents seem to assess how dangerous a distracted behavior is based on the type of distraction, not whether or not they participate in that behavior.

* The top four dangerous behaviors tend to require the biggest shift in focus from driving to their phone:
  + Watched a video or played a game
  + Surfed the web
  + Posted on social media
  + Typed into a cell phone
* However, two of the four behaviors that respondents think are most dangerous are among the top four in terms of self-reported frequency: “surfed the web” and “typed into a cell phone.”
* For distracted behaviors that respondents ranked in the middle tier of dangerous, the driver would typically only have one hand on the wheel:
  + Used a hand-held cell phone
  + Reached for an object
  + Changed the GPS or music while driving
* Distracted behaviors that respondents ranked as least dangerous, happen when the car is not moving or when both hands can remain on the wheel:
  + Used a cell phone while at a traffic light
  + Used a hands-free phone

**Impaired Driving Behavior**

Respondents in Whatcom/Skagit counties who have consumed alcohol or marijuana and driven in the last 30 days (n=101) were asked to estimate how frequently they (Self) drove within 2 hours of consuming alcohol, marijuana or both.

All respondents (n=178) were asked to estimate how frequently other people in their county (Others) drove within 2 hours of consuming alcohol, marijuana or both.

***Chart WS7***

*Whatcom/Skagit – Comparison of the frequency survey respondents reported for driving impaired (Self) compared to their perception of others in their county (Others)*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Frequency past 30 days** | **Alcohol** | | **Marijuana** | | **Both Alcohol & Marijuana** | |
|  | **%Self**  **(n=101)\*** | **%Others**  **(n=178)** | **%Self**  **(n=101)** | **%Others**  **(n=178)** | **%Self**  **(n=101)** | **%Others**  **(n=178)** |
| Never | 65.3 | 14.6 | 74.3 | 14.0 | 82.2 | 18.0 |
| Rarely | 18.8 | 15.7 | 6.9 | 18.0 | 6.9 | 22.5 |
| Occasionally | 10.9 | 36.0 | 9.9 | 29.8 | 4.0 | 32.6 |
| About half the time | 1.0 | 14.6 | 0.0 | 11.2 | 1.0 | 11.8 |
| Frequently | 1.0 | 13.5 | 5.9 | 19.7 | 3.0 | 10.7 |
| Almost Always | 1.0 | 0.6 | 3.0 | 2.8 | 1.0 | 0.0 |
| Always | 2.0 | 5.1 | 0.0 | 4.5 | 2.0 | 4.5 |

*The number of respondents within all priority counties is significantly lower than the overall number of respondents within these counties (n=178) due to the logic in the survey that eliminated some respondents from viewing the question on their own impaired driving habits.*

Chart WS7 indicates that survey respondents think:

* They (Self) abstain from driving impaired far more often than others in their county (Others).
* They (Self) drive impaired less frequently than others in their county (Others).
* Neither they (Self) nor others in their county (Others) drive impaired by alcohol or a combination of alcohol and marijuana “almost always” or “always.”.

**Distracted Driving Intervention**

All respondents (n=178) were asked to estimate how frequently during the past 30 days they have been a passenger in a vehicle when the driver was doing something that could distract them. To summarize:

* 36.0% of survey respondents answered NEVER.
* 46.6% of survey respondents answered 1 – 4 TIMES.
* 17.5% of survey respondents answered 5+ TIMES.

Respondents who had been in a vehicle with a distracted driver (n=114) then indicated how often they asked the driver to stop doing the distracted behavior. To summarize:

* 23.7% of survey respondents answered “NEVER.”
* 43.8% of survey respondents answered “RARELY,” “OCCASIONALLY” or “ABOUT HALF THE TIME.”
* 16.6% of the survey respondents answered “FREQUENTLY” or “ALMOST ALWAYS.”
* 15.8% of the survey respondents answered “ALWAYS.”

**Impaired Driving Intervention**

All respondents (n=178) were asked to estimate how frequently within the past 12 months they have been a passenger in a vehicle when they thought the driver was too impaired by alcohol, marijuana or other drugs to drive. To summarize:

* 65.7% of survey respondents answered NEVER
* 26.4% of survey respondents answered 1 – 4 TIMES
* 7.9% of survey respondents answered 5+ TIMES

Respondents who had been in a vehicle with an impaired driver (n=61) were then asked how often they tried to prevent that person from driving. To summarize:

* 3.3% of the survey respondents answered NEVER
* 21.3% of survey respondents answered “RARELY,” SOMETIMES’ or “ABOUT HALF THE TIME”
* 34.4% of survey respondents answered “OFTEN” or “USUALLY”
* 41.0% of survey respondents answered “ALWAYS”

**Comparison of Distracted vs. Impaired Driving**

We compared the reported frequency of being with a distracted driver vs. an impaired driver as well as the frequency of intervention for both situations.

***Chart WS9***

*Summary of the differences in how often survey respondents and others in their county encounter and intervene with distracted and impaired drivers.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | How frequently did they encounter a distracted or impaired driver in the past 30 days | | | How frequently did they intervene with a distracted or impaired driver in the past 30 days | | | |
| % Never | %  1 – 4 times | %  5+ Times | %  Never | %  Rarely, Occasionally or About half the time | %  Frequently or Almost Always | %  Always |
| Distracted | 36.0 | 46.6 | 17.5 | 23.7 | 43.8 | 16.6 | 15.8 |
| Impaired | 65.7 | 26.4 | 7.9 | 3.3 | 21.3 | 34.4 | 41.0 |
| Difference | (29.7) | 20.2 | 9.6 | 27.0 | 65.1 | (17.8) | (25.2) |

Chart WS9 indicates:

* Survey respondents report they encounter distracted drivers more frequently than they encounter impaired drivers
* Survey respondents are more likely to “frequently,” “almost always” or “always” intervene with an impaired driver than a distracted driver.

**BENTON / FRANKLIN**

**Attitudes about Traffic Safety**

**Agreement with Traffic Safety Statements**

All respondents from Benton/Franklin (n=135) were asked how much they agreed with statements about traffic safety on a 7-point scale where 1 is completely agree and 7 is completely disagree.

We combined the percentages of responses that scored the statements 1, 2 or 3 (highest agreement scores). In this report that percent is referred to as ***AgreeTop3***.

***Chart BF1***

*Benton/Franklin – Level of agreement with traffic safety statements*

|  |  |
| --- | --- |
| **Traffic Safety Statement** | **AgreeTop3** |
| I believe the only number of acceptable deaths on the roadways should be zero | 78.5 |
| I believe the only acceptable number of deaths among my family and friends on our roadways should be zero | 82.2 |
| I believe most drivers in my county engage in safe behaviors when using our roadways | 47.5 |
| I believe we all share responsibility for the safety of others and ourselves on our roads and highways | 86.7 |

*AgreeTop3 = % of respondents who either “somewhat agreed,” agreed” or “completely agreed” with the statement*

Chart BF1 indicates:

* Although many people believe safety is everyone’s responsibility (86.7%), they don’t believe that most drivers in their county engage in safe behaviors (47.5%).

**Distracted Driving Behaviors**

**Self-Reported Behavior Frequencies vs. Other Residents’ Behavior Frequencies**

Respondents within Benton and Franklin Counties who drove within the past 30 days (n=118) were asked how often they did the behavior in the past 30 days.

All respondents within Benton and Franklin Counties (n=135) were also asked how often they believe people in their county do these behaviors in a 30-day period.

When analyzing results, we combined the percentages of “frequently,” “almost always” and “always” responses to the question of how often survey participants engage in the various distracted behavior. In this report that total percent is referred to as ***Self Top 3 Score (STop3)***.

This same approach was used to calculate the “Other Top 3 Score.” We combined the percentages of “frequently,” “almost always” and “always” responses to the question of how frequently others in the county engage in the various behaviors. In this report, this percent is referred to as ***Others Top 3 Score (OTop3)***

***Chart BF2***

*Benton/Franklin – Self Top 3 Scores (Stop3) vs. Other Top 3 Scores (OTop3)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Distracted Behavior** | **STop3**  **(n=118)** | **OTop3**  **(n=135)** | **Sig Diff\***  **(n=135)** |
| Used a hand-held cell phone | 42.4 | 48.9 | Y |
| Used a hands-free phone | 36.5 | 47.4 | Y |
| Typed into a cell phone | 34.8 | 45.9 | Y |
| Watched a video or played a game | 24.6 | 20.7 | N |
| Used a cell phone while at a traffic light | 11.0 | 61.5 | Y |
| Changed GPS or music while driving | 28.7 | 53.4 | Y |
| Surfed the web | 42.4 | 32.6 | N |
| Posted to social media | 22.1 | 34.9 | Y |
| Reached for an object | 31.3 | 48.2 | Y |
| Positive Norm | STop3 | OTop3 | Sig Diff\* |
| Waited to use a cell phone until out of the flow of traffic | 66.9 | 32.5 | Y |
| Started the GPS or music before driving | 69.5 | 49.5 | Y |

*STop3 = % of respondents who engaged frequently, almost always or always.*

*OTop3 = % of respondents who think others in their county engage frequently, almost always or always*

*\*Significant difference is the scores calculated at the 90% confidence interval*

*Note the percentages within the significant differences are extracted when n=135 – thus slightly changing the percentages for STop3 since the standalone Top 3 data was taken when n=118*

Chart BF2 indicates:

Survey respondents tend to rate others as engaging in distracted behavior more frequently than themselves.

* Respondents scored others in their county as engaging in distracted behavior significantly more frequently than themselves in all but two behaviors: “surfed the web” and “watched a video or played a game.”
* Even though survey respondents rated themselves as more frequently engaged in “surfed the web” and “watched a video or played a game“ the difference is not statistically significant.
* Survey respondents also scored themselves significantly higher than others in their county as engaging more frequently in the two positive norms.

**Assessing the Danger of Various Distracted Behaviors**

All respondents within Benton and Franklin counties (n=135) were asked to assess how dangerous each of the following distracted behaviors are on a 7-point scale, where 1 is dangerous and 7 is safe.

We combined the percentages of responses that scored the various distracted behavior 1, 2 or 3 (highest danger scores). In this report that percentage is referred to as ***Danger Top 3 Score (DTop3).***

***Chart BF3***

*Benton/Franklin– DTop3 of Distracted and Positive Norm Behavior*

|  |  |
| --- | --- |
| **Distracted Behavior** | **DTop3** |
| Using a hand-held cell phone | 65.2 |
| Using a cell phone “hands-free” | 57.8 |
| Typing into a cell phone | 87.5 |
| Watching videos or playing video games | 90.3 |
| Using a cell phone while waiting at a traffic light | 46.0 |
| Changing a GPS or music while driving | 43.1 |
| Surfing the web | 84.5 |
| Posting to social media | 87.4 |
| Reaching for an object | 49.7 |
| **Positive Norm** | **DTop3** |
| Waiting to use a cell phone until they were parked and out of the flow of traffic | 9.6 |
| Starting music or a GPS before driving | 9.6 |

*DTop3 = % of respondents who rated the distracting behavior in the top 3 tiers of dangerous*

Chart BF3 indicates:

Respondents seem to assess how dangerous a distracted behavior is based on the type of distraction, not whether or not they participate in that behavior.

* The top four dangerous behaviors tend to require the biggest shift in focus from driving to their phone:
  + Watched a video or played a game
  + Surfed the web
  + Posted on social media
  + Typed into a cell phone
* However, two of the four behaviors that respondents think are most dangerous are among the top four in terms of self-reported frequency: “surfed the web” and “typed into a cell phone.”

**Impaired Driving Behaviors**

Respondents in Benton/Franklin counties who have consumed alcohol or marijuana and driven in the last 30 days (n=74) were asked to estimate how frequently they (Self) drove within 2 hours of consuming alcohol, marijuana or both.

All respondents (n=135) were asked to estimate how frequently other people in their county (Others) drove within 2 hours of consuming alcohol, marijuana or both.

***Chart BF7***

*Benton/Franklin – Comparison of the frequency survey respondents reported for driving impaired (Self) compared to their perception of others in their county (Others)*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Frequency past 30 days** | **Alcohol** | | **Marijuana** | | **Both Alcohol & Marijuana** | |
|  | **%Self**  **(n=74)\*** | **%Others**  **(n=135)** | **%Self**  **(n=74)** | **%Others**  **(n=135)** | **%Self**  **(n=74)** | **%Others**  **(n=135)** |
| Never | 73.0 | 13.3 | 74.3 | 8.1 | 85.1 | 10.4 |
| Rarely | 10.8 | 11.9 | 5.4 | 17.0 | 1.4 | 26.7 |
| Occasionally | 9.5 | 41.5 | 8.1 | 37.8 | 6.8 | 32.6 |
| About half the time | 1.4 | 15.6 | 5.4 | 17.0 | 2.7 | 14.8 |
| Frequently | 4.1 | 14.1 | 4.1 | 14.8 | 2.7 | 11.9 |
| Almost Always | 0.0 | 3.7 | 1.4 | 3.7 | 0.0 | 3.0 |
| Always | 1.4 | 0.0 | 1.4 | 1.5 | 1.4 | 0.7 |

*The number of respondents within all priority counties is significantly lower than the overall number of respondents within these counties (n=135) due to the logic in the survey that eliminated some respondents from viewing the question on their own impaired driving habits.*

Chart BF7 indicates that survey respondents think:

* They (Self) abstain from driving impaired far more often than others in their county (Others).
* They (Self) drive impaired less frequently than others in their county (Others).
* They (Self) nor others in their county (Others) drive impaired by alcohol or a combination of alcohol and marijuana “almost always” or “always.”

**Distracted Driving Intervention**

All respondents (n=135) were asked to estimate how frequently during the past 30 days they have been a passenger in a vehicle when the driver was doing something that could distract them. To summarize:

* 21.5% of survey respondents answered NEVER.
* 60.0% of survey respondents answered 1 – 4 TIMES.
* 18.5% of survey respondents answered 5+ TIMES.

Respondents who had been in a vehicle with a distracted driver (n=106) then indicated how often they asked the driver to stop doing the distracted behavior. To summarize:

* 11.3% of survey respondents answered “NEVER.”
* 48.1% of survey respondents answered “RARELY,” “OCCASIONALLY” or “ABOUT HALF THE TIME.”
* 24.5% of the survey respondents answered “FREQUENTLY” or “ALMOST ALWAYS.”
* 16.0% of the survey respondents answered “ALWAYS.”

**Impaired Driving Intervention**

All respondents (n=135) were asked to estimate how frequently within the past 12 months they have been a passenger in a vehicle when they thought the driver was too impaired by alcohol, marijuana or other drugs to drive. To summarize:

* 60.7% of survey respondents answered NEVER
* 34.8% of survey respondents answered 1 – 4 TIMES
* 4.5% of survey respondents answered 5+ TIMES

Respondents who had been in a vehicle with an impaired driver (n=53) were then asked how often they tried to prevent that person from driving. To summarize:

* 5.7% of the survey respondents answered NEVER
* 33.9% of survey respondents answered “RARELY,” SOMETIMES’ or “ABOUT HALF THE TIME”
* 20.7% of survey respondents answered “OFTEN” or “USUALLY”
* 39.6% of survey respondents answered “ALWAYS”

**Comparison of Distracted vs. Impaired Driving**

We compared the reported frequency of being with a distracted driver vs. an impaired driver as well as the frequency of intervention for both situations.

***Chart BF9***

*Summary of the differences in how often survey respondents and others in their county encounter and intervene with distracted and impaired drivers.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | How frequently did they encounter a distracted or impaired driver in the past 30 days | | | How frequently did they intervene with a distracted or impaired driver in the past 30 days | | | |
| % Never | %  1 – 4 times | %  5+ Times | %  Never | %  Rarely, Occasionally or About half the time | %  Frequently or Almost Always | %  Always |
| Distracted | 21.5 | 60.0 | 18.5 | 11.3 | 48.1 | 24.5 | 16.0 |
| Impaired | 60.7 | 34.8 | 4.5 | 5.7 | 33.9 | 20.7 | 39.6 |
| Difference | (39.2) | 25.2 | 14.0 | 5.6 | 14.2 | 3.8 | (23.6) |

Chart BF9 Indicates:

* Survey respondents report they encounter distracted drivers more frequently than they encounter impaired drivers
* Survey respondents are more likely to “frequently,” “almost always” or “always” intervene with an impaired driver than a distracted driver.

**LEWIS**

**Attitudes about Traffic Safety**

**Agreement with Traffic Safety Statements**

All respondents in Lewis County (n=46) were asked how much they agreed with statements about traffic safety on a 7-point scale where 1 is completely agree and 7 is completely disagree.

We combined the percentages of responses that scored the statements 1, 2 or 3 (highest agreement scores). In this report that percentage is referred to as ***AgreeTop3***.

***Chart L1***

*Lewis – Level of agreement with traffic safety statements*

|  |  |
| --- | --- |
| **Traffic Safety Statement** | **AgreeTop3** |
| I believe the only number of acceptable deaths on the roadways should be zero | 89.1 |
| I believe the only acceptable number of deaths among my family and friends on our roadways should be zero | 84.8 |
| I believe most drivers in my county engage in safe behaviors when using our roadways | 43.5 |
| I believe we all share responsibility for the safety of others and ourselves on our roads and highways | 93.5 |

*AgreeTop3 = % of respondents who either “somewhat agreed,” agreed” or “completely agreed” with the statement*

Chart L1 indicates:

* Although many people believe safety is everyone’s responsibility (93.5%), they don’t believe that most drivers in their county engage in safe behaviors (43.5%).

**Distracted Driving Behaviors**

**Self-Reported Behavior Frequencies vs. Other Residents’ Behavior Frequencies**

Respondents within Lewis County who drove within the past 30 days (n=41) were asked how often they did the behavior in the past 30 days.

All respondents within Lewis County (n=46) were also asked how often they believe people in their county do these behaviors in a 30-day period.

When analyzing results, we combined the percentages of “frequently,” “almost always” and “always” responses to the question of how often survey participants engage in the various distracted behavior. In this report that total percent is referred to as ***Self Top 3 Score (STop3)***.

This same approach was used to calculate the “Other Top 3 Score.” We combined the percentages of “frequently,” “almost always” and “always” responses to the question of how frequently others in the county engage in the various behaviors. In this report, this percent is referred to as ***Others Top 3 Score (OTop3).***

***Chart L2***

*Lewis – Self Top 3 Scores (Stop3) vs. Other Top 3 Scores (OTop3)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Distracted Behavior** | **STop3**  (n=41) | **OTop3**  (n=46) | **Sig Diff\***  (n=46) |
| Used a hand-held cell phone | 31.7 | 47.8 | Y |
| Used a hands-free phone | 14.6 | 23.9 | N |
| Typed into a cell phone | 26.8 | 45.6 | Y |
| Watched a video or played a game | 17.1 | 15.3 | N |
| Used a cell phone while at a traffic light | 12.2 | 45.6 | Y |
| Changed GPS or music while driving | 17.1 | 45.6 | Y |
| Surfed the web | 24.4 | 28.2 | N |
| Posted to social media | 19.5 | 32.6 | Y |
| Reached for an object | 19.5 | 47.8 | Y |
| **Positive Norm** | **STop3** | **OTop3** | **Sig Diff\*** |
| Waited to use a cell phone until out of the flow of traffic | 68.4 | 30.4 | Y |
| Started the GPS or music before driving | 53.7 | 50.0 | N |

*STop3 = % of respondents who engaged frequently, almost always or always.*

*OTop3 = % of respondents who think others in their county engage frequently, almost always or always*

*\*Significant difference is the scores calculated at the 90% confidence interval*

*Note the percentages within the significant differences are extracted when n=46 – thus slightly changing the percentages for STop3 since the standalone Top 3 data was taken when n=41*

Chart 2 indicates:

Survey respondents tend to rate others as engaging in distracted behavior more frequently than themselves.

* Respondents scored others in their county as engaging in distracted behavior significantly more frequently than themselves in all but three of the distracted behaviors: used a hands-free phone, watched a video or played a game, and surfed the web.
* Survey respondents rated themselves as more frequently engaged in “watched a video or played a game”, but the difference is not statistically significant.
* Survey respondents also scored themselves significantly higher than others in their county as engaging more frequently in waiting to use a cell phone until out of the flow of traffic.

**Assessing the Danger of Various Distracted Behaviors**

All respondents within Lewis County (n=46) were asked to assess how dangerous each of the following distracted behaviors are on a 7-point scale, where 1 is dangerous and 7 is safe.

We combined the percentages of responses that scored the various distracted behavior 1, 2 or 3 (highest danger scores). In this report that percent is referred to as ***Danger Top 3 Score (DTop3).***

***Chart L3***

*Lewis– DTop3 of Distracted and Positive Norm Behavior*

|  |  |
| --- | --- |
| **Distracted Behavior** | **DTop3** |
| Using a hand-held cell phone | 67.4 |
| Using a cell phone “hands-free” | 19.5 |
| Typing into a cell phone | 86.9 |
| Watching videos or playing video games | 95.6 |
| Using a cell phone while waiting at a traffic light | 34.7 |
| Changing a GPS or music while driving | 58.7 |
| Surfing the web | 95.7 |
| Posting to social media | 97.8 |
| Reaching for an object | 76.1 |
| **Positive Norm** | **DTop3** |
| Waiting to use a cell phone until they were parked and out of the flow of traffic | 4.3 |
| Starting music or a GPS before driving | 19.5 |

*DTop3 = % of respondents who rated the distracting behavior in the top 3 tiers of dangerous*

Chart L3 indicates:

Respondents seem to assess how dangerous a distracted behavior is based on the type of distraction, not whether or not they participate in that behavior.

* The top four dangerous behaviors tend to require the biggest shift in focus from driving to their phone:
  + Watched a video or played a game
  + Surfed the web
  + Posted on social media
  + Typed into a cell phone
* However, two of the four behaviors that respondents think are most dangerous are among the top four in terms of self-reported frequency: “surfed the web” and “typed into a cell phone.”
* For distracted behaviors that respondents ranked in the middle tier of dangerous, the driver would typically only have one hand on the wheel:
  + Used a hand-held cell phone
  + Reached for an object
  + Changed the GPS or music while driving
* Distracted behaviors that respondents ranked as least dangerous, happen when the car is not moving or when both hands could remain on the wheel:
  + Used a cell phone while at a traffic light
  + Used a hands-free phone

**Impaired Driving Behaviors**

Respondents in Lewis County who have consumed alcohol or marijuana and driven in the last 30 days (n=26) were asked to estimate how frequently they (Self) drove within 2 hours of consuming alcohol, marijuana or both.

All respondents (n=46) were asked to estimate how frequently other people in their county (Others) drove within 2 hours of consuming alcohol, marijuana or both.

***Chart L7***

*Lewis – Comparison of the frequency survey respondents reported for driving impaired (Self) compared to their perception of others in their county (Others)*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Frequency past 30 days** | **Alcohol** | | **Marijuana** | | **Both Alcohol & Marijuana** | |
|  | **%Self**  **(n=26)\*** | **%Others**  **(n=46)** | **%Self**  **(n=26)** | **%Others**  **(n=46)** | **%Self**  **(n=26)** | **%Others**  **(n=46)** |
| Never | 69.2 | 19.6 | 76.9 | 17.4 | 76.9 | 21.7 |
| Rarely | 7.7 | 4.3 | 3.8 | 4.3 | 3.8 | 15.2 |
| Occasionally | 7.7 | 30.4 | 7.7 | 32.6 | 11.5 | 30.4 |
| About half the time | 7.7 | 15.2 | 3.8 | 13.0 | 0.0 | 10.9 |
| Frequently | 3.8 | 21.7 | 0.0 | 26.1 | 3.8 | 17.4 |
| Almost Always | 0.0 | 6.5 | 3.8 | 4.3 | 0.0 | 2.2 |
| Always | 3.8 | 2.2 | 3.8 | 2.2 | 3.8 | 2.2 |

*The number of respondents within all priority counties is significantly lower than the overall number of respondents within these counties (n=46) due to the logic in the survey that eliminated some respondents from viewing the question on their own impaired driving habits.*

Chart L7 indicates that survey respondents think:

* They (Self) abstain from driving impaired far more often than others in their county (Others).
* They (Self) drive impaired less frequently than others in their county (Others).

**Distracted Driving Intervention**

All respondents (n=46) were asked to estimate how frequently during the past 30 days they have been a passenger in a vehicle when the driver was doing something that could distract them. To summarize:

* 28.3% of survey respondents answered NEVER.
* 47.8% of survey respondents answered 1 – 4 TIMES.
* 23.9% of survey respondents answered 5+ TIMES.

Respondents who had been in a vehicle with a distracted driver (n=33) then indicated how often they asked the driver to stop doing the distracted behavior. To summarize:

* 3.0% of survey respondents answered “NEVER.”
* 42.5% of survey respondents answered “RARELY,” “OCCASIONALLY” or “ABOUT HALF THE TIME.”
* 45.5% of the survey respondents answered “FREQUENTLY” or “ALMOST ALWAYS.”
* 9.1% of the survey respondents answered “ALWAYS.”

**Impaired Driving Intervention**

All respondents (n=46) were asked to estimate how frequently within the past 12 months they have been a passenger in a vehicle when they thought the driver was too impaired by alcohol, marijuana or other drugs to drive. To summarize:

* 60.9% of survey respondents answered NEVER
* 32.6% of survey respondents answered 1 – 4 TIMES
* 6.5% of survey respondents answered 5+ TIMES

Respondents who had been in a vehicle with an impaired driver (n=18) were then asked how often they tried to prevent that person from driving. To summarize:

* 5.6% of the survey respondents answered NEVER
* 22.3% of survey respondents answered “RARELY,” SOMETIMES’ or “ABOUT HALF THE TIME”
* 27.8% of survey respondents answered “OFTEN” or “USUALLY”
* 44.4% of survey respondents answered “ALWAYS”

**Comparison of Distracted vs. Impaired Driving**

We compared the reported frequency of being with a distracted driver vs. an impaired driver as well as the frequency of intervention for both situations.

***Chart L9***

*Summary of the differences in how often survey respondents and others in their county encounter and intervene with distracted and impaired drivers.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | How frequently did they encounter a distracted or impaired driver in the past 30 days | | | How frequently did they intervene with a distracted or impaired driver in the past 30 days | | | |
| % Never | %  1 – 4 times | %  5+ Times | %  Never | %  Rarely, Occasionally or About half the time | %  Frequently or Almost Always | %  Always |
| Distracted | 28.3 | 47.8 | 23.9 | 3.0 | 42.5 | 45.5 | 9.1 |
| Impaired | 60.9 | 32.6 | 6.5 | 5.6 | 22.3 | 27.8 | 44.4 |
| Difference | (32.6) | 15.2 | 17.4 | (2.6) | 20.0 | 17.7 | (35.3) |

Chart L9 indicates:

* Survey respondents report they encounter distracted drivers more frequently than they encounter impaired drivers
* Survey respondents are more likely to “frequently,” “almost always” or “always” intervene with an impaired driver than a distracted driver.

**SNOHOMISH**

**Attitudes about Traffic Safety**

**Agreement with Traffic Safety Statements**

All respondents in Snohomish County (n=427) were asked how much they agreed with statements about traffic safety on a 7-point scale where 1 is completely agree and 7 is completely disagree.

We combined the percentages of responses that scored the statements 1, 2 or 3 (highest agreement scores). In this report that percentage is referred to as ***AgreeTop3***.

***Chart S1***

*Snohomish – Level of agreement with traffic safety statements*

|  |  |
| --- | --- |
| **Traffic Safety Statement** | **AgreeTop3** |
| I believe the only number of acceptable deaths on the roadways should be zero | 81.1 |
| I believe the only acceptable number of deaths among my family and friends on our roadways should be zero | 87.8 |
| I believe most drivers in my county engage in safe behaviors when using our roadways | 49.2 |
| I believe we all share responsibility for the safety of others and ourselves on our roads and highways | 89.2 |

*AgreeTop3 = % of respondents who either “somewhat agreed,” agreed” or “completely agreed” with the statement*

Chart S1 indicates:

* Although many people believe safety is everyone’s responsibility (89.2%), they don’t believe that most drivers in their county engage in safe behaviors (49.2%).

**Distracted Driving Behaviors**

**Self-Reported Behavior Frequencies vs. Other Residents’ Behavior Frequencies**

Respondents within Snohomish County who drove within the past 30 days (n=370) were asked how often they did the behavior in the past 30 days

All respondents within Snohomish County (n=427) were also asked how often they believe people in their county do these behaviors in a 30-day period

When analyzing results, we combined the percentages of “frequently,” “almost always” and “always” responses to the question of how often survey participants engage in the various distracted behavior. In this report that total percent is referred to as ***Self Top 3 Score (STop3)***.

This same approach was used to calculate the “Other Top 3 Score.” We combined the percentages of “frequently,” “almost always” and “always” responses to the question of how frequently others in the county engage in the various behaviors. In this report, this percentage is referred to as ***Others Top 3 Score (OTop3)***

***Chart S2***

*Snohomish – Self Top 3 Scores (Stop3) vs. Other Top 3 Scores (OTop3)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Distracted Behavior** | **STop3**  (n=370) | **OTop3**  (n=427) | **Sig Diff\***  (n=427) |
| Used a hand-held cell phone | 26.0 | 45.4 | Y |
| Used a hands-free phone | 35.2 | 40.5 | Y |
| Typed into a cell phone | 25.5 | 43.2 | Y |
| Watched a video or played a game | 22.2 | 19.2 | N |
| Used a cell phone while at a traffic light | 9.8 | 54.4 | Y |
| Changed GPS or music while driving | 20.8 | 47.6 | Y |
| Surfed the web | 25.1 | 27.4 | Y |
| Posted to social media | 12.7 | 28.6 | Y |
| Reached for an object | 23.3 | 48.2 | Y |
| **Positive Norm** | **STop3** | **OTop3** | **Sig Diff\*** |
| Waited to use a cell phone until out of the flow of traffic | 64.8 | 22.4 | Y |
| Started the GPS or music before driving | 67.8 | 44.9 | Y |

*STop3 = % of respondents who engaged frequently, almost always or always.*

*OTop3 = % of respondents who think others in their county engage frequently, almost always or always*

*\*Significant difference is the scores calculated at the 90% confidence interval*

*Note the percentages within the significant differences are extracted when n=427 – thus slightly changing the percentages for STop3 since the standalone Top 3 data was taken when n=370*

Chart S2 indicates:

Survey respondents tend to rate others as engaging in distracted behavior more frequently than themselves.

* Respondents scored others in their county as engaging in distracted behavior significantly more frequently than themselves in all but one behavior: “watched a video or played a game.”
* Even though survey respondents rated themselves as more frequently engaged in “watched a video or played a game,” the difference is not statistically significant.
* Survey respondents also scored themselves significantly higher than others in their county as engaging more frequently in the two positive norms.

**Assessing the Danger of Various Distracted Behaviors**

All respondents within Snohomish County (n=427) were asked to assess how dangerous each of the following distracted behaviors are on a 7-point scale, where 1 is dangerous and 7 is safe.

We combined the percentages of responses that scored the various distracted behavior 1, 2 or 3 (highest danger scores). In this report that percent is referred to as ***Danger Top 3 Score (DTop3).***

***Chart S3***

*Snohomish– DTop3 of Distracted and Positive norm Behavior*

|  |  |
| --- | --- |
| **Distracted Behavior** | **DTop3** |
| Using a hand-held cell phone | 72.0 |
| Using a cell phone “hands-free” | 21.5 |
| Typing into a cell phone | 85.9 |
| Watching videos or playing video games | 91.3 |
| Using a cell phone while waiting at a traffic light | 39.3 |
| Changing a GPS or music while driving | 51.1 |
| Surfing the web | 90.2 |
| Posting to social media | 89.7 |
| Reaching for an object | 52.7 |
| **Positive Norm** | **DTop3** |
| Waiting to use a cell phone until they were parked and out of the flow of traffic | 8.2 |
| Starting music or a GPS before driving | 13.8 |

*DTop3 = % of respondents who rated the distracting behavior in the top 3 tiers of dangerous*

Chart 3 indicates:

Respondents seem to assess how dangerous a distracted behavior is based on the type of distraction, not whether or not they participate in that behavior.

* The top four dangerous behaviors tend to require the biggest shift in focus from driving to their phone:
  + Watched a video or played a game
  + Surfed the web
  + Posted on social media
  + Typed into a cell phone
* However, two of the four behaviors that respondents think are most dangerous are among the top four in terms of self-reported frequency: “surfed the web” and “typed into a cell phone.”
* For distracted behaviors that respondents ranked in the middle tier of dangerous, the driver would typically have one hand on the wheel:
  + Used a hand-held cell phone
  + Reached for an object
  + Changed the GPS or music while driving
* Distracted behaviors that respondents ranked as least dangerous, happen when the car is not moving or when both hands could remain on the wheel:
  + Used a cell phone while at a traffic light
  + Used a hands-free phone

**Impaired Driving Behaviors**

Respondents in Snohomish County who have consumed alcohol or marijuana and driven in the last 30 days (n=254) were asked to estimate how frequently they (Self) drove within 2 hours of consuming alcohol, marijuana or both.

All respondents (n=427) were asked to estimate how frequently other people in their county (Others) drove within 2 hours of consuming alcohol, marijuana or both.

***Chart S7***

*Snohomish – Comparison of the frequency survey respondents reported for driving impaired (Self) compared to their perception of others in their county (Others)*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Frequency past 30 days** | **Alcohol** | | **Marijuana** | | **Both Alcohol & Marijuana** | |
|  | **%Self**  **(n=254)\*** | **%Others**  **(n=427)** | **%Self**  **(n=254)** | **%Others**  **(n=427)** | **%Self**  **(n=254)** | **%Others**  **(n=427)** |
| Never | 67.7 | 14.3 | 78.0 | 14.1 | 82.3 | 17.3 |
| Rarely | 20.5 | 15.2 | 7.5 | 16.2 | 8.7 | 21.1 |
| Occasionally | 6.3 | 37.0 | 5.9 | 35.6 | 3.9 | 33.7 |
| About half the time | 2.8 | 13.6 | 3.1 | 12.4 | 3.1 | 11.9 |
| Frequently | 2.4 | 14.8 | 4.3 | 14.3 | 0.8 | 11.0 |
| Almost Always | 0.4 | 2.8 | 0.4 | 4.2 | 0.4 | 2.8 |
| Always | 0.0 | 2.3 | 0.8 | 3.3 | 0.8 | 2.1 |

*The number of respondents within all priority counties is significantly lower than the overall number of respondents within these counties (n=427) due to the logic in the survey that eliminated some respondents from viewing the question on their own impaired driving habits.*

Chart S7 indicates that survey respondents think:

* They (Self) abstain from driving impaired far more often than others in their county (Others).
* They (Self) drive impaired less frequently than others in their county (Others).

**Distracted Driving Intervention:**

All respondents (n=427) were asked to estimate how frequently during the past 30 days they have been a passenger in a vehicle when the driver was doing something that could distract them. To summarize:

* 37.2% of survey respondents answered NEVER.
* 49.7% of survey respondents answered 1 – 4 TIMES.
* 13.1% of survey respondents answered 5+ TIMES.

Respondents who had been in a vehicle with a distracted driver (n=268) then indicated how often they asked the driver to stop doing the distracted behavior. To summarize:

* 15.7% of survey respondents answered “NEVER.”
* 41.0% of survey respondents answered “RARELY,” “OCCASIONALLY” or “ABOUT HALF THE TIME.”
* 25.7% of the survey respondents answered “FREQUENTLY” or “ALMOST ALWAYS.”
* 17.5% of the survey respondents answered “ALWAYS.”

**Impaired Driving Intervention:**

All respondents (n=427) were asked to estimate how frequently within the past 12 months they have been a passenger in a vehicle when they thought the driver was too impaired by alcohol, marijuana or other drugs to drive. To summarize:

* 68.1% of survey respondents answered NEVER
* 27.4% of survey respondents answered 1 – 4 TIMES
* 4.4% of survey respondents answered 5+ TIMES

Respondents who had been in a vehicle with an impaired driver (n=136) were then asked how often they tried to prevent that person from driving. To summarize:

* 10.3% of the survey respondents answered NEVER
* 40.5% of survey respondents answered “RARELY,” SOMETIMES’ or “ABOUT HALF THE TIME”
* 16.9% of survey respondents answered “OFTEN” or “USUALLY”
* 32.4% of survey respondents answered “ALWAYS”

**Comparison of Distracted vs. Impaired Driving**

We compared the reported frequency of being with a distracted driver vs. an impaired driver as well as the frequency of intervention for both situations.

***Chart S9***

*Summary of the differences in how often survey respondents and others in their county encounter and intervene with distracted and impaired drivers.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | How frequently did they encounter a distracted or impaired driver in the past 30 days | | | How frequently did they intervene with a distracted or impaired driver in the past 30 days | | | |
| % Never | %  1 – 4 times | %  5+ Times | %  Never | %  Rarely, Occasionally or About half the time | %  Frequently or Almost Always | %  Always |
| Distracted | 37.2 | 49.7 | 13.1 | 15.7 | 41.0 | 25.7 | 17.5 |
| Impaired | 68.1 | 27.4 | 4.4 | 10.3 | 40.5 | 16.9 | 32.4 |
| Difference | (30.9) | 22.3 | 8.7 | 5.4 | 0.5 | 8.8 | (14.9) |

Chart S9 indicates:

* Survey respondents report they encounter distracted drivers more frequently than they encounter impaired drivers
* Survey respondents are more likely to “frequently,” “almost always” or “always” intervene with an impaired driver than a distracted driver.

**GRAYS HARBOR**

**Attitudes about Traffic Safety**

**Agreement with Traffic Safety Statements**

All respondents in Grays Harbor County (n=42) were asked how much they agreed with statements about traffic safety on a 7-point scale where 1 is completely agree and 7 is completely disagree.

We combined the percentages of responses that scored the statements 1, 2 or 3 (highest agreement scores). In this report that percent is referred to as ***AgreeTop3***.

***Chart GH1***

*Grays Harbor – Level of agreement with traffic safety statements*

|  |  |
| --- | --- |
| **Traffic Safety Statement** | **AgreeTop3** |
| I believe the only number of acceptable deaths on the roadways should be zero | 85.7 |
| I believe the only acceptable number of deaths among my family and friends on our roadways should be zero | 92.8 |
| I believe most drivers in my county engage in safe behaviors when using our roadways | 42.8 |
| I believe we all share responsibility for the safety of others and ourselves on our roads and highways | 90.5 |

*AgreeTop3 = % of respondents who either “somewhat agreed,” agreed” or “completely agreed” with the statement*

Chart GH1 indicates:

* Although many people believe safety is everyone’s responsibility (90.5%), they don’t believe that most drivers in their county engage in safe behaviors (42.8%).

**Distracted Driving Behaviors**

**Self-Reported Behavior Frequencies vs. Other Residents’ Behavior Frequencies**

Respondents within Grays Harbor who drove within the past 30 days (n=26) were asked how often they did the behavior in the past 30 days.

All respondents within Grays Harbor County (n=42) were also asked how often they believe people in their county do these behaviors in a 30-day period.

When analyzing results, we combined the percentages of “frequently,” “almost always” and “always” responses to the question of how often survey participants engage in the various distracted behavior. In this report that total percentage is referred to as ***Self Top 3 Score (STop3)***.

This same approach was used to calculate the “Other Top 3 Score.” We combined the percentages of “frequently,” “almost always” and “always” responses to the question of how frequently others in the county engage in the various behaviors. In this report, this percent is referred to as ***Others Top 3 Score (OTop3).***

***Chart GH2***

*Grays Harbor – Self Top 3 Scores (Stop3) vs. Other Top 3 Scores (OTop3)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Distracted Behavior** | **STop3**  (n=26) | **OTop3**  (n=42) | **Sig Diff\***  (n=42) |
| Used a hand-held cell phone | 46.2 | 52.4 | Y |
| Used a hands-free phone | 30.7 | 40.5 | Y |
| Typed into a cell phone | 30.7 | 45.2 | Y |
| Watched a video or played a game | 30.7 | 23.9 | N |
| Used a cell phone while at a traffic light | 11.5 | 38.0 | Y |
| Changed GPS or music while driving | 15.4 | 38.2 | Y |
| Surfed the web | 34.6 | 28.6 | N |
| Posted to social media | 15.3 | 28.6 | Y |
| Reached for an object | 23.0 | 49.9 | Y |
| **Positive Norm** | **STop3** | **OTop3** | **Sig Diff\*** |
| Waited to use a cell phone until out of the flow of traffic | 65.2 | 26.3 | N |
| Started the GPS or music before driving | 57.7 | 47.6 | N |

*STop3 = % of respondents who engaged frequently, almost always or always.*

*OTop3 = % of respondents who think others in their county engage frequently, almost always or always*

*\*Significant difference is the scores calculated at the 90% confidence interval*

*Note the percentages within the significant differences are extracted when n=42 – thus slightly changing the percentages for STop3 since the standalone Top 3 data was taken when n=26*

Chart 2 indicates:

Survey respondents tend to rate others as engaging in distracted behavior more frequently than themselves.

* Respondents scored others in their county as engaging in distracted behavior significantly more frequently than themselves in all but two behaviors: “surfed the web” and “watched a video or played a game.”
* Even though survey respondents rated themselves as more frequently engaged in “surfed the web” and “watched a video or played a game”, the difference is not statistically significant.
* Survey respondents also scored themselves and others in their county as engaging frequently in the two positive norms.

**Assessing the Danger of Various Distracted Behaviors**

All respondents within Grays Harbor County (n=46) were asked to assess how dangerous each of the following distracted behaviors are on a 7-point scale, where 1 is dangerous and 7 is safe.

We combined the percentages of responses that scored the various distracted behavior 1, 2 or 3 (highest danger scores). In this report that percent is referred to as ***Danger Top 3 Score (DTop3).***

***Chart GH3***

*Grays Harbor– DTop3 of Distracted and Positive Norm Behavior*

|  |  |
| --- | --- |
| **Distracted Behavior** | **DTop3** |
| Using a hand-held cell phone | 71.5 |
| Using a cell phone “hands-free” | 26.2 |
| Typing into a cell phone | 83.3 |
| Watching videos or playing video games | 90.4 |
| Using a cell phone while waiting at a traffic light | 38.1 |
| Changing a GPS or music while driving | 54.7 |
| Surfing the web | 90.5 |
| Posting to social media | 88.0 |
| Reaching for an object | 61.9 |
| **Positive Norm** | **DTop3** |
| Waiting to use a cell phone until they were parked and out of the flow of traffic | 4.8 |
| Starting music or a GPS before driving | 14.3 |

*DTop3 = % of respondents who rated the distracting behavior in the top 3 tiers of dangerous*

Chart 3 indicates:

Respondents seem to assess how dangerous a distracted behavior is based on the type of distraction, not whether or not they participate in that behavior.

* The top four dangerous behaviors tend to require the biggest shift in focus from driving to their phone:
  + Watched a video or played a game
  + Surfed the web
  + Posted on social media
  + Typed into a cell phone
* However, two of the four behaviors that respondents think are most dangerous are among the top four in terms of self-reported frequency: “surfed the web” and “typed into a cell phone.”
* For distracted behaviors that respondents ranked in the middle tier of dangerous, the driver would typically only have one hand on the wheel:
  + Used a hand-held cell phone
  + Reached for an object
  + Changed the GPS or music while driving
* Distracted behaviors that respondents ranked as least dangerous, happen when the car is not moving or when both hands can remain on the wheel:
  + Used a cell phone while at a traffic light
  + Used a hands-free phone

**Impaired Driving Behaviors**

Respondents in Grays Harbor County who have consumed alcohol or marijuana and driven in the last 30 days (n=17) were asked to estimate how frequently they (Self) drove within 2 hours of consuming alcohol, marijuana or both.

All respondents (n=46) were asked to estimate how frequently other people in their county (Others) drove within 2 hours of consuming alcohol, marijuana or both.

***Chart GH7***

*Grays Harbor – Comparison of the frequency survey respondents reported for driving impaired (Self) compared to their perception of others in their county (Others)*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Frequency past 30 days** | **Alcohol** | | **Marijuana** | | **Both Alcohol & Marijuana** | |
|  | **%Self**  **(n=17)\*** | **%Others**  **(n=42)** | **%Self**  **(n=17)** | **%Others**  **(n=42)** | **%Self**  **(n=17)** | **%Others**  **(n=42)** |
| Never | 76.5 | 19.0 | 88.2 | 16.7 | 82.4 | 23.8 |
| Rarely | 11.8 | 16.7 | 0.0 | 19.0 | 5.9 | 14.3 |
| Occasionally | 0.0 | 26.2 | 0.0 | 23.8 | 0.0 | 38.1 |
| About half the time | 5.9 | 23.8 | 5.9 | 19.0 | 0.0 | 11.9 |
| Frequently | 5.9 | 11.9 | 0.0 | 14.3 | 5.9 | 9.5 |
| Almost Always | 0.0 | 0.0 | 5.9 | 7.1 | 5.9 | 2.4 |
| Always | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 |

*The number of respondents within all priority counties is significantly lower than the overall number of respondents within these counties (n=42) due to the logic in the survey that eliminated some respondents from viewing the question on their own impaired driving habits.*

Chart GH7 indicates that survey respondents think:

* They (Self) abstain from driving impaired far more often than others in their county (Others).
* They (Self) drive impaired less frequently than others in their county (Others).

**Distracted Driving Intervention**

All respondents (n=42) were asked to estimate how frequently during the past 30 days they have been a passenger in a vehicle when the driver was doing something that could distract them. To summarize:

* 47.6% of survey respondents answered NEVER.
* 33.3% of survey respondents answered 1 – 4 TIMES.
* 19.0% of survey respondents answered 5+ TIMES.

Respondents who had been in a vehicle with a distracted driver (n=22) then indicated how often they asked the driver to stop doing the distracted behavior. To summarize:

* 4.5% of survey respondents answered “NEVER.”
* 54.5% of survey respondents answered “RARELY,” “OCCASIONALLY” or “ABOUT HALF THE TIME.”
* 31.8% of the survey respondents answered “FREQUENTLY” or “ALMOST ALWAYS.”
* 9.1% of the survey respondents answered “ALWAYS.”

**Impaired Driving Intervention**

All respondents (n=42) were asked to estimate how frequently within the past 12 months they have been a passenger in a vehicle when they thought the driver was too impaired by alcohol, marijuana or other drugs to drive. To summarize:

* 66.7% of survey respondents answered NEVER
* 31.0% of survey respondents answered 1 – 4 TIMES
* 2.4% of survey respondents answered 5+ TIMES

Respondents who had been in a vehicle with an impaired driver (n=14) were then asked how often they tried to prevent that person from driving. To summarize:

* 14.3% of the survey respondents answered NEVER
* 21.4% of survey respondents answered “RARELY,” SOMETIMES’ or “ABOUT HALF THE TIME”
* 21.4% of survey respondents answered “OFTEN” or “USUALLY”
* 42.9% of survey respondents answered “ALWAYS”

**Comparison of Distracted vs. Impaired Driving**

We compared the reported frequency of being with a distracted driver vs. an impaired driver as well as the frequency of intervention for both situations.

***Chart GH9***

*Summary of the differences in how often survey respondents and others in their county encounter and intervene with distracted and impaired drivers.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | How frequently did they encounter a distracted or impaired driver in the past 30 days | | | How frequently did they intervene with a distracted or impaired driver in the past 30 days | | | |
| % Never | %  1 – 4 times | %  5+ Times | %  Never | %  Rarely, Occasionally or About half the time | %  Frequently or Almost Always | %  Always |
| Distracted | 47.6 | 33.3 | 19.0 | 4.5 | 54.5 | 31.8 | 9.1 |
| Impaired | 66.7 | 31.0 | 2.4 | 14.3 | 21.4 | 21.4 | 42.9 |
| Difference | (19.1) | 2.3 | 16.6 | (9.8) | 33.1 | 10.4 | (33.8) |

Chart GH9 indicates:

* Survey respondents report they encounter distracted drivers more frequently than they encounter impaired drivers
* Survey respondents are more likely to “frequently,” “almost always” or “always” intervene with an impaired driver than a distracted driver.

**THURSTON**

**Agreement with Traffic Safety Statements**

All respondents in Thurston County (n=169) were asked how much they agreed with statements about traffic safety on a 7-point scale where 1 is completely agree and 7 is completely disagree.

We combined the percentages of responses that scored the statements 1, 2 or 3 (highest agreement scores). In this report that percent is referred to as ***AgreeTop3***.

***Chart T1***

*Thurston – Level of agreement with traffic safety statements*

|  |  |
| --- | --- |
| **Traffic Safety Statement** | **AgreeTop3** |
| I believe the only number of acceptable deaths on the roadways should be zero | 78.1 |
| I believe the only acceptable number of deaths among my family and friends on our roadways should be zero | 83.5 |
| I believe most drivers in my county engage in safe behaviors when using our roadways | 47.4 |
| I believe we all share responsibility for the safety of others and ourselves on our roads and highways | 87.5 |

*AgreeTop3 = % of respondents who either “somewhat agreed,” agreed” or “completely agreed” with the statement*

Chart T1 indicates:

* Although many people believe safety is everyone’s responsibility (87.5%), they don’t believe that most drivers in their county engage in safe behaviors (47.4%).

**Self-Reported Behavior Frequencies vs. Other Residents’ Behavior Frequencies**

Respondents within Thurston who drove within the past 30 days (n=144) were asked how often they did the behavior in the past 30 days.

All respondents within Thurston County (n=169) were also asked how often they believe people in their county do these behaviors in a 30-day period.

When analyzing results, we combined the percentages of “frequently,” “almost always” and “always” responses to the question of how often survey participants engage in the various distracted behavior. In this report that total percent is referred to as ***Self Top 3 Score (STop3)***.

This same approach was used to calculate the “Other Top 3 Score.” We combined the percentages of “frequently,” “almost always” and “always” responses to the question of how frequently others in the county engage in the various behaviors. In this report, this percent is referred to as ***Others Top 3 Score (OTop3).***

***Chart T2***

*Thurston – Self Top 3 Scores (Stop3) vs. Other Top 3 Scores (OTop3)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Distracted Behavior** | **STop3**  (n=144) | **OTop3**  (n=169) | **Sig Diff\***  (n=169) |
| Used a hand-held cell phone | 39.6 | 46.1 | Y |
| Used a hands-free phone | 33.4 | 38.5 | Y |
| Typed into a cell phone | 33.4 | 45.5 | Y |
| Watched a video or played a game | 27.1 | 25.5 | N |
| Used a cell phone while at a traffic light | 12.5 | 51.5 | Y |
| Changed GPS or music while driving | 17.4 | 45.0 | Y |
| Surfed the web | 36.2 | 32.5 | N |
| Posted to social media | 13.2 | 27.8 | Y |
| Reached for an object | 27.1 | 52.7 | Y |
| **Positive Norm** | **STop3** | **OTop3** | **Sig Diff\*** |
| Waited to use a cell phone until out of the flow of traffic | 59.1 | 26.0 | Y |
| Started the GPS or music before driving | 62.5 | 40.2 | Y |

*STop3 = % of respondents who engaged frequently, almost always or always.*

*OTop3 = % of respondents who think others in their county engage frequently, almost always or always*

*\*Significant difference is the scores calculated at the 90% confidence interval*

*Note the percentages within the significant differences are extracted when n=169 – thus slightly changing the percentages for STop3 since the standalone Top 3 data was taken when n=144*

Chart T2 indicates:

Survey respondents tend to rate others as engaging in distracted behavior more frequently than themselves.

* Respondents scored others in their county as engaging in distracted behavior significantly more frequently than themselves in all but two behaviors: “surfed the web” and “watched a video or played a game.”
* Even though survey respondents rated themselves as more frequently engaged in “surfed the web” and “watched a video or played a game“the difference is not statistically significant.
* Survey respondents also scored themselves significantly higher than others in their county as engaging more frequently in the two positive norms.

**Assessing the Danger of Various Distracted Behaviors**

All respondents within Thurston County (n=169) were asked to assess how dangerous each of the following distracted behaviors are on a 7-point scale, where 1 is dangerous and 7 is safe.

We combined the percentages of responses that scored the various distracted behavior 1, 2 or 3 (highest danger scores). In this report that percent is referred to as ***Danger Top 3 Score (DTop3).***

***Chart T3***

*Thurston -- Distracted and Positive Norm Behavior*

|  |  |
| --- | --- |
| **Distracted Behavior** | **DTop3** |
| Using a hand-held cell phone | 72.2 |
| Using a cell phone “hands-free” | 18.3 |
| Typing into a cell phone | 86.4 |
| Watching videos or playing video games | 90.6 |
| Using a cell phone while waiting at a traffic light | 39.1 |
| Changing a GPS or music while driving | 50.4 |
| Surfing the web | 89.4 |
| Posting to social media | 88.7 |
| Reaching for an object | 52.1 |
| **Positive Norm** | **DTop3** |
| Waiting to use a cell phone until they were parked and out of the flow of traffic | 11.9 |
| Starting music or a GPS before driving | 16.0 |

*DTop3 = % of respondents who rated the distracting behavior in the top 3 tiers of dangerous*

Chart T3 indicates:

Respondents seem to assess how dangerous a distracted behavior is based on the type of distraction, not whether or not they participate in that behavior.

* The top four dangerous behaviors tend to require the biggest shift in focus from driving to their phone:
  + Watched a video or played a game
  + Surfed the web
  + Posted on social media
  + Typed into a cell phone
* However, two of the 5 behaviors that respondents think are most dangerous are among the top four in terms of self-reported frequency: “surfed the web” and “typed into a cell phone.”
* For distracted behaviors that respondents ranked in the middle tier of dangerous, the driver would typically only have one hand on the wheel:
  + Used a hand-held cell phone
  + Reached for an object
  + Changed the GPS or music while driving
* Distracted behaviors that respondents ranked as least dangerous, happen when the car is not moving or when both hands can remain on the wheel:
  + Used a cell phone while at a traffic light
  + Used a hands-free phone

**Impaired Driving Behaviors**

Respondents in Thurston County who have consumed alcohol or marijuana and driven in the last 30 days (n=90) were asked to estimate how frequently they (Self) drove within 2 hours of consuming alcohol, marijuana or both.

All respondents (n=169) were asked to estimate how frequently other people in their county (Others) drove within 2 hours of consuming alcohol, marijuana or both.

***Chart T7***

*Thurston – Comparison of the frequency survey respondents reported for driving impaired (Self) compared to their perception of others in their county (Others)*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Frequency past 30 days** | **Alcohol** | | **Marijuana** | | **Both Alcohol & Marijuana** | |
|  | **%Self**  **(n=90)\*** | **%Others**  **(n=169)** | **%Self**  **(n=90)** | **%Others**  **(n=169)** | **%Self**  **(n=90)** | **%Others**  **(n=169)** |
| Never | 68.7 | 18.9 | 78.8 | 18.3 | 79.8 | 23.7 |
| Rarely | 16.2 | 15.4 | 4.0 | 17.2 | 5.1 | 17.8 |
| Occasionally | 5.1 | 31.4 | 6.1 | 27.8 | 7.1 | 27.8 |
| About half the time | 5.1 | 13.6 | 0.0 | 11.2 | 2.0 | 14.2 |
| Frequently | 4.0 | 14.8 | 5.1 | 16.0 | 5.1 | 10.1 |
| Almost Always | 1.0 | 4.1 | 3.0 | 5.9 | 1.0 | 4.1 |
| Always | 0.0 | 1.8 | 3.0 | 3.6 | 0.0 | 2.4 |

*The number of respondents within all priority counties is significantly lower than the overall number of respondents within these counties (n=169) due to the logic in the survey that eliminated some*

Chart T7 indicates that survey respondents think:

* They (Self) abstain from driving impaired far more often than others in their county (Others).
* They (Self) drive impaired less frequently than others in their county (Others).

**Distracted Driving Intervention**

All respondents (n=169) were asked to estimate how frequently during the past 30 days they have been a passenger in a vehicle when the driver was doing something that could distract them. To summarize:

* 30.8% of survey respondents answered NEVER.
* 50.3% of survey respondents answered 1 – 4 TIMES.
* 19.0% of survey respondents answered 5+ TIMES.

Respondents who had been in a vehicle with a distracted driver (n=117) then indicated how often they asked the driver to stop doing the distracted behavior. To summarize:

* 17.9% of survey respondents answered “NEVER.”
* 39.3% of survey respondents answered “RARELY,” “OCCASIONALLY” or “ABOUT HALF THE TIME.”
* 18.8% of the survey respondents answered “FREQUENTLY” or “ALMOST ALWAYS.”
* 23.9% of the survey respondents answered “ALWAYS.”

**Impaired Driving Intervention**

All respondents (n=169) were asked to estimate how frequently within the past 12 months they have been a passenger in a vehicle when they thought the driver was too impaired by alcohol, marijuana or other drugs to drive. To summarize:

* 58.6% of survey respondents answered NEVER
* 34.3% of survey respondents answered 1 – 4 TIMES
* 7.2% of survey respondents answered 5+ TIMES

Respondents who had been in a vehicle with an impaired driver (n=70) were then asked how often they tried to prevent that person from driving. To summarize:

* 10.0% of the survey respondents answered NEVER
* 34.2% of survey respondents answered “RARELY,” SOMETIMES’ or “ABOUT HALF THE TIME”
* 12.8% of survey respondents answered “OFTEN” or “USUALLY”
* 42.9% of survey respondents answered “ALWAYS”

**Comparison of Distracted vs. Impaired Driving**

We compared the reported frequency of being with a distracted driver vs. an impaired driver as well as the frequency of intervention for both situations.

***Chart T9***

*Summary of the differences in how often survey respondents and others in their county encounter and intervene with distracted and impaired drivers.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | How frequently did they encounter a distracted or impaired driver in the past 30 days | | | How frequently did they intervene with a distracted or impaired driver in the past 30 days | | | |
| % Never | %  1 – 4 times | %  5+ Times | %  Never | %  Rarely, Occasionally or About half the time | %  Frequently or Almost Always | %  Always |
| Distracted | 30.8 | 50.3 | 19.0 | 17.9 | 39.3 | 18.8 | 23.9 |
| Impaired | 58.6 | 34.3 | 7.2 | 10.0 | 34.2 | 12.8 | 42.9 |
| Difference | (27.8) | 16.0 | 11.8 | 7.9 | 5.1 | 6.0 | (19.0) |

Chart T9 indicates:

* Survey respondents report they encounter distracted drivers more frequently than they encounter impaired drivers
* Survey respondents are more likely to “frequently,” “almost always” or “always” intervene with an impaired driver than a distracted driver.

**APPENDIX INDEX**

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Traffic Safety

Road and Highway Safety (visible to respondents)

Questions

1. About this survey  
   [instruction]

The Washington Traffic Safety Commission (WTSC) is asking for your help. We would like to understand your opinions and observations about traffic safety in your community. We will be using your input to create education and awareness programs that will continue to increase traffic safety throughout Washington state.   
  
***Your voice matters.*** Each and every survey is very important to us. And, it is extremely important that you answer the questions as honestly as possible. ***We will only be sharing summary results.***   
  
As a reminder, your participation is voluntary, and your responses are confidential, anonymous and cannot be associated with your identity. And, you can choose to exit the survey at any time. Only completed surveys will be included in our summary.  
  
This study has been approved by the the Washington Traffic Safety Commission. If you have questions or comments about the survey, please contact Shelly Baldwin at sysop.wtsc.wa.gov.

1. Getting to know you  
   [instruction]

In this first set of questions we'd like to learn a little bit about you.

1. How many days did you drive a vehicle in the past 30 days?  
   [radio buttons]

Answer options

* 1. Never
  2. Once or twice
  3. One to three times each week
  4. Four to six times each week
  5. Daily

1. Do you own a cell phone?  
   [radio buttons]

Answer options

* 1. Yes
  2. No

1. What county do you live in?  
   [cascade] [Country/state-province/county/zip]
2. Do you have family members that drive? Check all that apply.  
   [checkboxes] [min 1] [max OFF]

Answer options

* 1. Yes, I have a spouse or partner who drives
  2. Yes, I have at least one child or grandchild who drives
  3. Yes, I have at least one parent or grandparent that drives
  4. No, I do not have family members who drive

1. Are you employed?  
   [radio buttons]

Answer options

* 1. Yes
  2. No

1. How often have you consumed alcohol in the past 30 days?   
   [radio buttons]

Answer options

* 1. Never
  2. Once or twice in the past 30 days
  3. One to three times each week
  4. Four to six times each week
  5. Daily

1. Typically, when you drink, how many drinks do you have?  
   [radio buttons]

Answer options

* 1. I don't drink
  2. One
  3. Two
  4. Three or four
  5. Five or six
  6. Seven to ten
  7. Eleven or more

1. How often have you consumed marijuana in the past 12 months? *Please consider all forms of marijuana (cannabis, pot, 'grass'), including hashish and hash oil. It may be smoked (including vaping) or added to foods (edibles) or drinks.*  
   [radio buttons]

Answer options

* 1. Never
  2. Once or twice in the past 30 days
  3. One to three times each week
  4. Four to six times each week
  5. Daily

1. Driving habits  
   [instruction]

In this section we are going to ask you about **your** driving habits. We are also going to ask you about your perceptions of **most other drivers in your county.**

1. [Hide if Q3A1 or Q4A2] Thinking back over the last 30 days, have *you* done the following:  
   [grid] [radio buttons] [progressive] [subquestion randomization]

Sub-questions [rows]

* 1. Used a hand-held cell phone
  2. Used a cell phone "hands-free"
  3. Typed into a cell phone
  4. Watched a video or played a video game
  5. Used a cell phone while waiting at a traffic light
  6. Waited to use a cell phone until you were parked and out of the flow of traffic
  7. Started your GPS or music before driving
  8. Changed your GPS or music while driving
  9. Surfed the web
  10. Posted to social media
  11. Reached for an object

Answer options [columns]

* 1. Never
  2. Rarely
  3. Occasionally
  4. About half the time
  5. Frequently
  6. Almost always
  7. Always

1. In your opinion, in the past 30 days, how often did *most other drivers in your county* do the following?  
   [grid] [radio buttons] [progressive] [subquestion randomization]

Sub-questions [rows]

* 1. Used a hand-held cell phone
  2. Used a cell phone "hands-free"
  3. Typed into a cell phone
  4. Watched a video or played a video game
  5. Used a cell phone while waiting at a traffic light
  6. Waited to use a cell phone until they were parked and out of the flow of traffic
  7. Started their GPS or music before driving
  8. Changed their GPS or music while driving
  9. Surfed the web
  10. Posted to social media
  11. Reached for an object

Answer options [columns]

* 1. Never
  2. Rarely
  3. Occasionally
  4. About half the time
  5. Frequently
  6. Almost always
  7. Always

1. [Hide if Q8A1 and Q10A1 or Q3A1] In the past 30 days, how often did *you...*  
   [grid] [radio buttons] [progressive] [subquestion randomization]

Sub-questions [rows]

* 1. Drive within 2 hours of consuming alcohol
  2. Drive within 2 hours of consuming marijuana
  3. Drive within 2 hours of consuming both alcohol and marijuana

Answer options [columns]

* 1. Never
  2. Rarely
  3. Occasionally
  4. About half the time
  5. Frequently
  6. Almost always
  7. Always

1. In the past 30 days how often do you think *most other drivers in your county...*  
   [grid] [radio buttons] [progressive] [subquestion randomization]

Sub-questions [rows]

* 1. Drive within 2 hours of consuming alcohol
  2. Drive within 2 hours of consuming marijuana
  3. Drive within 2 hours of consuming both alcohol and marijuana

Answer options [columns]

* 1. Never
  2. Rarely
  3. Occasionally
  4. About half the time
  5. Frequently
  6. Almost always
  7. Always

1. Attitudes and opinions  
   [instruction]

In this section we are going to be asking about***your*** attitudes and opinions regarding driving. We are also going to ask you about your perceptions of ***most other drivers in your county***.

1. How much do you agree or disagree with the following statement: I believe the only number of acceptable deaths on the roadways should be zero.  
   [radio buttons] [answer randomization]

Answer options

* 1. Completely disagree
  2. Disagree
  3. Somewhat disagree
  4. Neither agree nor disagree
  5. Somewhat agree
  6. Agree
  7. Completely agree

1. How much do you agree or disagree with the following statement: I believe the only acceptable number of deaths among my family and friends on our roadways should be zero.  
   [radio buttons] [answer randomization]

Answer options

* 1. Completely disagree
  2. Disagree
  3. Somewhat disagree
  4. Neither agree nor disagree
  5. Somewhat agree
  6. Agree
  7. Completely agree

1. How much do you agree or disagree with the following statement: I believe most drivers in my county engage in safe behaviors when using our roadways.  
   [radio buttons] [answer randomization]

Answer options

* 1. Completely disagree
  2. Disagree
  3. Somewhat disagree
  4. Neither agree nor disagree
  5. Somewhat agree
  6. Agree
  7. Completely agree

1. How much do you agree or disagree with the following statement: I believe we all share responsibility for the safety of others and ourselves on our roads and highways.  
   [radio buttons] [answer randomization]

Answer options

* 1. Completely disagree
  2. Disagree
  3. Somewhat disagree
  4. Neither agree nor disagree
  5. Somewhat agree
  6. Agree
  7. Completely agree

1. Thinking over the past 30 days, how often have you been a passenger in a vehicle when the driver was doing something that could potentially distract them from driving?  
   [radio buttons]

Answer options

* 1. Never
  2. Once or twice
  3. Three or four times
  4. Five or six times
  5. Seven times or more

1. [Hide if Q21A1] When *you* were in these situations, how often did you ask the driver to stop doing something that could potentially distract them from driving?  
   [radio buttons]

Answer options

* 1. Never
  2. Rarely
  3. Occasionally
  4. About half the time
  5. Frequently
  6. Almost always
  7. Always

1. On a scale of 1 to 7, when *most other drivers in your county*  are in these situations, how often do you think they ask the driver to stop doing something that could potentially distract them from driving?  
   [radio buttons]

Answer options

* 1. 1 -- *Never*
  2. 2
  3. 3
  4. 4 -- *About half the time*
  5. 5
  6. 6
  7. 7 -- *Always*

1. Imagine you are a passenger in a vehicle. On a scale of 1 to 7, how would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe?  
   [grid] [radio buttons] [progressive] [subquestion randomization]

Sub-questions [rows]

* 1. Using a hand-held cell phone
  2. Using a cell phone "hands-free"
  3. Typing into a cell phone
  4. Watching videos or playing video games
  5. Using a cell phone while waiting at a traffic light
  6. Waiting to use a cell phone until they were parked and out of the flow of traffic
  7. Starting music of a GPS before driving
  8. Changing a GPS or music while driving
  9. Surfing the web
  10. Posting to social media
  11. Reaching for an object

Answer options [columns]

* 1. 1 -- *It would feel dangerous*
  2. 2
  3. 3
  4. 4 -- *Neutral*
  5. 5
  6. 6
  7. 7 -- *It would feel safe*

1. Rules and regulations  
   [instruction]

In this next section we are going to ask you a few questions about Washington's driving laws.

1. Please indicate if the following are legal or illegal to do while driving in Washington.  
   [grid] [radio buttons] [progressive] [subquestion randomization]

Sub-questions [rows]

* 1. Using a hand-held cell phone
  2. Using a cell phone "hands-free"
  3. Typing into a cell phone
  4. Watching videos or playing video games
  5. Using a cell phone while waiting at a traffic light
  6. Waiting to use a cell phone until they were parked and out of the flow of traffic
  7. Starting music of a GPS before driving
  8. Changing a GPS or music while driving
  9. Surfing the web
  10. Posting to social media
  11. Reaching for an object

Answer options [columns]

* 1. Legal
  2. Illegal
  3. It would depend on the situation
  4. Not sure

1. [Hide if Q6A4] Do you have a family rule about NOT engaging in the following behaviors while driving?  
   [grid] [radio buttons] [progressive] [subquestion randomization]

Sub-questions [rows]

* 1. Using a hand-held cell phone
  2. Using a cell phone "hands-free"
  3. Typing into a cell phone
  4. Watching videos or playing video games
  5. Using a cell phone while waiting at a traffic light
  6. Changing a GPS or music while driving
  7. Surfing the web
  8. Posting to social media
  9. Reaching for an object

Answer options [columns]

* 1. Yes
  2. No
  3. We have discussed it but we don't have a rule
  4. Not sure

1. [hide if Q7A2] Does your workplace have a policy about NOT engaging in the following behaviors while driving?  
   [grid] [radio buttons] [progressive] [subquestion randomization]

Sub-questions [rows]

* 1. Using a hand-held cell phone
  2. Using a cell phone "hands-free"
  3. Typing into a cell phone
  4. Watching videos or playing video games
  5. Using a cell phone while waiting at a traffic light
  6. Changing a GPS or music while driving
  7. Surfing the web
  8. Posting to social media
  9. Reaching for an object

Answer options [columns]

* 1. Yes
  2. No
  3. We have discussed it, but we don't have a rule
  4. Not sure

1. Reactions to specific scenarios  
   [instruction]

In this section we are going to be asking you about how people might react in specific situations related to driving.

1. Thinking back over the past 12 months, how often have you been in a situation where someone had consumed alcohol, marijuana or other drugs and you thought they were too impaired to drive?  
   [radio buttons]

Answer options

* 1. Never
  2. Once or twice
  3. Three or four times
  4. Five or six times
  5. Seven times or more

1. [Hide if Q30A1] Thinking back over the past 12 months, when you were in a situation where someone had consumed alcohol, marijuana or other drugs and you thought they were too impaired to drive, how often did you try to prevent that person from driving? For example, doing something like offering to drive or arranging a sober ride.  
   [radio buttons]

Answer options

* 1. Never
  2. Rarely
  3. Sometimes
  4. About half the time
  5. Often
  6. Usually
  7. Always

1. On a scale of 1 to 7, how common do you think it is for *someone in your county* to try to prevent someone from driving who had consumed too much alcohol, marijuana or other drugs?  
   [radio buttons]

Answer options

* 1. 1 -- *Not at all common*
  2. 2
  3. 3
  4. 4 -- *Moderately common*
  5. 5
  6. 6
  7. 7 -- *Extremely common*

|  |  |
| --- | --- |
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**Table A -- Background & Demographics**

|  |  |  |
| --- | --- | --- |
| Q3  How many days did you drive a vehicle in the past 30 days? | | |
| A1: Never | 236 | 14.7% |
| A2: Once or twice | 82 | 5.1% |
| A3: One to three times each week | 216 | 13.5% |
| A4: Four to six times each week | 333 | 20.8% |
| A5: Daily | 736 | 45.9% |
|  | 1603 | 100.00% |
| Q4  Do you own a cell phone? | | |
| A1: Yes | 1558 | 97.2% |
| A2: No | 45 | 2.8% |
|  | 1603 | 100.00% |
| Q6  Do you have family members that drive? Check all that apply. | | |
| A1: Yes, I have a spouse or partner who drives | 910 | 56.8% |
| A2: Yes, I have at least one child or grandchild who drives | 320 | 20.0% |
| A3: Yes, I have at least one parent or grandparent that drives | 570 | 35.6% |
| A4: No, I do not have family members who drive | 269 | 16.8% |
|  | 1603 |  |
| Q7  Are you employed? | | |
| A1: Yes | 905 | 56.5% |
| A2: No | 698 | 43.5% |
|  | 1603 | 100.00% |

**Table A -- Background & Demographics (Continued)**

|  |  |  |
| --- | --- | --- |
| Q5  Please use the list below to select the county you are currently living in. | | |
| Adams County | 10 | 0.6% |
| Asotin County | 4 | 0.2% |
| Benton County | 115 | 7.2% |
| Chelan County | 5 | 0.3% |
| Clallam County | 11 | 0.7% |
| Clark County | 50 | 3.1% |
| Columbia County | 7 | 0.4% |
| Cowlitz County | 17 | 1.1% |
| Douglas County | 2 | 0.1% |
| Franklin County | 20 | 1.2% |
| Grant County | 10 | 0.6% |
| Grays Harbor County | 42 | 2.6% |
| Island County | 9 | 0.6% |
| Jefferson County | 3 | 0.2% |
| King County | 180 | 11.2% |
| Kitsap County | 27 | 1.7% |
| Kittitas County | 2 | 0.1% |
| Klickitat County | 3 | 0.2% |
| Lewis County | 46 | 2.9% |
| Lincoln County | 4 | 0.2% |
| Mason County | 7 | 0.4% |
| Okanogan County | 3 | 0.2% |
| Pacific County | 6 | 0.4% |
| Pierce County | 100 | 6.2% |
| San Juan County | 2 | 0.1% |
| Skagit County | 68 | 4.2% |
| Skamania County | 1 | 0.1% |
| Snohomish County | 427 | 26.6% |
| Spokane County | 64 | 4.0% |
| Stevens County | 4 | 0.2% |
| Thurston County | 169 | 10.5% |
| Walla Walla County | 43 | 2.7% |
| Whatcom County | 110 | 6.9% |
| Whitman County | 5 | 0.3% |
| Yakima County | 14 | 0.9% |
| Other | 13 | 0.8% |

**Table A -- Background & Demographics (Continued)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Q8  How often have you consumed alcohol in the past 30 days? | | | | |  | Q9  Typically, when you drink, how many drinks do you have? | | | |
| A1: Never | 674 | | 42.0% | |  | A1: I don't drink | | 542 | 33.8% |
| A2: Once or twice in the past 30 days | 482 | | 30.1% | |  | A2: One | | 323 | 20.1% |
| A3: One to three times each week | 266 | | 16.6% | |  | A3: Two | | 415 | 25.9% |
| A4: Four to six times each week | 100 | | 6.2% | |  | A4: Three or four | | 237 | 14.8% |
| A5: Daily | 81 | | 5.1% | |  | A5: Five or six | | 65 | 4.1% |
|  | 1603 | | 100.00% | |  | A6: Seven to ten | | 12 | 0.7% |
|  |  | |  | |  | A7: Eleven or more | | 9 | 0.6% |
|  |  | |  | |  |  | | 1603 | 100.00% |
| Q10  How often have you consumed marijuana in the past 12 months? Please consider all forms of marijuana (cannabis, pot, 'grass'), including hashish and hash oil. It may be smoked (including vaping) or added to foods (edibles) or drinks. | | | | | | |
| A1: Never | | 1085 | | 67.7% | | |
| A2: Once or twice in the past 30 days | | 176 | | 11.0% | | |
| A3: One to three times each week | | 91 | | 5.7% | | |
| A4: Four to six times each week | | 52 | | 3.2% | | |
| A5: Daily | | 199 | | 12.4% | | |
|  | | 1603 | | 100.00% | | |
| AGE RANGE | | | | | | |
| A1: 13-17 | | 0 | | 0.0% | | |
| A2: 18-24 | | 231 | | 14.4% | | |
| A3: 25-34 | | 360 | | 22.5% | | |
| A4: 35-44 | | 329 | | 20.5% | | |
| A5: 45-54 | | 232 | | 14.5% | | |
| A6: 55-64 | | 231 | | 14.4% | | |
| A7: 65+ | | 220 | | 13.7% | | |
|  | | 1603 | | 100.00% | | |
| GENDER | | | | | | |
| A1: Females | | 805 | | 50.2% | | |
| A2: Males | | 798 | | 49.8% | | |
|  | | 1603 | | 100.00% | | |

**Table A -- Background & Demographics (continued)**

|  |  |  |
| --- | --- | --- |
| COUNTY LOCATION | | |
| A1: West | 1314 | 82.0% |
| A2: East | 289 | 18.0% |
|  | 1603 | 100.00% |
| INCOME | | |
| A1: $0 - $25,000 | 457 | 28.5% |
| A2: $25,000 - $50,000 | 410 | 25.6% |
| A3: $50,000 - $75,000 | 298 | 18.6% |
| A4: $75,000 - $100,000 | 185 | 11.5% |
| A5: $100,000 - $200,000 | 215 | 13.4% |
| A6: $200,000 - $500,000 | 27 | 1.7% |
| A7: >$500,000 | 11 | 0.7% |
|  | 1603 | 100.00% |
| EDUCATION | | |
| A1: No college | 338 | 21.1% |
| A2: Some college | 509 | 31.8% |
| A3: 2yr degree | 234 | 14.6% |
| A4: 4yr degree | 330 | 20.6% |
| A5: Grad school degree | 115 | 7.2% |
| A6: Professional degree | 77 | 4.8% |
|  | 1603 | 100.00% |
| EMPLOYMENT | | |
| A1: Full time | 672 | 41.9% |
| A2: Part time | 226 | 14.1% |
| A3: Retired | 275 | 17.2% |
| A4: Student | 90 | 5.6% |
| A5: Unemployed | 340 | 21.2% |
|  | 1603 | 100.00% |

**Table B -- Agreement to Traffic Safety Statements (Q17, Q18, Q19, Q20)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q17**  How much do you agree or disagree with the following statement: I believe the only number of acceptable deaths on the roadways should be zero. | | | | | |  | **Q18**  How much do you agree or disagree with the following statement: I believe the only acceptable number of deaths among my family and friends on our roadways should be zero. | | |
| A1: Completely disagree | 57 | | 3.6% | | |  | A1: Completely disagree | 45 | 2.8% |
| A2: Disagree | 47 | | 2.9% | | |  | A2: Disagree | 30 | 1.9% |
| A3: Somewhat disagree | 99 | | 6.2% | | |  | A3: Somewhat disagree | 33 | 2.1% |
| A4: Neither agree nor disagree | 136 | | 8.5% | | |  | A4: Neither agree nor disagree | 128 | 8.0% |
| A5: Somewhat agree | 157 | | 9.8% | | |  | A5: Somewhat agree | 81 | 5.1% |
| A6: Agree | 395 | | 24.6% | | |  | A6: Agree | 260 | 16.2% |
| A7: Completely agree | 712 | | 44.4% | | |  | A7: Completely agree | 1026 | 64.0% |
|  | 1603 | | 100.00% | | |  |  | 1603 | 100.00% |
| **Q19** How much do you agree or disagree with the following statement: I believe most drivers in my county engage in safe behaviors when using our roadways. | | | | | |
| A1: Completely disagree | 91 | | | 5.7% | |
| A2: Disagree | 170 | | | 10.6% | |
| A3: Somewhat disagree | 324 | | | 20.2% | |
| A4: Neither agree nor disagree | 246 | | | 15.3% | |
| A5: Somewhat agree | 446 | | | 27.8% | |
| A6: Agree | 244 | | | 15.2% | |
| A7: Completely agree | 82 | | | 5.1% | |
|  | 1603 | | | 100.00% | |
| **Q20** How much do you agree or disagree with the following statement: I believe we all share responsibility for the safety of others and ourselves on our roads and highways. | | | | | |
| A1: Completely disagree | | 24 | | | 1.5% |
| A2: Disagree | | 27 | | | 1.7% |
| A3: Somewhat disagree | | 36 | | | 2.2% |
| A4: Neither agree nor disagree | | 101 | | | 6.3% |
| A5: Somewhat agree | | 114 | | | 7.1% |
| A6: Agree | | 346 | | | 21.6% |
| A7: Completely agree | | 955 | | | 59.6% |
|  | | 1603 | | | 100.00% |

**Table C -- Distracted Driving Behaviors – Self and Others (Q12, Q13)**

* Q6 and Q7 are positive norm behaviors. The questions are highlighted in green.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q12  Thinking back over the last 30 days, have you done the following: | | |  | Q13  In your opinion, in the past 30 days, how often did most other drivers in your county do the following? | | |
| Q12.1: Used a hand-held cell phone | | |  | Q13.1: Used a hand-held cell phone | | |
| A1: Never | 431 | 32.0% |  | A1: Never | 123 | 7.7% |
| A2: Rarely | 226 | 16.8% |  | A2: Rarely | 128 | 8.0% |
| A3: Occasionally | 164 | 12.2% |  | A3: Occasionally | 342 | 21.3% |
| A4: About half the time | 57 | 4.2% |  | A4: About half the time | 268 | 16.7% |
| A5: Frequently | 153 | 11.4% |  | A5: Frequently | 408 | 25.5% |
| A6: Almost always | 89 | 6.6% |  | A6: Almost always | 175 | 10.9% |
| A7: Always | 228 | 16.9% |  | A7: Always | 159 | 9.9% |
| Q12.1 total: | 1348 |  |  | Q13.1 total: | 1603 |  |
| Q12.2: Used a cell phone "hands-free" | | |  | Q13.2: Used a cell phone "hands-free" | | |
| A1: Never | 416 | 30.9% |  | A1: Never | 115 | 7.2% |
| A2: Rarely | 180 | 13.4% |  | A2: Rarely | 143 | 8.9% |
| A3: Occasionally | 233 | 17.3% |  | A3: Occasionally | 333 | 20.8% |
| A4: About half the time | 80 | 5.9% |  | A4: About half the time | 363 | 22.6% |
| A5: Frequently | 157 | 11.6% |  | A5: Frequently | 407 | 25.4% |
| A6: Almost always | 121 | 9.0% |  | A6: Almost always | 146 | 9.1% |
| A7: Always | 161 | 11.9% |  | A7: Always | 96 | 6.0% |
| Q12.2 total: | 1348 |  |  | Q13.2 total: | 1603 |  |
| Q12.3: Typed into a cell phone | | |  | Q13.3: Typed into a cell phone | | |
| A1: Never | 487 | 36.1% |  | A1: Never | 138 | 8.6% |
| A2: Rarely | 202 | 15.0% |  | A2: Rarely | 170 | 10.6% |
| A3: Occasionally | 194 | 14.4% |  | A3: Occasionally | 374 | 23.3% |
| A4: About half the time | 54 | 4.0% |  | A4: About half the time | 248 | 15.5% |
| A5: Frequently | 148 | 11.0% |  | A5: Frequently | 389 | 24.3% |
| A6: Almost always | 87 | 6.5% |  | A6: Almost always | 152 | 9.5% |
| A7: Always | 176 | 13.1% |  | A7: Always | 132 | 8.2% |
| Q12.3 total: | 1348 |  |  | Q13.3 total: | 1603 |  |

**Table C -- Distracted Driving Behaviors – Self and Others (Continued)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q12  Thinking back over the last 30 days, have you done the following: | | |  | Q13  In your opinion, in the past 30 days, how often did most other drivers in your county do the following? | | |
| Q12.4: Watched a video or played a video game | | |  | Q13.4: Watched a video or played a video game | | |
| A1: Never | 708 | 52.5% |  | A1: Never | 341 | 21.3% |
| A2: Rarely | 109 | 8.1% |  | A2: Rarely | 437 | 27.3% |
| A3: Occasionally | 132 | 9.8% |  | A3: Occasionally | 332 | 20.7% |
| A4: About half the time | 48 | 3.6% |  | A4: About half the time | 162 | 10.1% |
| A5: Frequently | 165 | 12.2% |  | A5: Frequently | 184 | 11.5% |
| A6: Almost always | 67 | 5.0% |  | A6: Almost always | 65 | 4.1% |
| A7: Always | 119 | 8.8% |  | A7: Always | 82 | 5.1% |
| Q12.4 total: | 1348 |  |  | Q13.4 total: | 1603 |  |
| Q12.5: Used a cell phone while waiting at a traffic light | | |  | Q13.5: Used a cell phone while waiting at a traffic light | | |
| A1: Never | 519 | 38.5% |  | A1: Never | 131 | 8.2% |
| A2: Rarely | 345 | 25.6% |  | A2: Rarely | 120 | 7.5% |
| A3: Occasionally | 245 | 18.2% |  | A3: Occasionally | 314 | 19.6% |
| A4: About half the time | 59 | 4.4% |  | A4: About half the time | 236 | 14.7% |
| A5: Frequently | 104 | 7.7% |  | A5: Frequently | 457 | 28.5% |
| A6: Almost always | 42 | 3.1% |  | A6: Almost always | 215 | 13.4% |
| A7: Always | 34 | 2.5% |  | A7: Always | 130 | 8.1% |
| Q12.5 total: | 1348 |  |  | Q13.5 total: | 1603 |  |
| Q12.6: Waited to use a cell phone until you were parked and out of the flow of traffic | | |  | Q13.6: Waited to use a cell phone until they were parked and out of the flow of traffic | | |
| A1: Never | 116 | 8.6% |  | A1: Never | 145 | 9.0% |
| A2: Rarely | 98 | 7.3% |  | A2: Rarely | 353 | 22.0% |
| A3: Occasionally | 210 | 15.6% |  | A3: Occasionally | 400 | 25.0% |
| A4: About half the time | 85 | 6.3% |  | A4: About half the time | 296 | 18.5% |
| A5: Frequently | 195 | 14.5% |  | A5: Frequently | 221 | 13.8% |
| A6: Almost always | 255 | 18.9% |  | A6: Almost always | 102 | 6.4% |
| A7: Always | 389 | 28.9% |  | A7: Always | 86 | 5.4% |
| Q12.6 total: | 1348 |  |  | Q13.6 total: | 1603 |  |

**Table C -- Distracted Driving Behaviors – Self and Others (Continued)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q12  Thinking back over the last 30 days, have you done the following: | | |  | Q13  In your opinion, in the past 30 days, how often did most other drivers in your county do the following? | | |
| Q12.7: Started your GPS or music before driving | | |  | Q13.7: Started their GPS or music before driving | | |
| A1: Never | 160 | 11.9% |  | A1: Never | 114 | 7.1% |
| A2: Rarely | 73 | 5.4% |  | A2: Rarely | 118 | 7.4% |
| A3: Occasionally | 148 | 11.0% |  | A3: Occasionally | 328 | 20.5% |
| A4: About half the time | 92 | 6.8% |  | A4: About half the time | 343 | 21.4% |
| A5: Frequently | 230 | 17.1% |  | A5: Frequently | 360 | 22.5% |
| A6: Almost always | 272 | 20.2% |  | A6: Almost always | 216 | 13.5% |
| A7: Always | 373 | 27.7% |  | A7: Always | 124 | 7.7% |
|  |  |  |  |  |  |  |
| Q12.8: Changed your GPS or music while driving | | |  | Q13.8: Changed their GPS or music while driving | | |
| A1: Never | 361 | 26.8% |  | A1: Never | 134 | 8.4% |
| A2: Rarely | 265 | 19.7% |  | A2: Rarely | 122 | 7.6% |
| A3: Occasionally | 290 | 21.5% |  | A3: Occasionally | 340 | 21.2% |
| A4: About half the time | 112 | 8.3% |  | A4: About half the time | 265 | 16.5% |
| A5: Frequently | 177 | 13.1% |  | A5: Frequently | 412 | 25.7% |
| A6: Almost always | 64 | 4.7% |  | A6: Almost always | 196 | 12.2% |
| A7: Always | 79 | 5.9% |  | A7: Always | 134 | 8.4% |
| Q12.8 total: | 1348 |  |  | Q13.8 total: | 1603 |  |
| Q12.9: Surfed the web | | |  | Q13.9: Surfed the web | | |
| A1: Never | 602 | 44.7% |  | A1: Never | 241 | 15.0% |
| A2: Rarely | 124 | 9.2% |  | A2: Rarely | 335 | 20.9% |
| A3: Occasionally | 135 | 10.0% |  | A3: Occasionally | 369 | 23.0% |
| A4: About half the time | 40 | 3.0% |  | A4: About half the time | 201 | 12.5% |
| A5: Frequently | 171 | 12.7% |  | A5: Frequently | 255 | 15.9% |
| A6: Almost always | 89 | 6.6% |  | A6: Almost always | 86 | 5.4% |
| A7: Always | 187 | 13.9% |  | A7: Always | 116 | 7.2% |
| Q12.9 total: | 1348 |  |  | Q13.9 total: | 1603 |  |

**Table C -- Distracted Driving Behaviors – Self and Others (Continued)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q12  Thinking back over the last 30 days, have you done the following: | | |  | Q13  In your opinion, in the past 30 days, how often did most other drivers in your county do the following? | | |
| Q12.10: Posted to social media | | |  | Q13.10: Posted to social media | | |
| A1: Never | 714 | 53.0% |  | A1: Never | 224 | 14.0% |
| A2: Rarely | 185 | 13.7% |  | A2: Rarely | 285 | 17.8% |
| A3: Occasionally | 176 | 13.1% |  | A3: Occasionally | 395 | 24.6% |
| A4: About half the time | 53 | 3.9% |  | A4: About half the time | 224 | 14.0% |
| A5: Frequently | 102 | 7.6% |  | A5: Frequently | 269 | 16.8% |
| A6: Almost always | 42 | 3.1% |  | A6: Almost always | 88 | 5.5% |
| A7: Always | 76 | 5.6% |  | A7: Always | 118 | 7.4% |
| Q12.10 total: | 1348 |  |  | Q13.10 total: | 1603 |  |
| Q12.11: Reached for an object | | |  | Q13.11: Reached for an object | | |
| A1: Never | 166 | 12.3% |  | A1: Never | 110 | 6.9% |
| A2: Rarely | 275 | 20.4% |  | A2: Rarely | 109 | 6.8% |
| A3: Occasionally | 446 | 33.1% |  | A3: Occasionally | 345 | 21.5% |
| A4: About half the time | 86 | 6.4% |  | A4: About half the time | 264 | 16.5% |
| A5: Frequently | 173 | 12.8% |  | A5: Frequently | 452 | 28.2% |
| A6: Almost always | 59 | 4.4% |  | A6: Almost always | 161 | 10.0% |
| A7: Always | 143 | 10.6% |  | A7: Always | 162 | 10.1% |
| Q12.11 total: | 1348 |  |  | Q13.11 total: | 1603 |  |

**Table D -- Assessing the Safety of Distracted Behaviors (Q24)**

|  |  |  |
| --- | --- | --- |
| Q24  Imagine you are a passenger in a vehicle. On a scale of 1 to 7, how would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe? | | |
| Q24.1: Using a hand-held cell phone | | |
| A1: 1 -- It would feel dangerous | 589 | 36.7% |
| A2: 2 | 257 | 16.0% |
| A3: 3 | 251 | 15.7% |
| A4: 4 -- Neutral | 277 | 17.3% |
| A5: 5 | 83 | 5.2% |
| A6: 6 | 59 | 3.7% |
| A7: 7 -- It would feel safe | 87 | 5.4% |
| Q24.1 total: | 1603 |  |
| Q24.2: Using a cell phone "hands-free" | | |
| A1: 1 -- It would feel dangerous | 110 | 6.9% |
| A2: 2 | 70 | 4.4% |
| A3: 3 | 141 | 8.8% |
| A4: 4 -- Neutral | 428 | 26.7% |
| A5: 5 | 242 | 15.1% |
| A6: 6 | 230 | 14.3% |
| A7: 7 -- It would feel safe | 382 | 23.8% |
| Q24.2 total: | 1603 |  |
| Q24.3: Typing into a cell phone | | |
| A1: 1 -- It would feel dangerous | 935 | 58.3% |
| A2: 2 | 242 | 15.1% |
| A3: 3 | 183 | 11.4% |
| A4: 4 -- Neutral | 144 | 9.0% |
| A5: 5 | 48 | 3.0% |
| A6: 6 | 24 | 1.5% |
| A7: 7 -- It would feel safe | 27 | 1.7% |
| Q24.3 total: | 1603 |  |

**Table D -- Assessing the Safety of Distracted Behaviors (Continued)**

|  |  |  |
| --- | --- | --- |
| Q24  Imagine you are a passenger in a vehicle. On a scale of 1 to 7, how would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe? | | |
| Q24.4: Watching videos or playing video games | | |
| A1: 1 -- It would feel dangerous | 1241 | 77.4% |
| A2: 2 | 115 | 7.2% |
| A3: 3 | 68 | 4.2% |
| A4: 4 -- Neutral | 104 | 6.5% |
| A5: 5 | 22 | 1.4% |
| A6: 6 | 22 | 1.4% |
| A7: 7 -- It would feel safe | 31 | 1.9% |
| Q24.4 total: | 1603 |  |
| Q24.5: Using a cell phone while waiting at a traffic light | | |
| A1: 1 -- It would feel dangerous | 258 | 16.1% |
| A2: 2 | 167 | 10.4% |
| A3: 3 | 255 | 15.9% |
| A4: 4 -- Neutral | 505 | 31.5% |
| A5: 5 | 157 | 9.8% |
| A6: 6 | 102 | 6.4% |
| A7: 7 -- It would feel safe | 159 | 9.9% |
| Q24.5 total: | 1603 |  |
| Q24.6: Waiting to use a cell phone until they were parked and out of the flow of traffic | | |
| A1: 1 -- It would feel dangerous | 97 | 6.1% |
| A2: 2 | 33 | 2.1% |
| A3: 3 | 58 | 3.6% |
| A4: 4 -- Neutral | 170 | 10.6% |
| A5: 5 | 39 | 2.4% |
| A6: 6 | 123 | 7.7% |
| A7: 7 -- It would feel safe | 1083 | 67.6% |
| Q24.6 total: | 1603 |  |

**Table D -- Assessing the Safety of Distracted Behaviors (Continued)**

|  |  |  |
| --- | --- | --- |
| Q24  Imagine you are a passenger in a vehicle. On a scale of 1 to 7, how would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe? | | |
| Q24.7: Starting music or a GPS before driving | | |
| A1: 1 -- It would feel dangerous | 125 | 7.8% |
| A2: 2 | 50 | 3.1% |
| A3: 3 | 74 | 4.6% |
| A4: 4 -- Neutral | 240 | 15.0% |
| A5: 5 | 93 | 5.8% |
| A6: 6 | 135 | 8.4% |
| A7: 7 -- It would feel safe | 886 | 55.3% |
| Q24.7 total: | 1603 |  |
| Q24.8: Changing a GPS or music while driving | | |
| A1: 1 -- It would feel dangerous | 358 | 22.3% |
| A2: 2 | 183 | 11.4% |
| A3: 3 | 280 | 17.5% |
| A4: 4 -- Neutral | 486 | 30.3% |
| A5: 5 | 145 | 9.0% |
| A6: 6 | 83 | 5.2% |
| A7: 7 -- It would feel safe | 68 | 4.2% |
| Q24.8 total: | 1603 |  |
| Q24.9: Surfing the web | | |
| A1: 1 -- It would feel dangerous | 1135 | 70.8% |
| A2: 2 | 183 | 11.4% |
| A3: 3 | 97 | 6.1% |
| A4: 4 -- Neutral | 120 | 7.5% |
| A5: 5 | 22 | 1.4% |
| A6: 6 | 10 | 0.6% |
| A7: 7 -- It would feel safe | 36 | 2.2% |
| Q24.9 total: | 1603 |  |

**Table E -- Distracted Driving Intervention (Q21, Q22 & Q23)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q21  Thinking over the past 30 days, how often have you been a passenger in a vehicle when the driver was doing something that could potentially distract them from driving? | | | | |
| A1: Never | | 548 | | 34.2% |
| A2: Once or twice | | 563 | | 35.1% |
| A3: Three or four times | | 245 | | 15.3% |
| A4: Five or six times | | 125 | | 7.8% |
| A5: Seven times or more | | 122 | | 7.6% |
|  | | 1603 | | 100.00% |
| Q22  When you were in these situations, how often did you ask the driver to stop doing something that could potentially distract them from driving? | | | | | |  | Q23  When most other drivers in your county are in situations where a driver is doing something that could potentially distract them from driving, how often do you think they ask the driver to stop the behavior? | | |
| A1: Never | 175 | | 16.6% | | |  | A1: Never | 177 | 11.0% |
| A2: Rarely | 170 | | 16.1% | | |  | A2: Rarely | 465 | 29.0% |
| A3: Occasionally | 171 | | 16.2% | | |  | A3: Occasionally | 383 | 23.9% |
| A4: About half the time | 111 | | 10.5% | | |  | A4: About half the time | 309 | 19.3% |
| A5: Frequently | 114 | | 10.8% | | |  | A5: Frequently | 131 | 8.2% |
| A6: Almost always | 134 | | 12.7% | | |  | A6: Almost always | 78 | 4.9% |
| A7: Always | 180 | | 17.1% | | |  | A7: Always | 60 | 3.7% |
|  | 1055 | | 100.00% | | |  |  | 1603 | 100.00% |

**Table F -- Impaired Driving Behaviors – Self and Others (Q14 & Q15)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q14  In the past 30 days, how often did you... | | |  | Q15  In the past 30 days how often do you think most other drivers in your county... | | |
| Q14.1: Drive within 2 hours of consuming alcohol | | |  | Q15.1: Drive within 2 hours of consuming alcohol | | |
| A1: Never | 589 | 63.3% |  | A1: Never | 271 | 16.9% |
| A2: Rarely | 173 | 18.6% |  | A2: Rarely | 240 | 15.0% |
| A3: Occasionally | 71 | 7.6% |  | A3: Occasionally | 551 | 34.4% |
| A4: About half the time | 34 | 3.7% |  | A4: About half the time | 212 | 13.2% |
| A5: Frequently | 31 | 3.3% |  | A5: Frequently | 231 | 14.4% |
| A6: Almost always | 20 | 2.2% |  | A6: Almost always | 60 | 3.7% |
| A7: Always | 12 | 1.3% |  | A7: Always | 38 | 2.4% |
| Q14.1 total: | 930 |  |  | Q15.1 total: | 1603 |  |
| Q14.2: Drive within 2 hours of consuming marijuana | | |  | Q15.2: Drive within 2 hours of consuming marijuana | | |
| A1: Never | 683 | 73.4% |  | A1: Never | 262 | 16.3% |
| A2: Rarely | 70 | 7.5% |  | A2: Rarely | 248 | 15.5% |
| A3: Occasionally | 62 | 6.7% |  | A3: Occasionally | 527 | 32.9% |
| A4: About half the time | 31 | 3.3% |  | A4: About half the time | 195 | 12.2% |
| A5: Frequently | 38 | 4.1% |  | A5: Frequently | 245 | 15.3% |
| A6: Almost always | 26 | 2.8% |  | A6: Almost always | 75 | 4.7% |
| A7: Always | 20 | 2.2% |  | A7: Always | 51 | 3.2% |
| Q14.2 total: | 930 |  |  | Q15.2 total: | 1603 |  |
| Q14.3: Drive within 2 hours of consuming both alcohol and marijuana | | |  | Q15.3: Drive within 2 hours of consuming both alcohol and marijuana | | |
| A1: Never | 723 | 77.7% |  | A1: Never | 314 | 19.6% |
| A2: Rarely | 75 | 8.1% |  | A2: Rarely | 337 | 21.0% |
| A3: Occasionally | 48 | 5.2% |  | A3: Occasionally | 495 | 30.9% |
| A4: About half the time | 25 | 2.7% |  | A4: About half the time | 193 | 12.0% |
| A5: Frequently | 29 | 3.1% |  | A5: Frequently | 173 | 10.8% |
| A6: Almost always | 11 | 1.2% |  | A6: Almost always | 50 | 3.1% |
| A7: Always | 19 | 2.0% |  | A7: Always | 41 | 2.6% |
| Q14.3 total: | 930 |  |  | Q15.3 total: | 1603 |  |

**Table G -- Impaired Driving Intervention – Self and Others (Q30, Q31 & Q32)**

|  |  |  |
| --- | --- | --- |
| Q30 Thinking back over the past 12 months, how often have you been in a situation where someone had consumed alcohol, marijuana or other drugs and you thought they were too impaired to drive? | | |
| A1: Never | 1021 | 63.7% |
| A2: Once or twice | 380 | 23.7% |
| A3: Three or four times | 118 | 7.4% |
| A4: Five or six times | 37 | 2.3% |
| A5: Seven times or more | 47 | 2.9% |
|  | 1603 | 100.00% |

|  |  |  |
| --- | --- | --- |
| Q31 [Hide if Q30A1] Thinking back over the past 12 months, when you were in a situation where someone had consumed alcohol, marijuana or other drugs and you thought they were too impaired to drive, how often did you try to prevent that person from driving? For example, doing something like offering to drive or arranging a sober ride. | | |
| A1: Never | 55 | 9.5% |
| A2: Rarely | 79 | 13.6% |
| A3: Sometimes | 77 | 13.2% |
| A4: About half the time | 45 | 7.7% |
| A5: Often | 44 | 7.6% |
| A6: Usually | 67 | 11.5% |
| A7: Always | 215 | 36.9% |
|  | 582 | 100.00% |

|  |  |  |
| --- | --- | --- |
| Q32 On a scale from 1 to 7, how common do you think it is for someone in your county to try to prevent someone from driving who had consumed too much alcohol, marijuana or other drugs? | | |
| A1: 1 -- Not at all common | 144 | 9.0% |
| A2: 2 | 108 | 6.7% |
| A3: 3 | 218 | 13.6% |
| A4: 4 -- Moderately common | 701 | 43.7% |
| A5: 5 | 199 | 12.4% |
| A6: 6 | 110 | 6.9% |
| A7: 7 -- Extremely common | 123 | 7.7% |
|  | 1603 | 100.00% |

**Table H -- Family & Workplace Rules (Q27 & Q28)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q27  Do you have a family rule about NOT engaging in the following behaviors while driving? | | |  | Q28  Does your workplace have a policy about NOT engaging in the following behaviors while driving? | | |
| Q27.1: Using a hand-held cell phone | | |  | Q28.1: Using a hand-held cell phone | | |
| A1: Yes | 629 | 47.2% |  | A1: Yes | 306 | 33.8% |
| A2: No | 389 | 29.2% |  | A2: No | 389 | 43.0% |
| A3: We have discussed it but we don't have a rule | 249 | 18.7% |  | A3: We have discussed it, but we don't have a rule | 71 | 7.8% |
| A4: Not sure | 67 | 5.0% |  | A4: Not sure | 139 | 15.4% |
| Q27.1 total: | 1334 |  |  | Q28.1 total: | 905 |  |
| Q27.2: Using a cell phone "hands-free" | | |  | Q28.2: Using a cell phone "hands-free" | | |
| A1: Yes | 368 | 27.6% |  | A1: Yes | 192 | 21.2% |
| A2: No | 647 | 48.5% |  | A2: No | 491 | 54.3% |
| A3: We have discussed it but we don't have a rule | 251 | 18.8% |  | A3: We have discussed it, but we don't have a rule | 72 | 8.0% |
| A4: Not sure | 68 | 5.1% |  | A4: Not sure | 150 | 16.6% |
| Q27.2 total: | 1334 |  |  | Q28.2 total: | 905 |  |
| Q27.3: Typing into a cell phone | | |  | Q28.3: Typing into a cell phone | | |
| A1: Yes | 730 | 54.7% |  | A1: Yes | 328 | 36.2% |
| A2: No | 321 | 24.1% |  | A2: No | 373 | 41.2% |
| A3: We have discussed it but we don't have a rule | 230 | 17.2% |  | A3: We have discussed it, but we don't have a rule | 64 | 7.1% |
| A4: Not sure | 53 | 4.0% |  | A4: Not sure | 140 | 15.5% |
| Q27.3 total: | 1334 |  |  | Q28.3 total: | 905 |  |
| Q27.4: Watching videos or playing video games | | |  | Q28.4: Watching videos or playing video games | | |
| A1: Yes | 760 | 57.0% |  | A1: Yes | 340 | 37.6% |
| A2: No | 342 | 25.6% |  | A2: No | 364 | 40.2% |
| A3: We have discussed it but we don't have a rule | 173 | 13.0% |  | A3: We have discussed it, but we don't have a rule | 64 | 7.1% |
| A4: Not sure | 59 | 4.4% |  | A4: Not sure | 137 | 15.1% |
| Q27.4 total: | 1334 |  |  | Q28.4 total: | 905 |  |

**Table H -- Family & Workplace Rules (Continued)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q27  Do you have a family rule about NOT engaging in the following behaviors while driving? | | |  | Q28  Does your workplace have a policy about NOT engaging in the following behaviors while driving? | | |
| Q27.5: Using a cell phone while waiting at a traffic light | | |  | Q28.5: Using a cell phone while waiting at a traffic light | | |
| A1: Yes | 481 | 36.1% |  | A1: Yes | 264 | 29.2% |
| A2: No | 476 | 35.7% |  | A2: No | 388 | 42.9% |
| A3: We have discussed it but we don't have a rule | 299 | 22.4% |  | A3: We have discussed it, but we don't have a rule | 101 | 11.2% |
| A4: Not sure | 78 | 5.8% |  | A4: Not sure | 152 | 16.8% |
| Q27.5 total: | 1334 |  |  | Q28.5 total: | 905 |  |
| Q27.6: Changing a GPS or music while driving | | |  | Q28.6: Changing a GPS or music while driving | | |
| A1: Yes | 384 | 28.8% |  | A1: Yes | 221 | 24.4% |
| A2: No | 586 | 43.9% |  | A2: No | 442 | 48.8% |
| A3: We have discussed it but we don't have a rule | 294 | 22.0% |  | A3: We have discussed it, but we don't have a rule | 96 | 10.6% |
| A4: Not sure | 70 | 5.2% |  | A4: Not sure | 146 | 16.1% |
| Q27.6 total: | 1334 |  |  | Q28.6 total: | 905 |  |
| Q27.7: Surfing the web | | |  | Q28.7: Surfing the web | | |
| A1: Yes | 757 | 56.7% |  | A1: Yes | 342 | 37.8% |
| A2: No | 336 | 25.2% |  | A2: No | 372 | 41.1% |
| A3: We have discussed it but we don't have a rule | 184 | 13.8% |  | A3: We have discussed it, but we don't have a rule | 55 | 6.1% |
| A4: Not sure | 57 | 4.3% |  | A4: Not sure | 136 | 15.0% |
| Q27.7 total: | 1334 |  |  | Q28.7 total: | 905 |  |

**Table H -- Family & Workplace Rules (Continued)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Q27  Do you have a family rule about NOT engaging in the following behaviors while driving? | | | | | |  | | Q28  Does your workplace have a policy about NOT engaging in the following behaviors while driving? | | | |
| Q27.8: Posting to social media | | | | | |  | | Q28.8: Posting to social media | | | |
| A1: Yes | | 732 | 54.9% | | |  | | A1: Yes | 334 | | 36.9% |
| A2: No | | 341 | 25.6% | | |  | | A2: No | 373 | | 41.2% |
| A3: We have discussed it but we don't have a rule | | 200 | 15.0% | | |  | | A3: We have discussed it, but we don't have a rule | 62 | | 6.9% |
| A4: Not sure | | 61 | 4.6% | | |  | | A4: Not sure | 136 | | 15.0% |
| Q27.8 total: | | 1334 |  | | |  | | Q28.8 total: | 905 | |  |
| Q27.9: Reaching for an object | | | | | |  | | Q28.9: Reaching for an object | | | |
| A1: Yes | | 299 | 22.4% | | |  | | A1: Yes | 180 | | 19.9% |
| A2: No | | 643 | 48.2% | | |  | | A2: No | 473 | | 52.3% |
| A3: We have discussed it but we don't have a rule | | 306 | 22.9% | | |  | | A3: We have discussed it, but we don't have a rule | 92 | | 10.2% |
| A4: Not sure | | 86 | 6.4% | | |  | | A4: Not sure | 160 | | 17.7% |
| Q27.9 total: | 1334 | | |  |  | | Q28.9 total: | | | 905 |  |

**Table I -- Understanding Distracted Driving Laws (Q26)**

|  |  |  |
| --- | --- | --- |
| Q26  Please indicate if the following are legal or illegal to do while driving in Washington. | | |
| Q26.1: Using a hand-held cell phone | | |
| A1: Legal | 183 | 11.4% |
| A2: Illegal | 1183 | 73.8% |
| A3: It would depend on the situation | 131 | 8.2% |
| A4: Not sure | 106 | 6.6% |
| Q26.1 total: | 1603 |  |
| Q26.2: Using a cell phone "hands-free" | | |
| A1: Legal | 1133 | 70.7% |
| A2: Illegal | 159 | 9.9% |
| A3: It would depend on the situation | 164 | 10.2% |
| A4: Not sure | 147 | 9.2% |
| Q26.2 total: | 1603 |  |
| Q26.3: Typing into a cell phone | | |
| A1: Legal | 39 | 2.4% |
| A2: Illegal | 1388 | 86.6% |
| A3: It would depend on the situation | 93 | 5.8% |
| A4: Not sure | 83 | 5.2% |
| Q26.3 total: | 1603 |  |
| Q26.4: Watching videos or playing video games | | |
| A1: Legal | 48 | 3.0% |
| A2: Illegal | 1431 | 89.3% |
| A3: It would depend on the situation | 45 | 2.8% |
| A4: Not sure | 79 | 4.9% |
| Q26.4 total: | 1603 |  |
| Q26.5: Using a cell phone while waiting at a traffic light | | |
| A1: Legal | 120 | 7.5% |
| A2: Illegal | 1087 | 67.8% |
| A3: It would depend on the situation | 179 | 11.2% |
| A4: Not sure | 217 | 13.5% |
| Q26.5 total: | 1603 |  |

**Understanding Distracted Driving Laws (Q26)**

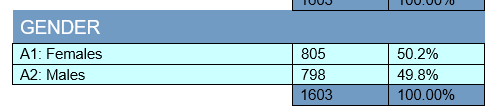
|  |  |  |
| --- | --- | --- |
| Q26  Please indicate if the following are legal or illegal to do while driving in Washington. | | |
| Q26.6: Waiting to use a cell phone until they were parked and out of the flow of traffic | | |
| A1: Legal | 1297 | 80.9% |
| A2: Illegal | 149 | 9.3% |
| A3: It would depend on the situation | 76 | 4.7% |
| A4: Not sure | 81 | 5.1% |
| Q26.6 total: | 1603 |  |
| Q26.7: Starting music or a GPS before driving | | |
| A1: Legal | 1286 | 80.2% |
| A2: Illegal | 133 | 8.3% |
| A3: It would depend on the situation | 83 | 5.2% |
| A4: Not sure | 101 | 6.3% |
| Q26.7 total: | 1603 |  |
| Q26.8: Changing a GPS or music while driving | | |
| A1: Legal | 363 | 22.6% |
| A2: Illegal | 638 | 39.8% |
| A3: It would depend on the situation | 325 | 20.3% |
| A4: Not sure | 277 | 17.3% |
| Q26.8 total: | 1603 |  |
| Q26.9: Surfing the web | | |
| A1: Legal | 54 | 3.4% |
| A2: Illegal | 1404 | 87.6% |
| A3: It would depend on the situation | 61 | 3.8% |
| A4: Not sure | 84 | 5.2% |
| Q26.9 total: | 1603 |  |
| Q26.10: Posting to social media | | |
| A1: Legal | 44 | 2.7% |
| A2: Illegal | 1408 | 87.8% |
| A3: It would depend on the situation | 68 | 4.2% |
| A4: Not sure | 83 | 5.2% |
| Q26.10 total: | 1603 |  |
| Q26.11: Reaching for an object | | |
| A1: Legal | 402 | 25.1% |
| A2: Illegal | 383 | 23.9% |
| A3: It would depend on the situation | 553 | 34.5% |
| A4: Not sure | 265 | 16.5% |
| Q26.11 total: | 1603 |  |

**NOTES ON DATA FILES**

There are 14 data files that accompany this report:

* Each priority county has a **raw data file** and **summary data file of tables** (12)
* Washington State also has a ***raw data file*** and a ***summary data file*** of tables. (2) Many of those tables appear in the appendix of this report.
* The files are excel spreadsheet format.
* The Washington files also have the AYTM panel demographic data appended to the Background & Demographic Information data table. These data variables are easily identified because they DO NOT have an indication of Question Number in front of them (see example below).
* C+C also created a data point called “County Location” that separated responses of those who lived in Eastern Washington and Western Washington. This variable is also located in the background and demographic information data table.

AYTM DEMOGRAPHIC DATA



SURVEY QUESTION DATA

