

***GOVERNOR'S HIGHWAY
SAFETY PROGRAM
SURVEY***

Prepared for

**VERMONT DEPARTMENT
OF
PUBLIC SAFETY**

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Moreover, no information regarding these findings will be released without the written consent of an authorized representative of the Vermont Department of Public Safety.

TABLE OF CONTENTS

SECTION 1

Introduction.....Page 3

SECTION 2

Methodology.....Page 4

SECTION 3

HighlightsPage 6

SECTION 4

Summary of FindingsPage 8

Enforcement8

Media Reach.....10

Personal Behavior.....13

Demographics.....16

SECTION 5

AppendixPage 18

Crosstabulation Tables

Survey Instrument

Composite Aggregate Data

1 INTRODUCTION

The Center for Research & Public Policy (CRPP) is pleased to present the results of a 2011 Governor's Highway Safety Program Survey on behalf of the Vermont Department of Public Safety. The survey was conducted among licensed drivers throughout the State of Vermont. The 2011 survey replicated a survey conducted in 2010.

The survey was designed to provide resident input on law enforcement, personal driving behavior and awareness of Highway Safety Program messages.

The research study included a comprehensive telephone survey. Interviews were conducted among residents of the State of Vermont by phone. For tracking purposes, the Department of Public Safety and CRPP utilized the 2010 survey without change.

In 2010, the Vermont Department of Health added five questions within the statewide survey instrument. These five questions are in bold print within the survey instrument.

This report summarizes information collected from telephone surveys conducted October 19-22, 2011.

The survey instrument employed in the Governor's Highway Safety Program survey included the following areas for investigation:

- Perceptions of the likelihood of an arrest after drinking and driving;
- Perceptions of the likelihood of a ticket after speeding or not wearing a safety belt;
- Recall for messages on alcohol impaired driving, installing child car seats, seat belt laws or speed enforcement;
- Frequency of driving after drinking, safety belt use, speeding or using cellular devices;
- Driving under the influence of alcohol, illegal drugs or prescribed medications; and
- Demographics.

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings for the residential telephone surveys - a narrative account of the data.

Section V is an Appendix to the report containing a crosstabulation table, a copy of the survey instruments, and the composite aggregate data.

METHODOLOGY

Using a quantitative research design, CRPP completed 500 interviews among licensed drivers residing in the State of Vermont.

All telephone interviews were conducted October 19-22, 2011. Residents were contacted between 5:00 p.m. and 9:00 p.m. weekdays and 10:00 a.m. and 4:00 p.m. on the weekend.

Survey input was provided by both the Vermont Departments of Public Safety and Public Health.

Survey design at CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. And, placement of questions is carefully accomplished so that order has minimal impact.

All population-based surveys conducted by CRPP are proportional to population contributions within States, towns, and known census tract, group blocks and blocks. This distribution ensures truly representative results without significant under or over representation of various geographic or demographic groups within a sampling frame.

CRPP utilized a “super random digit” sampling procedure, which derives a working telephone sample of both listed and unlisted telephone numbers. This method of sample selection eliminates any bias toward only listed telephone numbers. Additionally, this process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame.

Respondents qualified for the survey if they confirmed they held a Vermont Drivers License and were at least eighteen years of age.

Training of telephone researchers and pre-test of the survey instrument occurred on October 19, 2011.

All facets of the study were completed by CRPP’s senior staff and researchers. These aspects include: survey design, pre-test, computer programming, fielding, coding, editing, data entry, verification, validation and logic checks, computer analysis, analysis, and report writing.

Completion rates are a critical aspect of any telephone survey research. Because one group of people might be easier to reach than another group, it is important that concentrated efforts are made to reach all groups to an equal degree. A high completion rate means that a high percentage of the respondents within the original sample were actually contacted, and the resulting sample is not biased toward one potential audience. CRPP maintained an **87.67%** completion rate on all calls made during this Survey. And, a high completion rate, many times indicates an interest in the topic.

Statistically, a sample of 500 surveys represents a margin for error of +/-4.5% at a 95% confidence level.

In theory, a sample of Vermont licensed drivers will differ no more than +/-4.5% than if all Vermont residents were contacted and included in the survey. That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate the large population values within plus or minus 4.5% -- 95 out of 100 times.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of “sampling error”. Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event, based on known probabilities.

Each qualified household within the State of Vermont had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

HIGHLIGHTS

ON ENFORCEMENT...

- Three quarters of all respondents, 75.0%, suggested their chances of being arrested if driving after drinking was very (25.8%) or somewhat likely (49.2%). This is unchanged from 75.0% recorded in 2010.
- Nearly half of all respondents, 46.8%, indicated their chances of getting a ticket for not wearing a safety belt were very (15.0%) or somewhat likely (31.8%). This is down from 55.6% in 2010.
- Further, 74.2% suggested their chances for getting a ticket when speeding were very (24.8%) or somewhat likely (49.4%). This is down from 80.4% in 2010.

ON MEDIA REACH...

- Over half of all respondents, 56.4%, indicated they had read, heard or seen messages about alcohol impaired driving or drunk driving enforcement by police. The percent was somewhat higher in 2010 at 60.8%.
- Most respondents reported hearing or seeing messages about alcohol impaired driving or drunk driving on television, in newspapers and on radio.
- Just over two-fifths, 42.8%, said they had read, heard or seen messages about seat belt law enforcement by police. This is down significantly from 68.0% in 2010.
- Most reported seeing these messages on television, in newspapers, on signs/banners and on radio.
- Just over half of all respondents, 50.6%, said they have read, heard, or seen messages on where residents can go for assistance with installing a child car seat. This is up significantly from 39.8% in 2010.
- These respondents report seeing car seat messaging on television, in newspapers, on signs/banners, on radio, at locations such as hospitals and clinics as well as through employment.
- Over two-fifths, 43.0%, indicated they have read, heard or seen messages regarding speed enforcement recently. This is statistically unchanged from 44.8% recorded in 2010.

- These respondents noted they saw speed enforcement messages on television, in newspapers, on signs/banners and personal observation / knowledge.

ON PERSONAL BEHAVIOR...

- Those suggesting they have never driven within two hours of drinking alcohol over the past year was 73.6% -- statistically unchanged from 75.4% in 2010.
- Those indicating they “always” wear their safety belts move up slightly from 88.2% in 2010 to 88.6% in 2011.
- Those saying they never drive faster than 35 miles per hour in a 30 mile per hour zone remained statistically constant from 2010 to 2011 – 19.0% to 18.4% respectfully.
- Similarly, those suggesting they never drive faster than 70 miles per hour in a 65 mile per hour zone also remained statistically constant from 2010 to 2011 – 36.4% to 35.0% respectfully.
- Those who say they never use electronic communication devices while driving moved to 53.6% in 2011 from 56.0% in 2010.
- Researchers asked respondents if they have driven a car or other vehicle after drinking, using illegal drugs or prescribed medication. Just 1.0% suggested they have driven after having perhaps too much to drink (1.0% in 2010).
- Another 1.0% said they have driven after using marijuana or hashish (0.8% in 2010). And, 2.6% said they have driven after taking a prescription pain reliever (3.6% in 2010).
- Finally, 2.4% suggested they have driven after taking a prescribed anxiety medication. (2.4% in 2010).

SUMMARY OF FINDINGS

Readers are reminded that the following section summarizes statistics collected from surveys among 500 residents of the State of Vermont. Results for both 2010 and 2011 are presented herein.

ENFORCEMENT

Researchers asked all respondents how likely they believed the chances were to getting arrested if they drove after drinking in the state of Vermont. Each was asked if they considered the chances very likely, somewhat likely, somewhat unlikely or very unlikely.

A majority, 75.0%, believed the chances were very (25.8%) or somewhat likely (49.2%). This is the same percentage as recorded in 2010.

The following table holds the responses as collected.

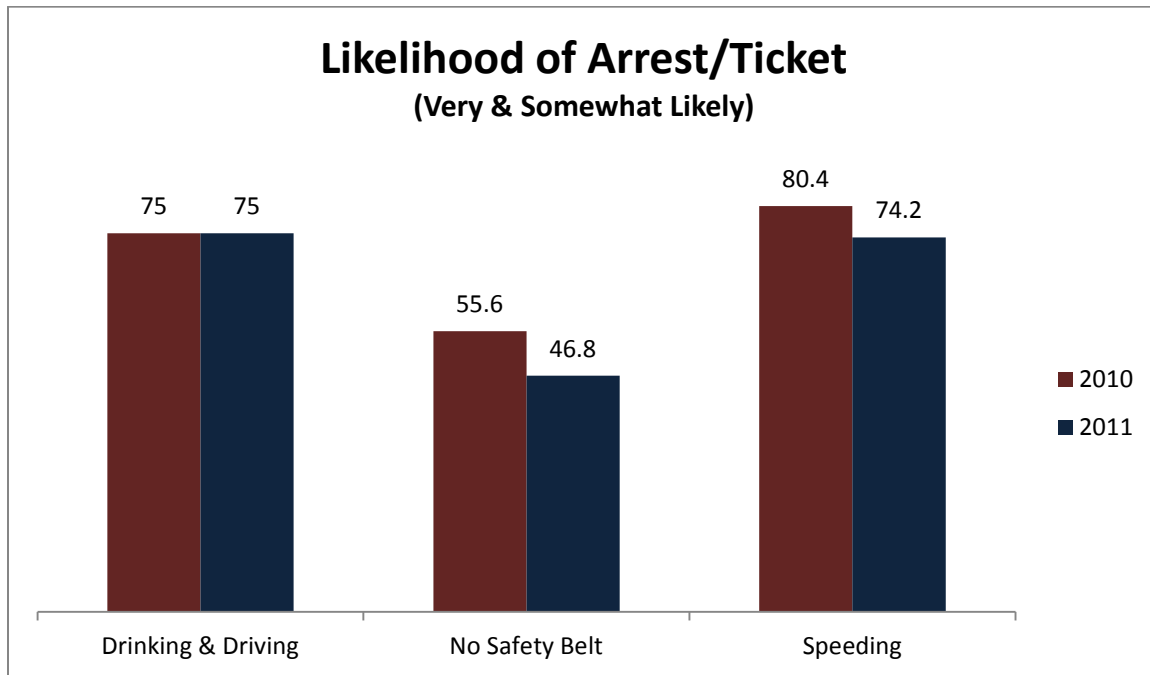
<i>Chances are of getting arrested if driving after drinking</i>	Percent 2010	Percent 2011
Very likely	27.0	25.8
Somewhat likely	48.0	49.2
Somewhat unlikely	14.4	16.6
Very unlikely	5.8	5.6
Don't know/unsure	4.8	2.6
Refused	0.0	0.2
Total very and somewhat likely	75.0	75.0

Just under half of all Vermont drivers surveyed, 46.8%, believed a ticket was very (15.0%) or somewhat likely (31.8%) for those driving without wearing a safety belt. This is down from 55.6% recorded in 2010.

Chances are of getting a ticket when not wearing a safety belt	Percent 2010	Percent 2011
Very likely	18.8	15.0
Somewhat likely	36.8	31.8
Somewhat unlikely	23.8	32.6
Very unlikely	17.4	19.2
Don't know/unsure	3.2	1.4
Total very and somewhat likely	55.6	46.8

Three quarters, 74.2%, suggested the chances of getting a ticket for driving over the speed limit was very (24.8%) or somewhat likely (49.4%). This is down somewhat from 80.4% recorded in 2010.

Chances are of getting a ticket when speeding	Percent 2010	Percent 2011
Very likely	30.4	24.8
Somewhat likely	50.0	49.4
Somewhat unlikely	13.6	18.0
Very unlikely	4.2	6.8
Don't know/unsure	1.8	1.0
Total very and somewhat likely	80.4	74.2



MEDIA REACH

All respondents were asked if they had read, seen or heard anything about four Governor's Highway Safety Program messages.

Those suggesting they had heard a specific message were asked to identify where they saw or heard each message.

Alcohol Impaired Driving

Over half of all respondents, 56.4%, indicated they had heard, read or seen messages about alcohol impaired driving or drunk driving enforcement by police. The percent was somewhat higher in 2010 at 60.8%

The following table shows where aware respondents report seeing or hearing the alcohol impaired driving messages. Percentages add to more than 100% because multiple responses were allowed.

Where you saw or heard that message?	Percent 2010	Percent 2011
Television	46.1	55.0
Newspaper	43.8	44.3
Radio	15.5	13.8
Personal observation on the road / knowledge	3.6	6.7
Signs / banners	8.2	5.0
Friend/relative	3.0	3.9
Employed in law enforcement	1.3	2.8
Other (schools)	5.6	2.1
Internet	2.3	2.1

Seat Belt Law Enforcement

Over two fifths, 42.8% suggested they had read, seen or heard messages about seat belt law enforcement by police. This percentage is down from 68.0% in 2010.

Of this group, over half (51.4%) suggested they saw or hear the message on television. The results are depicted in the following table.

Where you saw or heard that message?	Percent 2010	Percent 2011
Television	57.9	51.4
Newspaper	26.5	26.2
Signs / banners	24.1	25.2
Radio	16.2	17.8
Other	3.2	4.7
Personal observation on the road / knowledge	5.9	3.7
Friend/relative	2.4	2.8
Internet	1.5	2.3
Employed in law enforcement	0.6	2.3

Installing Child Car Seats

Just over half, 50.6%, reported seeing, hearing or reading recently where residents can go for assistance with installing a child car seat. This is up from 39.8% in 2010.

The following table presents where this group saw or heard the child car seat messages.

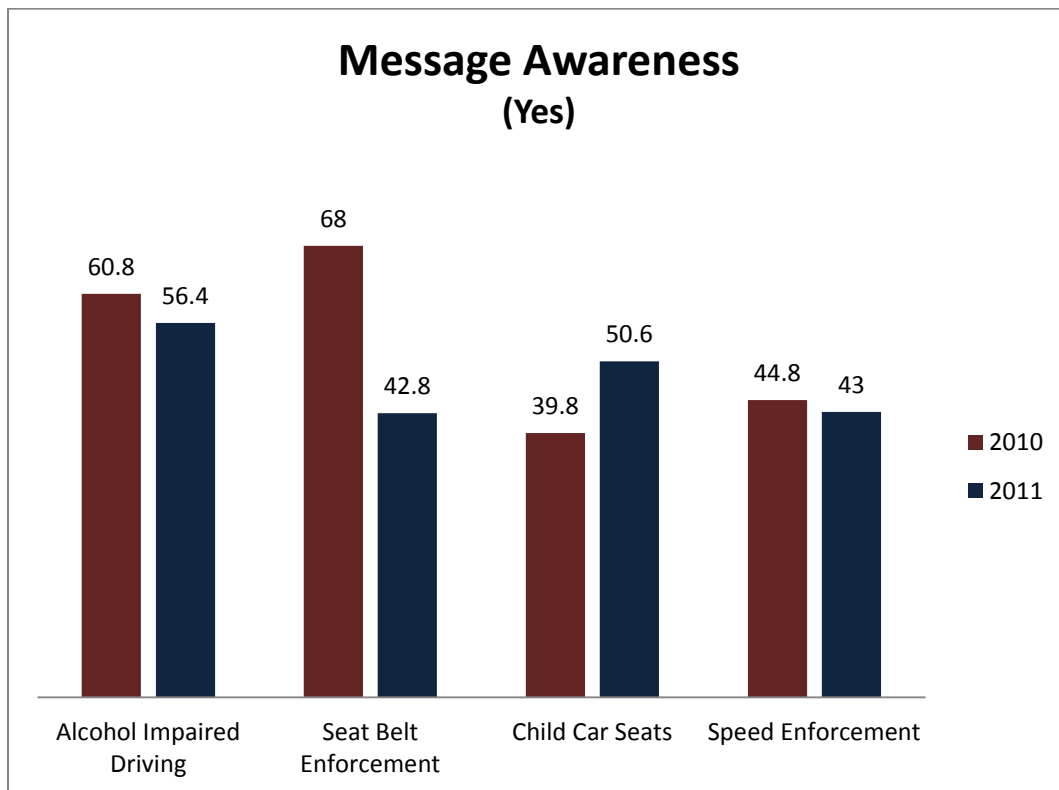
Where you saw or heard that message?	Percent 2010	Percent 2011
Television	20.6	21.7
Newspaper	20.1	19.8
Signs / banners	8.5	19.4
Radio	6.5	14.2
Other (hospital, medical centers, clinics, fire stations)	26.1	12.6
Employed in law enforcement	10.6	11.1
Personal observation on the road / knowledge	6.0	7.9
Friend/relative	5.0	4.7
Internet	1.0	2.8

Speed Enforcement

And, 43.0% of all respondents indicated they had read, heard or seen messages regarding speed enforcement recently. This is statistically the same percent recorded in 2010 -- 44.8%.

Of those aware, the sources for the messages included:

Where you saw or heard that message?	Percent 2010	Percent 2011
Newspaper	37.1	33.5
Television	37.1	32.1
Personal observation on the road / knowledge	13.8	18.1
Signs / banners	14.3	16.3
Radio	12.9	9.8
Employed in law enforcement	2.2	3.7
Other (construction areas)	4.9	3.3
Friend/relative	3.1	1.9
Internet	2.2	0.0



PERSONAL BEHAVIOR

Researchers asked respondents how frequently, if at all, they drove a motor vehicle after drinking, without the use of safety belts, faster than the speed limit or while using electronic communication devices.

Driving Within Two Hours of Drinking Alcohol

Three quarters of all respondents, 73.6%, said they never have driven within two hours of drinking alcohol over the past year. This is statistically unchanged from 2010 --75.4%.

Frequency of driving within two hours after drinking alcohol within the past year?	Percent 2010	Percent 2011
Never	75.4	73.6
Once or twice	15.2	15.6
Three or four times	3.2	3.8
Five to ten times	2.6	3.6
More than ten times	2.6	2.6
Unsure / Don't know	0.4	0.2
Refused	.06	0.6

Wearing Safety Belts When Driving

A large majority, 88.6%, indicated they always drive or ride in a car, van, sport utility vehicle or pick up with safety belts employed. This is up slightly from 88.2% in 2010.

Frequency of using safety belts when driving or riding?	Percent 2010	Percent 2011
Always	88.2	88.6
Frequently	6.2	6.2
Occasionally	2.8	1.8
Rarely	1.6	1.6
Never	1.2	1.8
Unsure / Don't know	0.0	0.0
Refused	0.0	0.0

Driving Faster than 35 mph in a 30 mph Zone

One fifth of all respondents, 18.4%, indicated to researchers they never drive faster than 35 miles per hour on a 30 miles per hour local road. Most others, to varying degrees, suggested they did. The following table depicts the results as collected. In 2010, 19.0% suggested they never drive faster than 35 miles per hour on a 30 miles per hour local road.

Frequency of driving faster than 35 mph in a 30 mph zone	Percent 2010	Percent 2011
Most of the time	14.0	13.2
Half the time	20.0	17.6
Rarely	45.6	50.4
Never	19.0	18.4
Unsure / Don't know	1.0	0.4
Refused	0.2	0.0

Driving Faster than 70 mph in a 65 mph Zone

Over one third, 35.0%, suggested they never drive faster than 70 miles per hour on a road with 65 miles per hour speed limit. The following table presents the results as collected. In 2010, 36.4% said they never drove faster than 70 miles per hour on a road posted at 65 miles per hour.

Frequency of driving faster than 70 mph in a 65 mph zone	Percent 2010	Percent 2011
Most of the time	8.2	12.0
Half the time	14.0	15.0
Rarely	40.8	37.8
Never	36.4	35.0
Unsure / Don't know	0.6	0.2
Refused	0.0	0.0

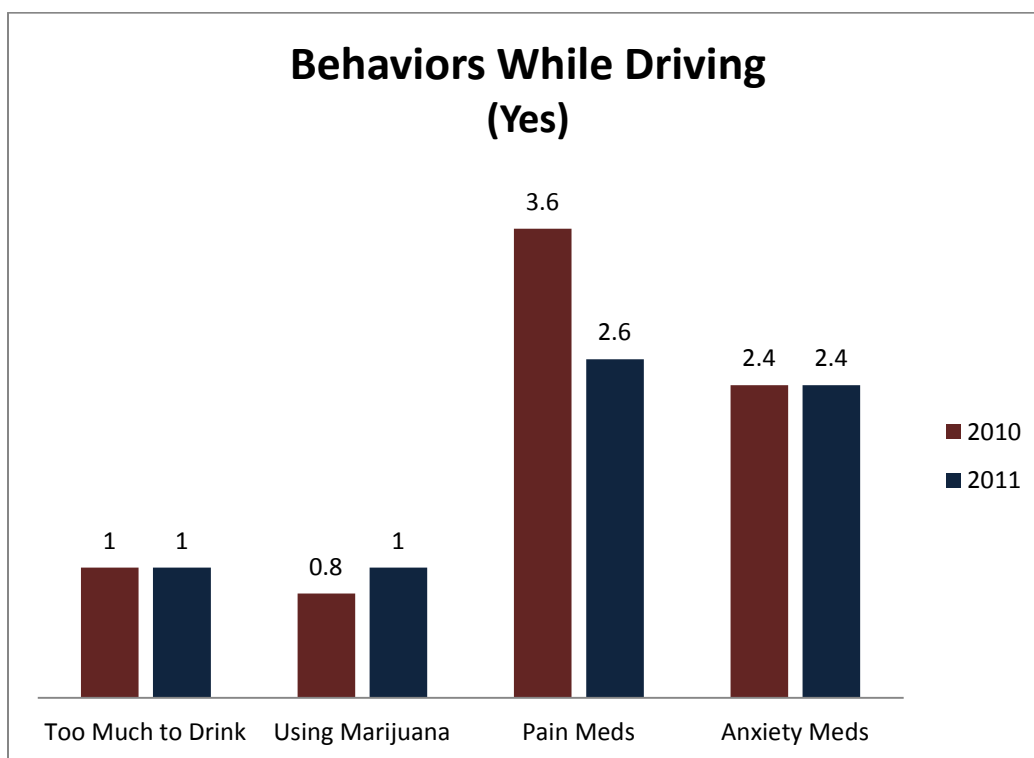
Driving While Using Electronic Communications

Just over half of all respondents, 53.6%, suggested they never use an electronic communication device while driving. The remaining respondents suggested they did – at varied levels of frequency. In 2010, 56.0% suggested they never drove using an electronic communication device.

Frequency of driving while using electronic communications	Percent 2010	Percent 2011
Frequently	5.0	5.4
Occasionally	14.0	14.6
Rarely	25.0	26.4
Never	56.0	53.6
Unsure / Don't know	0.0	0.0
Refused	0.0	0.0

Researchers asked all respondents if they have driven a car or other motor vehicle after drinking, using illegal drugs or prescribed medication.

<i>Have you driven after...</i>	<i>Yes: 2010</i>	<i>Yes: 2011</i>
Having had perhaps too much to drink?	1.0	1.0
Using marijuana or hashish?	0.8	1.0
Taking a prescription pain reliever such as Percoset, OxyContin, Vicodin?	3.6	2.6
Taking prescription anxiety medication such as Valium or Xanax?	2.4	2.4



DEMOGRAPHICS

<i>Age</i>	<i>2010</i>	<i>2011</i>
18 to 29	6.0	3.4
30 to 39	8.4	8.0
40 to 49	13.8	17.4
50 to 59	27.6	32.4
60 to 69	22.8	26.0
70 or older	20.6	11.4
Refused	0.8	1.4

<i>Education</i>	<i>2010</i>	<i>2011</i>
8 th grade or less	1.2	0.2
Some high school	2.2	2.4
High school graduate or GED	27.2	27.4
Some technical school	1.4	1.0
Technical school graduate	1.0	0.8
Some college	16.4	16.8
College graduate	30.0	28.2
Post graduate	19.6	22.6
Refused	1.0	0.6

<i>Income</i>	<i>2010</i>	<i>2011</i>
Under \$15,000.00	7.0	7.4
\$15,000 to less than \$25,000	10.2	10.2
\$25,000 to less than \$35,000	9.8	9.2
\$35,000 to less than \$50,000	15.8	16.6
\$50,000 to less than \$75,000	18.0	20.8
\$75,000 to less than \$100,000	11.6	11.8
\$100,000 or more	13.0	12.8
DK/Unsure	1.4	2.8
Refused	13.2	8.4

The County you live in?	2010	2011
Chittenden	27.6	26.0
Rutland	10.4	10.4
Washington	7.6	9.0
Franklin	7.6	7.6
Addison	7.4	7.4
Caledonia	5.4	7.0
Windsor	2.2	7.0
Bennington	7.2	6.0
Orange	4.2	6.0
Lamoille	4.4	4.0
Windham	3.0	4.0
Orleans	4.0	3.2
Grand Isle	1.0	1.4
Essex	1.0	1.0

<i>Gender</i>	<i>2010</i>	<i>2011</i>
Male	47.4	50.0
Female	52.6	50.0

<i>Miles Driven</i>	<i>2010</i>	<i>2011</i>
Annual Average	13,574	15,165

<i>Miles Driven</i>	<i>2011</i>
10,000 or fewer	39.0
More than 10,000	61.0

5 APPENDIX

INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey are presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.