

A Survey of Traffic Safety Culture Among Iowa Adults

Final Report

Prepared by

Melvin E. Gonnerman Jr., Gene M. Lutz & Disa L. Cornish

with assistance from

Neal Pollock, Heidi Gansen, & Mitchell Avery

Center for Social and Behavioral Research, University of Northern Iowa
Cedar Falls, Iowa 50614-0402



Sponsored By

Iowa Department of Transportation &
Federal Highway Administration

Prepared For

Iowa Department of Transportation Office of Traffic and Safety
800 Lincoln Way, Ames, Iowa 50010

June 2012

The preparation of this report was financed in part through funds provided by the Iowa Department of Transportation through its Agreement for Management of Transportation Research and Special Projects Conducted by the University of Northern Iowa for the Iowa Department of Transportation. This project was sponsored by the Iowa Department of Transportation and Federal Highway Administration. The project involved the participation of the Iowa Department of Transportation, Office of Traffic and Safety. Project Identification TS-1101

The preparation of this report was financed in part through funds provided by the Iowa Department of Transportation through its Agreement for Management of Transportation Research and Special Projects Conducted by the University of Northern Iowa for the Iowa Department of Transportation.

This project involved the participation of the Iowa Department of Transportation, Office of Traffic and Safety. Project Identification Number: TS-1101.

The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the Iowa Department of Transportation or the United States Department of Transportation, Federal Highway Administration.

Federal and state laws prohibit employment and/or public accommodation discrimination on the basis of age, color, creed, disability, gender identity, national origin, pregnancy, race, religion, sex, sexual orientation, or veteran's status. If you believe you have been discriminated against, please contact the Iowa Civil Rights Commission at 800-457-4416 or Iowa Department of Transportation's affirmative action officer. If you need accommodations because of a disability to access the Iowa Department of Transportation's services, contact the agency's affirmative action officer at 800-262-0003.

The authors would like to acknowledge the contributions of Dr. Konstantina "Nadia" Gkritza and Christopher Albrecht at the Institute for Transportation at Iowa State University for this assistance in developing the project and assistance with creating the questionnaire.

Contact Information

For additional information about this project contact:

Mary Stahlhut, Office of Traffic and Safety
Iowa Department of Transportation
800 Lincoln Way
Ames, IA 50010
mary.stahlhut@dot.iowa.gov; 515-239-1169

For additional information about this report, contact:

Gene Lutz., Director
Center for Social and Behavioral Research
University of Northern Iowa
Cedar Falls, IA 50614-0402
gene.lutz@uni.edu; 319-273-2105

Author Information:

Melvin E. Gonnerman Jr., Ph.D., Research Operations Manager
Gene M. Lutz, Ph.D., Director and Professor
Disa L. Cornish, Ph.D., Program Evaluation Manager
Neal Pollock, Research Assistant
Heidi Gansen, Research Assistant
Mitchell Avery, Research Assistant
Center for Social and Behavioral Research, University of Northern Iowa, Cedar Falls, IA 50614-0402
Phone: 319-273-2105, Fax: 319-273-3104; Email: csbr@uni.edu; Website: www.uni.edu/csbr

Recommended Citation: Gonnerman, M. E., Jr., Lutz, G. M. & Cornish, D. L. (2012) *A Survey of Traffic Safety Culture Among Iowa Adults*. Cedar Falls, IA: University of Northern Iowa, Center for Social and Behavioral Research.

Technical Report Documentation Page

1. Report No. TS-1101	2. Government Accession No.	3. Recipient Catalog No.	
4 Title and Subtitle A Survey of Traffic Safety Culture Among Iowa Adults		5 Report Date June 2012	
		6 Performing Organization Code	
7 Author(s) Melvin E. Gonnerman Jr., Gene M. Lutz, & Disa L. Cornish		8 Performing Organization Report No.	
9 Performing Organization Name and Address Center for Social and Behavioral Research University of Northern Iowa Cedar Falls, Iowa 50614-0402		10 Work Unit No. (TRAIS)	
		11 Contract or Grant No.	
12 Sponsoring Organization Name and Address Iowa Department of Transportation 800 Lincoln Way Ames, IA 50010		13 Type of Report and Period Covered Final	
		14 Sponsoring Agency Code	
15 Supplementary Notes			
16 Abstract Iowa's traffic safety culture is influenced by laws and policies, enforcement methods, driver education, roadway engineering, and drivers' behaviors. The Center for Social and Behavioral Research at the University of Northern Iowa was contracted by the Iowa Department of Transportation to conduct a general population survey of adult Iowans. Telephone interviews were conducted with 1,088 adult Iowans from October to December 2011. A dual-frame (cell phone and landline) sampling design was used. The interview covered a wide range of traffic safety topics (e.g., traffic safety policies, enforcement techniques, and distracted driving). Most Iowans said driving in Iowa is about as safe now as it was 5 years ago; however, one-fourth said driving in Iowa is less safe now. There are a number of driving-related behaviors many adult Iowans consider serious threats to traffic safety and never acceptable to do while driving. Yet, many Iowans report often seeing other drivers engaging in these behaviors and admit engaging in some themselves. For example, nearly 1 in 5 adult Iowa drivers said they have sent or read a text message or email while driving in the past 30 days despite this being prohibited since July of 2011. A slight majority said they support using cameras on highways, interstates, and city streets to automatically ticket drivers for speeding, with even stronger support for red light cameras. A comprehensive approach to traffic safety in Iowa is required to encourage protective factors that enhance traffic safety and reduce the impact of detrimental factors.			
17 Key Words Traffic Safety Distracted Driving Safety Culture		18 Distribution Statement No Restrictions	
19 Security Classification (of this report) Unclassified	20 Security Classification (of this page) Unclassified	21 No. of Pages 170	22 Price N/A

Form DOT F 1700.7 (8-72)

[Space Left Blank Intentionally]

TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
Abstract.....	xi
Executive Summary.....	xiii
Section 1: Background & Methodology.....	1
Section 2: Main Findings.....	9
Section 3: Findings in Context.....	95
Section 4: Summary & Conclusions	105
References	113
Appendix A: Questionnaire.....	115
Appendix B: Technical Notes	133
Appendix C: Frequency Tables.....	139

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
Figure 1. Driven During the Past Year.....	10
Figure 2. Miles Driven in Typical 7 Day Week.....	11
Figure 3. Types of Vehicles Driven	12
Figure 4. Driving in Iowa Feels Safer, Less Safe, or About the Same as it Did 5 Years Ago	14
Figure 5. Feelings of Safety When Driving on Rural Gravel Roads in Iowa.....	15
Figure 6. Feelings of Safety When Driving on City Streets in Iowa	16
Figure 7. Feelings of Safety When Driving on Highways and Interstates in Iowa	17
Figure 8. Made Efforts to Improve or Maintain Driving Skills in the Last 5 Years	19
Figure 9. Drivers Renewing Licenses Should be Required to Review Safe Driving Tips and Updates on Laws and Road Design.....	20
Figure 10. Drivers Renewing Licenses Should be Required to Pass a Written Test	21
Figure 11. Drivers Renewing Licenses Should be Required to Pass a Driving Test	22
Figure 12. Insurance Discount or Other Incentive Should be Offered for Licensed Drivers to Take Refresher Class	23
Figure 13. Willingness to Participate in Driving Class if Offered Insurance Discount or Other Incentive for Doing So	24
Figure 14. Have Ever Used DOT Resources to Learn about Road Conditions, Construction Zones, Road Closures and Detours, or Weather, Wind, and Temperatures	26
Figure 15. Motivation for Using Iowa 511 Resources	27

<u>Figure</u>	<u>Page</u>
Figure 16. Which would be Most Effective in Making Driving in Iowa Safer?	29
Figure 17. Which would be Least Effective in Making Driving in Iowa Safer?	30
Figure 18. Rating of the State of Iowa’s Efforts	32
Figure 19. Satisfaction with the Emergency Medical Services in Your Area	36
Figure 20. Support for Traffic Safety Policies and Practices	38
Figure 21. What Should Be the Age to Get an Instruction Permit Driver’s License	41
Figure 22. Iowa Should Increase the Permit Length for Teens from 6 to 12 Months	42
Figure 23. Iowa Should Limit Newly Licensed Teen Drivers to No More than One Teen Passenger	43
Figure 24. Iowa Should Prohibit Driving After 10 pm for Newly Licensed Teen Drivers	44
Figure 25. Awareness of the Law Prohibiting Cell Phones when Driving for Drivers Under 18 ..	46
Figure 26. Awareness of the Law Prohibiting Adults from Reading, Writing, or Sending Text Messages while Driving in Iowa	47
Figure 27. Support and Opposition to Using Cameras to Ticket Drivers Speeding on Major Highways and on City Streets	49
Figure 28. Support and Opposition to Using Cameras to Ticket Drivers who Drive Through Red Lights	50
Figure 29. Believe Drivers would be More Careful if They Knew Speed and Red Light Cameras were in Place	51
Figure 30. Perceived as a Very Serious Threat to Traffic Safety	53

<u>Figure</u>	<u>Page</u>
Figure 31. Beliefs about Acceptability of Driving Behaviors	56
Figure 32. See Other Drivers in Area Doing These Driving-Related Activities “Every Day”	59
Figure 33. Seatbelt-Related Behaviors in the Past 30 Days	64
Figure 34. Speeding-Related Behaviors in the Past 30 Days	66
Figure 35. Behaviors Related to Traffic Lights & Stop Signs in the Past 30 Days	68
Figure 36. Alcohol-Related Behaviors in the Past 30 Days	70
Figure 37. Cell Phone-Related Behaviors in the Past 30 Days	71
Figure 38. Other Driving-Related Behaviors in the Past 30 Days	72
Figure 39. Usual Reason for Speeding in the Past 5 Years	75
Figure 40. Amount of Distraction Attributed to Various Activities	77
Figure 41. Been Required or Expected to Use Your Cell Phone while Driving in the Past 30 Days	
Because of Work	80
Figure 42. Usually Wear a Helmet when Riding a Bicycle	83
Figure 43. Usually Wear a Helmet when Riding a Motorcycle	84
Figure 44. Estimated Number of People Who Died in Motor Vehicle Accidents in Iowa	
Last Year	87
Figure 45. Beliefs about Chances of Being in an Accident.....	88
Figure 46. Beliefs about Chances of Being Caught	91
Figure 47. Motivation for Driving Safer	93

LIST OF TABLES

<u>Table</u>	<u>Page</u>
Table 1. Sample Characteristics	5
Table 2. Comparison of Goals from 2000 with Ratings of Activities in 2011	98
Table 3. Comparison of Support for Traffic Safety Policies in 2000 and 2011	98
Table 4. National and Iowa Attitudes and Behaviors Related to Unsafe Driving (2011).....	100

LIST OF APPENDIXES

<u>Appendix</u>	<u>Page</u>
Appendix A: Questionnaire	115
Appendix B: Technical Notes	133
Appendix C: Frequency Tables	139

ABSTRACT

Background: The Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) was contracted by the Iowa Department of Transportation (DOT) to conduct a general population survey of adult Iowans regarding their attitudes and behaviors related to traffic safety culture.

Methodology: The survey was conducted with 1,088 adult Iowans using a dual-frame sampling design to include both cell and landline phone users. The data were collected over a 10 week period from October 2011 through December 2011. This survey covered a wide range of traffic safety topics, including driver education, traffic enforcement, road design and engineering, distracted driving and other driving behaviors, and attitudes about traffic safety policies, procedures, and enforcement techniques.

Findings: Most Iowans said they believe driving in Iowa is about as safe now as it was 5 years ago; however, one-fourth of Iowans said driving in Iowa is less safe now than it was 5 years ago. There are a number of driving-related behaviors that many adult Iowans consider to be serious threats to traffic safety that are never acceptable to be doing while driving. Yet, many Iowans report that they frequently see other drivers engaging in these behaviors and they admit to engaging in some of these potentially dangerous behaviors themselves. Nearly one in five adult Iowa drivers said they have sent or read a text message or email while driving in the past 30 days despite this being prohibited since July of 2011.

A slight majority said they supported the use of cameras on highways and interstates as well as on city streets to automatically ticket drivers who were speeding. The support for using cameras to automatically ticket drivers who drive through red lights was even stronger with about 7 in 10 adult Iowans in favor of this method of automated enforcement. Most of the general public said they were opposed to increasing the dollar amount of fines for speeding violations.

Conclusions: Iowa's traffic safety culture is influenced by laws and policies, enforcement methods, the education and training drivers receive, roadway engineering and maintenance, and the behaviors of drivers. A comprehensive approach to traffic safety in Iowa is required to encourage protective factors that enhance traffic safety and reduce the impact of factors that are detrimental to traffic safety. The findings from this survey provide policy makers with information to help make decisions about (a) which traffic safety policies, practices, and strategies should be maintained or which should be modified, and (b) which efforts to improve traffic safety are most likely to be supported by Iowans.

[Space Left Blank Intentionally]

A Survey of Traffic Safety Culture Among Iowa Adults (Executive Summary)

Prepared by the Center for Social & Behavioral Research, University of Northern Iowa
Prepared for the Office of Traffic and Safety, Iowa Department of Transportation
June 2012

Abstract

Background: The Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) was contracted by the Iowa Department of Transportation (DOT) to conduct a general population survey of adult Iowans regarding their attitudes and behaviors related to traffic safety culture.

Methodology: The survey was conducted with 1,088 adult Iowans using a dual-frame sampling design to include both cell and landline phone users. The data were collected over a 10 week period from October 2011 through December 2011. This survey covered a wide range of traffic safety topics, including driver education, traffic enforcement, road design and engineering, distracted driving and other driving behaviors, and attitudes about traffic safety policies, procedures, and enforcement techniques.

Findings: Most Iowans said they believe driving in Iowa is about as safe now as it was 5 years ago; however, one-fourth of Iowans said driving in Iowa is less safe now than it was 5 years ago. There are a number of driving-related behaviors that many adult Iowans consider to be serious threats to traffic safety that are never acceptable to be doing while driving. Yet, many Iowans report that they frequently see other drivers engaging in these behaviors and they admit to engaging in some of these potentially dangerous behaviors themselves. Nearly one in five adult Iowa drivers said they have sent or read a text message or email while driving in the past 30 days despite this being prohibited since July of 2011.

A slight majority said they supported the use of cameras on highways and interstates as well as on city streets to automatically ticket drivers who were speeding. The support for using cameras to automatically ticket drivers who drive through red lights was even stronger with about 7 in 10 adult Iowans in favor of this method of automated enforcement. Most of the general public said they were opposed to increasing the dollar amount of fines for speeding violations.

Conclusions: Iowa's traffic safety culture is influenced by laws and policies, enforcement methods, the education and training drivers receive, roadway engineering and maintenance, and the behaviors of drivers. A comprehensive approach to traffic safety in Iowa is required to encourage protective factors that enhance traffic safety and reduce the impact of factors that are detrimental to traffic safety. The findings from this survey provide policy makers with information to help make decisions about (a) which traffic safety policies, practices, and strategies should be maintained or which should be modified, and (b) which efforts to improve traffic safety are most likely to be supported by Iowans.

Background & Methodology

Who funded the project? The study was funded by the Iowa Department of Transportation.

Who conducted the study? The study was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI). All research activities were approved by the UNI Institutional Review Board to protect the rights of human research participants.

What was the primary purpose of the project? The primary purpose of the study was to collect data about the attitudes and behaviors of adult Iowans related to traffic safety in Iowa.

How were respondents selected? A dual sampling frame was used. This allowed respondents with cell and/or landline phone numbers to be included in the study. Random samples of landline telephone numbers with Iowa prefixes and cell phone numbers (thought to be associated with Iowa residents) were purchased from a third-party vendor.

How were respondents contacted? Respondents were contacted by telephone.

Who was the eligible adult within each household? One adult (18 and older) was randomly selected within each household contacted using the landline sample. The adult who answered the phone was invited to be interviewed using the cell phone sample provided they lived in Iowa.

When were the data collected? Data were collected between October 5, 2011, and December 11, 2011.

How many interviews were completed? Although the original goal was 1,000 interviews, a total of 1,088 respondents completed interviews.

What is the sampling error of the study? Sometimes people will refer to sampling error as the survey's "margin of error." The estimated maximum sampling error at the 95% confidence level for questions involving all respondents is +/- 3%. For questions and/or subgroups, the sampling error is larger.

Key Findings

- About two-thirds of adult Iowa drivers said they feel about as safe driving on Iowa roads now as they did 5 years ago; however, nearly one-fourth said driving in Iowa feels *less safe* now.
- In terms of the public's perceptions about how effective each of these general categories are in improving traffic safety in Iowa, enforcement such as fines and penalties for speeding and sending text messages was ranked the highest.
- In the area of enforcement, the majority of adult Iowans said they would support (a) requiring OWI repeat offenders to use ignition interlock devices for extended periods of time, (b) having high-visibility law enforcement operations, (c) reinstating a law requiring motorcycle riders to wear helmets, (d) requiring more extensive training for motorcycle riders, and (e) having graduated licenses for motorcyclists based on size of the engines. However, among adult Iowans who drive motorcycles, there was a generally high level of opposition to these motorcycle-related possible changes. The majority of adult Iowans said they were opposed to increasing the dollar amount of fines for speeding.
- The vast majority of adult Iowans said that sending or reading text message or emails while driving was distracting. One-third of adult Iowans said that they have seen drivers in their area reading or sending text messages or emails on a daily basis and another one-third said they see this behavior by other drivers at least a few times per week. Most Iowans said it was *never acceptable* to send text messages or emails while driving. Yet, about one-fifth of adult Iowans said they have read or sent a text message or email while driving in the past 30 days. Texting while driving was most common among younger adults.

- Most adult Iowans said that making or receiving cell phone calls while driving was distracting; more Iowans said it was acceptable to use hands-free cell phones rather than hand-held cell phones while driving. The majority of adult Iowans said they frequently see drivers talking on their cell phones and two-thirds said they have talked on their cell phones while driving in the past 30 days. It was more common among Iowans ages 18 to 39 than among older adults.
- More than 80% of adult Iowans said that people running through red lights was a *very serious threat* to traffic safety and that it is *never acceptable* to drive through a light that had just turned red if they could have stopped. Nearly three out of four adult Iowans in this survey said they supported using cameras to automatically ticket people who drive through red lights.
- About two-thirds of adult Iowans said that excessive speeding was a *very serious threat* to traffic safety in Iowa. More than 80% of adult Iowans said they believed drivers would be more careful if they knew speed and red light cameras were in place. Attitudes and behaviors related to speeding varied depending on the type of road that was being traveled (i.e. Iowans were more likely to think it was acceptable to drive 10 mph over the speed limit on a highway or freeway than on city streets or rural gravel roads).
- About one-half of adult Iowans said that not wearing seatbelts was a *very serious threat* to traffic safety in Iowa. Two-thirds of adult Iowans said it was *never acceptable* to drive without wearing seatbelts, and a similar percent said they have asked a passenger in the front seat to wear a seatbelt in the past 30 days. In the past 30 days, about 15% of adult Iowa drivers said they have driven without wearing their seatbelt.
- Nine in ten Iowans said that people driving after drinking too much is a *very serious threat* to traffic safety and nearly 95% said that it was *never acceptable* for people to drive if they think they have had too much to drink. In the past 30 days, 15% of adult Iowa drivers said they have driven when they thought their blood alcohol content was a little below the legal limit, and about 5% said they have driven in the past 30 days when they thought their blood alcohol content was above the legal limit. A very small minority of adult Iowa drivers also said they thought that there is little chance of getting into an accident when driving after drinking alcohol so long as one is driving carefully.
- Most Iowans said that young drivers do not pose a *very serious threat* to traffic safety. However, they did say that changes could be made to the current licensing requirements for young drivers. Most Iowans think the permit length should be increased from 6 months to 12, newly licensed teen drivers should be limited to one teenage passenger, and newly licensed teen drivers should be prohibited from driving after 10 pm.
- Specific traffic safety topics were rated by adult Iowans in terms of whether they think the State of Iowa has done an *excellent, good, fair, or poor* job. Iowa received the highest marks for (a) increasing seatbelt use, and (b) improving emergency medical services. About two-thirds of adult Iowans gave *excellent* or *good* ratings to Iowa in the areas of enforcing the speed limits. A slight majority gave *excellent* or *good* ratings to Iowa in the areas of increasing commercial vehicle safety and reducing alcohol-related accidents. About one-third gave *excellent* or *good* ratings to Iowa in the areas of (a) improving motorcycle safety, (b) reducing distracted driving, and (c) improving older driver safety. One out of five adult Iowans gave the State a *poor* rating in their efforts to (a) reduce distracted driving, and (b) improve older driver safety.

Summary & Conclusions

Although most Iowans said they believe driving in Iowa is about as safe now as it was 5 years ago, about one-fourth said driving is becoming less safe. There are a number of driving-related behaviors that many adult Iowans consider to be serious threats to traffic safety that are never acceptable to be doing while driving. Yet, many Iowans report that they frequently see other drivers engaging in these behaviors and they admit engaging, to varying degrees, in some of these potentially dangerous behaviors themselves. Some of these behaviors pose a potential danger mostly to the drivers such as driving without wearing seatbelts or not wearing helmets while riding on motorcycles. Other behaviors are dangerous because they distract the driver thereby increasing the likelihood of being in or causing an accident. Still other behaviors are dangerous because they increase the likelihood that an accident would cause severe injuries or fatalities to the driver, passengers, or others.

Adult Iowans tend to support enforcement efforts (with the exception of increased fines for speeding). In some instances, the opinions of the general public differed from those who would be most directly affected by potential changes to traffic safety policies or practices.

The purpose of the present study was to assess the driving-related attitudes and behaviors of adult Iowans. The findings from this survey provide policy makers with information about the general public's perception of how well the State is doing improving traffic safety in Iowa. The study also provides policy makers with information that can help when making decisions about how to best direct the State's resources and efforts to improve traffic safety. Iowa's traffic safety culture is influenced by laws that are passed, the methods of enforcement, the education and training drivers receive, the engineering and maintenance of Iowa's road, and the people who travel our interstates, highways, city streets, and gravel roads.

Contact Information

For additional information about this project contact:

Mary Stahlhut, Office of Traffic and Safety
Iowa Department of Transportation
800 Lincoln Way
Ames, IA 50010
mary.stahlhut@dot.iowa.gov; 515-239-1169

For additional information about this report, contact:

Gene Lutz., Director, Center for Social and Behavioral Research
200 CET/CSBR
University of Northern Iowa
Cedar Falls, IA 50614-0402
gene.lutz@uni.edu; 319-273-2105

SECTION 1

BACKGROUND & METHODOLOGY

Project Overview

The Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) was contracted by the Iowa Department of Transportation (DOT) to conduct a general population survey of adult Iowans regarding their attitudes and behaviors related to traffic safety culture. The survey was conducted with 1,088 adult Iowans using a dual-frame sampling design to include both cell and landline phone users. The data were collected over a 10 week period from October 2011 through December 2011. This survey covered a wide range of traffic safety topics, including driver education, traffic enforcement, road design and engineering, distracted driving and other driving behaviors, and attitudes about traffic safety policies, procedures, and enforcement techniques. The findings from this survey provide the Office of Traffic Safety with information about public opinion and driving practices of adult Iowans.

Project Background

Improving traffic safety, especially reducing vehicle crashes and deaths, has been a long-standing goal of the Iowa Department of Transportation (DOT). To address this, attention has been given to physical conditions of roadways including their engineering, construction and maintenance, and to vehicles including their capabilities and safety features. The importance of the “human factor” (driving behaviors, attitudes toward safety, etc.) is a third primary element to be considered. These elements are now commonly reflected in the combined concept of “safety culture”, meaning “the implicit shared values and beliefs that determine the way in which society organizes and acts” with regard to safety (AAA, 2007).

Improving traffic safety culture in Iowa is a goal reflected in a series of studies and steps taken by the Iowa DOT. To focus only on the more recent period, the 2006 *Iowa Comprehensive Highway Safety Plan* (CHSP) utilized a team of experts and stakeholders to review and summarize Iowa’s highway safety record and to create a list of policy and program strategies recommended for implementation. The Center for Transportation Research and Education’s (CTRE) 2010 report *Improving Traffic Safety Culture in Iowa* summarized “best practices” and effective laws for improving safety culture, compared Iowa’s initiatives to those found elsewhere, and formulated sets of high-level goals and goal-oriented actions for the state.

The views of traffic safety and safety culture experts have created rather clear suggestions for potential improvements in Iowa. A critical missing element is a solid understanding of the views and experiences of today's drivers. If drivers do not share the same perspectives on safety as the experts, there will be resistance and/or delays in changing the safety culture of the general public in the ways that experts advise should occur. Knowing the attitudes and behaviors of the general public regarding driving behaviors and traffic safety culture can help planners to develop policies and implement traffic safety initiatives. Identifying areas where there are relatively high levels of agreement between the experts and the general public can allow policy makers to develop policies. Further, implementation practices are more likely to improve traffic safety, encourage a culture where traffic safety is a priority, and make progress in areas of importance to policy makers, planners, drivers, and pedestrians.

Study Methodology

Study Design. When designing a study, two important considerations are developing an appropriate sampling plan and selecting an appropriate mode of data collection. The present goal was for the data collected with the sample of respondents to be reflective of the adult Iowa population. Because the traditional sampling method of random digit dialing using a landline only frame might be insufficient to generalize to the entire adult population in this type of survey, a dual frame (landline and cell phone samples) approach was used. The decision to use a dual frame methodology was made in consultation with the study sponsor, InTrans at Iowa State, and Dr. Mansour Fahimi, a statistical consultant at Marketing Systems Group (MSG, the vendor providing the samples and constructed the case weights).

Questionnaire Construction. A telephone questionnaire was constructed through a series of iterations based on (a) reviews of other large scale traffic safety surveys, scholarly literature on the topic, and previous reports on traffic safety in Iowa (e.g., the 2000 *Iowa Strategic Highway Safety Plan Goals and Strategies: Statewide Survey of Adults* prepared by CSBR and the 2010 *Improving Traffic Safety Culture in Iowa* Center prepared by the Center for Transportation Research and Education); (b) discussions with colleagues at InTrans at Iowa State University; and (c) discussion with the study sponsor to clarify the primary goals and objectives of the study. The questionnaire combined relevant content from the goals, strategies, and actions identified in the 2006 *Iowa Comprehensive Highway Safety Plan*, 2010 *Improving Traffic Safety Culture in Iowa*, and other relevant Iowa and national reports. When possible, items were included from the 2000 *Iowa Strategic Highway Safety Plan Goals and Strategies: Statewide Survey of Adults* to determine the extent to which attitudes and behaviors may have changed during the past decade. The final questionnaire was reviewed and approved by the study sponsor. The questionnaire and study protocol were approved by the Institutional Review Board at UNI to ensure compliance with regulations and standards related to the protection of human participants in research projects.

Data Collection. CSBR staff programmed the questionnaire to allow for data collection using Computer Assisted Telephone Interviewing (CATI) at CSBR’s telephone call center. The telephone interviewers received general interviewing training and project specific training. The landline and cell phone samples were purchased from MSG, one of the leading sampling companies in the country. The field period was 10 weeks, with data collection starting on October 5, 2011, and ending on December 11, 2011. A total of 1,088 interviews were completed. The Response Rate (AAPOR RR3) was 37% for the total sample (36% landline sample, 41% cell phone sample), and the Cooperation Rate (AAPOR CR3) was 69% for the total sample (67% landline sample, 72% cell phone sample). Additional information on the data collection protocol and sample efficiency is included in Appendix B.

Weighting Methodology. With large scale general population surveys, it is generally necessary to construct case weights for use in data analysis in order to improve the representativeness and generalizability of the study findings to the population of interest. In this case, the dual frame design added a layer of complexity to the weighting procedure. Dr. Mansour Fahimi Ph. D., Vice President of Statistical Research Services at the Marketing Systems Group, constructed the case weights used in this study (see Appendix B for additional details on the weighting procedure).

Analysis & Reporting

Data Analysis. The findings in this report are based on analyses conducted using the weighted dataset. This report provides descriptive statistics showing the percentages for the total sample and for demographic subgroups based on gender, age group, urban-rural, and children in the household. Unless specifically mentioned, inferential tests were not conducted to determine whether apparent differences between demographic sub-groups were statistically significant at the 95% confidence level. However, notes are added when apparent subgroup differences clearly warrant mentioning. Hence, some potentially meaningful differences about subgroups are displayed, but they are not necessarily based on the results of testing to determine statistically significant differences. When references are made to “significant differences” or to groups being “statistically significant” from one another, this indicates that these findings are based on the results of inferential statistical tests using a 95% confidence level. Inferential statistical tests were conducted using either SUDAAN or STATA. These special statistical software packages are designed to correctly account for the variance estimates involved with analyzing weighted data from complex survey designs.

Reporting Percentages. Unless otherwise noted, the findings are based on weighted percentages adjusting for key demographics of the respondents. The tables and figures in the main body of the report are based on weighted frequency distributions and typically exclude “Don’t Know” and “Prefer Not To Answer” responses from the denominator. When there was a meaningfully large percent (typically 5% or more) of respondents who said “Don’t Know” to an item or an item within a series, the overall percentages generally are reported instead of the “subgroup” percentages which excluded these respondents from the denominator. This was done to provide a better presentation of the likely distribution of attitudes or behaviors among adult lowans in general.

Sample Characteristics

In this survey, interviews were completed with 1,088 respondents. The responses from this sample of adult lowans form the basis for making generalizations about the adult population in Iowa. As part of the survey process, case weights were calculated for each respondent to enhance the extent to which the sample is representative of the population on several key demographic characteristics (see Appendix B for additional information about the weighting process). This weighting procedure includes adjustments for nonresponse bias and increases the match between the sample and the larger population. Frequency distributions for basic demographic characteristics are shown in Table 1. This table includes columns corresponding to (a) the number of respondents who completed interviews (i.e., “*n*”), (b) the percent of respondents associated with each response option or demographic classification (i.e., unweighted percent or percent of respondents), and (c) the percent associated with each response option or demographic classification using the weighted data (i.e., weighted percent or percent). The weighted percentages are approximately equal to the percentage of people in the population for those demographic characteristics included in the weighting process; however, the weighted percentages for characteristics not included in the weighting process are not necessarily equal to the distribution in the population. Moreover, one of the main reasons for conducting the survey was to estimate the attitudes, opinions, and behaviors of the population for which population values are unknown. These weighted data produce population estimates of the number of adult lowans who likely hold a particular attitude or opinion or have engaged in particular behaviors. Unless otherwise noted, the term “percent” refers to the “weighted percent” and **not** the percent of survey respondents. Likewise, descriptions of findings are based on an analysis of the weighted data.

Table 1
Sample Characteristics

Demographic Characteristic	Number of Respondents (n)	% of Respondents (unweighted percent)	% (weighted percent)
Total Sample	1,088	100%	100%
Gender			
Men	455	42%	48%
Women	633	58%	52%
Age Group			
18-39	220	20%	38%
40-64	520	48%	46%
65 and older	340	32%	16%
Urban-Rural			
Rural	548	51%	51%
Urban (i.e., Town or City)	534	49%	49%
Children Living in the Household			
Yes	315	29%	39%
No	773	71%	61%
Income			
Less than \$25,000	196	20%	20%
\$25,000 to \$49,999	264	27%	27%
\$50,000 to \$74,999	204	21%	23%
\$75,000 to \$99,999	150	16%	16%
\$100,000 or More	153	16%	14%
Education			
Less than high school	34	03%	12%
High school graduate or GED	325	30%	34%
Some college or technical school (1-3 years of college)	349	32%	32%
College graduate (4+ years of college, e.g., BA)	265	24%	17%
Graduate degree (e.g., MA, PHD)	113	10%	06%

Note. Respondents who said “don’t know” or who did not give a response to the demographic questions are excluded from the distributions above. As is typical with survey research, the demographic characteristic with the greatest level of non-response is income, with nearly 10% of respondents saying they “don’t know” or declining to respond. The numbers of respondents excluded from the percentages above for each item were as follows: community size (Don’t Know = 6); Income (DK = 35, No Response = 86); and Education (NR = 2). The “Urban-Rural” distinction is based on the community size in which respondents said they lived. Rural was defined as living in communities of less than 5,000 people. Urban was defined as living in a town or city of 5,000 or more. This categorization yields approximately an equal number of respondents in each group for analysis. “Urban” in this case does not refer to large metropolitan areas but includes “large towns” as well as cities of 25,000 or more.

Demographic Characteristic	Number of Respondents (n)	% of Respondents (unweighted percent)	% (weighted percent)
Hispanic/Latino			
Yes	12	01%	05%
No	1074	99%	95%
Race			
White	1055	97%	92%
African American or Black	11	01%	02%
Asian	7	<1%	01%
American Indian or Alaska Native	6	<1%	<1%
Native Hawaiian or Other Pacific Islander	1	<1%	<1%

Note. Respondents who said “don’t know” or who did not give a response to the demographic questions are excluded from the distributions above. The numbers of respondents excluded from the percentages above for each item were as follows: Ethnicity (DK = 2) and Race (DK = 1, NR = 3). Race is based on the respondents’ selection of the race that best describes them. There were four respondents who answered “other” to the race question. These four respondents have a large weighting factor, so their unweighted value is less than 1% but the weighted value is 3%.

The dual sampling frame was used to include “cell phone only” households in the study and also to increase the number of interviews completed with younger adults. The phone status of respondents who completed interviews was as follows: landline only ($n = 110$, 10% of respondents, 7% of weighted data), cell phone only ($n = 168$, 16% of respondents, 23% of weighted data), and landline plus cell phone household ($n = 809$, 74% of respondents, 70% of weighted data). Household phone status was unable to be determined for one respondent. The greater weight for cell phone only households is due, in part, to the age distribution of these respondents. Because of the increased difficulty in completing interviews with younger adults relative to older adults, it is common for younger adult respondents to have higher case weights (i.e., each respondent needs to represent a larger number of adults in the general population). In the present study, nearly two-thirds (64%) of the interviews completed with adults 18 to 39 years old came from the cell phone sample. In comparison, 36% of completed interviews for adults 40 to 64 years old and 22% for adults 65 and older came from the cell phone sample. Additional information about phone status and the dual frame sampling are discussed in Appendix B.

Because the present study is focused on traffic safety culture, there are a few characteristics of the sample that may be of particular interest for understanding the backgrounds and personal experiences of those included in the survey. For instance,

- **Valid motor vehicle license**
 - Have a current, valid license ($n = 1,041$, 96% of respondents, 92% of weighted data)
 - Do not have current, valid license ($n = 41$, 4% of respondents, 6% of weighted data)
 - Current license is suspended ($n = 6$, <1% of respondents, 2% of weighted data)

- **Suspended or revoked license (past or present)**
 - Never ($n = 949$, 87% of respondents, 80% of weighted data)
 - License has ever been suspended or revoked ($n = 139$, 13% of respondents, 20% of weighted data)

- **Traffic tickets in the past 2 years (including those reduced or dismissed)**
 - None ($n = 905$, 83% of respondents, 81% of weighted data)
 - One ticket ($n = 129$, 12% of respondents, 12% of weighted data)
 - Two tickets ($n = 36$, 3% of respondents, 4% of weighted data)
 - Three or more tickets ($n = 17$, 2% of respondents, 3% of weighted data)

- **Number of accidents (while driving) in the past 2 years**
 - None ($n = 950$, 87% of respondents, 86% of weighted data)
 - One accident ($n = 110$, 10% of respondents, 11% of weighted data)
 - Two or more accidents ($n = 27$, 2% of respondents, 3% of weighted data)

- **Accidents in which distracted driving played a role**
 - Been in an accident while driving the past 2 years that involved distracted driving ($n = 40$, 4% of respondents, 4% of weighted data)
 - About one-fourth of adult lowans who had been in an accident while driving in the past 2 years said that distracted driving played a role in one or more of the accidents ($n = 40$, 30% of respondents who had been in an accident, 28% of weighted data)

[Space Left Blank Intentionally]

SECTION 2 MAIN FINDINGS

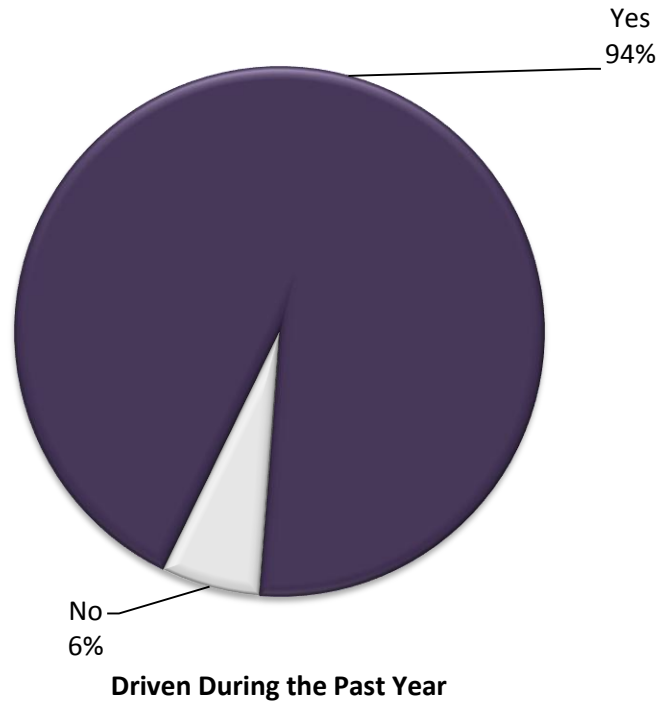
Typical Driving Characteristics

The driving characteristics and patterns of adult Iowans were as follows:

- 94% have driven during the past year.
- About two-thirds of Iowa drivers said they drive less than 200 miles in a typical 7-day week.
- About 3 in 4 Iowans drive cars, and 1 in 2 drive pickup trucks or vans. About 1 in 10 Iowans said they drive motorcycles. About 1 in 20 Iowans said they drive commercial vehicles.

Driven in the Past Year

Most (94%) adult lowans said that they have driven in the past year.



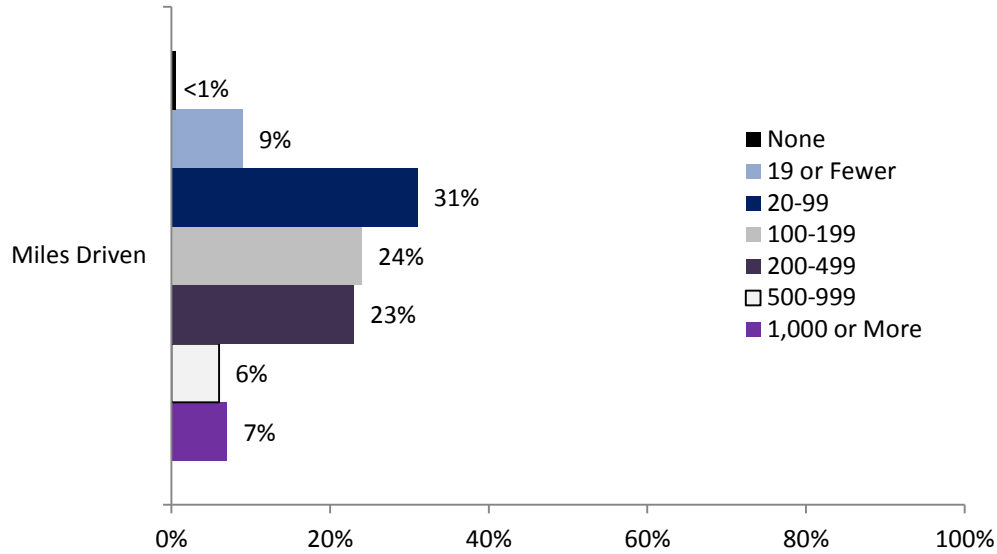
Q1. Have you driven in the past year?

Response Options	Total %	Subgroup* %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	94%	94%	93%	96%	92%	97%	94%	93%	96%	96%	94%
No	06%	06%	07%	04%	08%	03%	06%	07%	04%	04%	06%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response/Not Asked	<1%	--	--	--	--	--	--	--	--	--	--

Note. *Omits "Don't Know" and "No Response/Not Asked" from denominator.

Miles Driving in a Typical Week

About two-thirds of Iowa drivers said they drive less than 200 miles in a typical 7-day week. Nearly one in three (31%) drivers said they typically drive between 20 and 99 miles per week. Driving 500 or more miles in a typical week was reported by 13% of Iowa drivers.



**Miles Driven in a Typical 7 Day Week
(Among Those Who Have Driven in Past Year)**

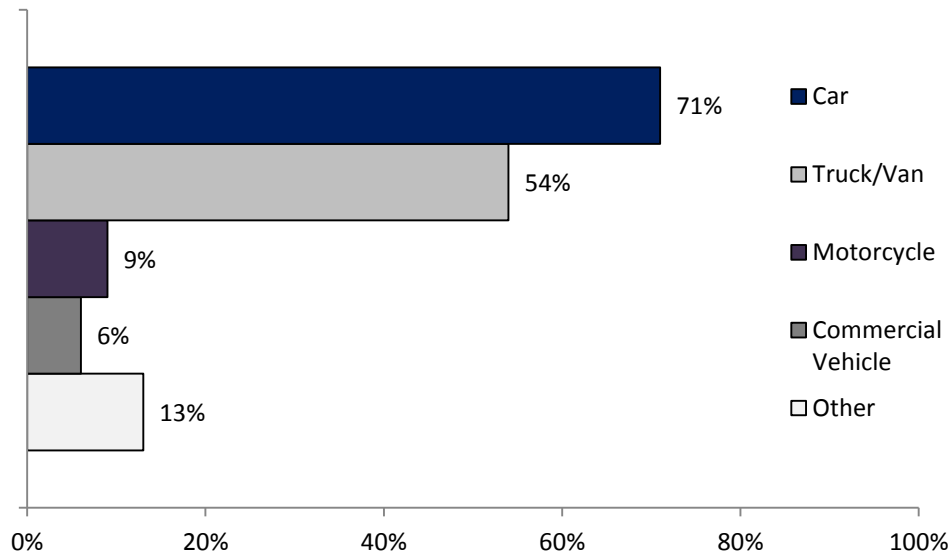
Q2. During the last year, in a typical 7-day week, about how many miles did you drive?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
None	<1%	<1%	<1%	<1%	<1%	00%	<1%	<1%	<1%	00%	<1%
19 or Fewer	08%	09%	04%	14%	13%	06%	09%	08%	10%	10%	09%
20-99	29%	31%	23%	38%	26%	30%	46%	37%	25%	23%	36%
100-199	22%	24%	22%	26%	29%	22%	21%	26%	23%	29%	21%
200-499	21%	23%	28%	17%	19%	26%	17%	18%	27%	22%	23%
500-999	06%	06%	10%	03%	08%	06%	03%	07%	05%	08%	05%
1,000 or More	07%	07%	13%	02%	06%	10%	03%	04%	10%	08%	06%
Don't Know	02%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Not Asked*	06%	--	--	--	--	--	--	--	--	--	--

Note. * This question was not asked of respondents who said they have not driven in the past year.

Type of Vehicles Driven

Slightly less than three-fourths (71%) of lowans drive cars, and slightly more than one-half (54%) drive pickup trucks or vans. About 1 in 10 lowans said they drive motorcycles. About 1 in 20 lowans said they drive commercial vehicles.



Types of Vehicles Driven

Q32. What type of vehicles do you drive?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Car	71%	71%	70%	73%	70%	69%	78%	73%	70%	67%	74%
Pickup truck or van	54%	54%	67%	41%	51%	58%	46%	44%	63%	57%	52%
Motorcycle	09%	09%	18%	01%	10%	11%	02%	07%	11%	10%	08%
Commercial vehicles	06%	06%	12%	01%	04%	09%	03%	03%	09%	08%	05%
Other*	13%	13%	16%	11%	12%	16%	08%	12%	14%	15%	12%
None	02%	02%	02%	02%	02%	02%	03%	04%	01%	02%	02%
Don't Know	00%	00%	00%	00%	00%	00%	00%	00%	00%	00%	00%
No Response	<1%	<1%	00%	<1%	00%	<1%	00%	00%	<1%	<1%	00%

Note. Responses can sum to more than 100% because some people drive more than one type of vehicle. * SUV (11%), tractor (1%), bus (<1%), and miscellaneous other (<1%).

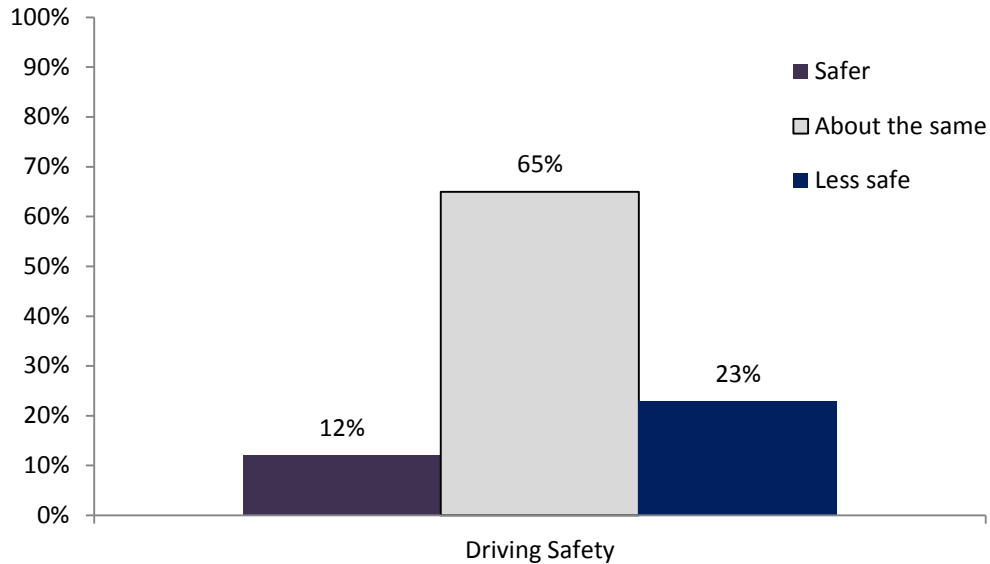
Perceptions of Traffic Safety in Iowa

Respondents were asked several questions about their perceptions of traffic safety in Iowa including how safe they feel driving now as compared to 5 years ago and their perceived level of safety when driving on various types of roadways in Iowa.

- Two-thirds of adult drivers in Iowa said they feel about as safe driving in Iowa now as they did 5 year ago
- About one in four adult drivers said they feel *less safe* driving in Iowa now as they did 5 years ago
- Among those who drive on rural gravel roads in Iowa, 33% said they feel *very safe* and 61% said they feel *somewhat safe*.
- When driving on city streets in Iowa, 43% said they feel *very safe* and 54% said they feel *somewhat safe*.
- When driving on highways and interstates in Iowa, 47% said they feel *very safe* and 50% said they feel *somewhat safe*.

Change in Safety of Driving in Iowa from 5 Years Ago

About two-thirds (65%) of adult Iowa drivers said that driving in Iowa feels about as safe as it did 5 years ago.



Driving in Iowa Feels Safer, Less Safe, or About the Same as it Did 5 Years Ago

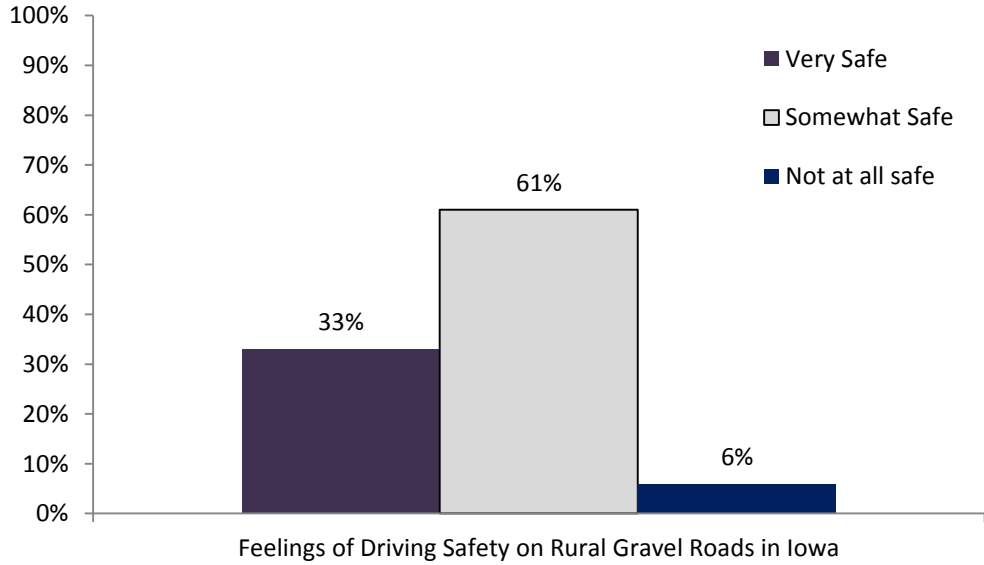
Q3. Overall, do you think driving in Iowa feels safer, less safe, or about the same as it did 5 years ago?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Safer	11%	12%	11%	12%	12%	11%	12%	13%	10%	09%	13%
About the Same	60%	65%	67%	63%	73%	62%	56%	66%	64%	72%	61%
Less Safe	22%	23%	22%	25%	15%	26%	32%	20%	26%	19%	26%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
Driving in Iowa for less than 1 year	01%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. This question was not asked of respondents who said they have not driven in the past year.

Feeling of Safety when Driving on Rural Gravel Roads in Iowa

Most (61%) adult Iowans said that driving on rural gravel roads in Iowa feels somewhat safe.



Feelings of Safety When Driving on Rural Gravel Roads in Iowa (Among Those Who Drive These Roads)

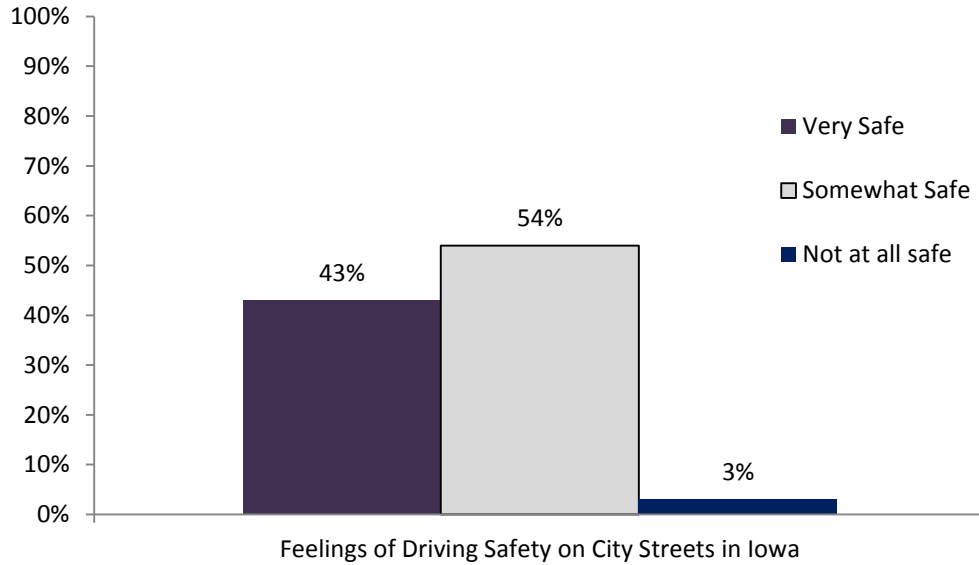
Q4A. How safe do you feel when driving a licensed motor vehicle on rural gravel roads in Iowa?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Very Safe	29%	33%	39%	27%	36%	32%	27%	34%	32%	38%	30%
Somewhat Safe	54%	61%	58%	63%	61%	59%	64%	58%	63%	58%	63%
Not Safe At All	06%	06%	03%	10%	03%	08%	10%	08%	05%	04%	08%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
Do not drive on rural gravel roads	05%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. This question was not asked of respondents who said they have not driven in the past year.

Feeling of Safety when Driving on City Streets in Iowa

A slight majority of adult Iowa drivers (54%) said that driving on city streets in Iowa feels somewhat safe.



Feelings of Safety When Driving on City Streets in Iowa

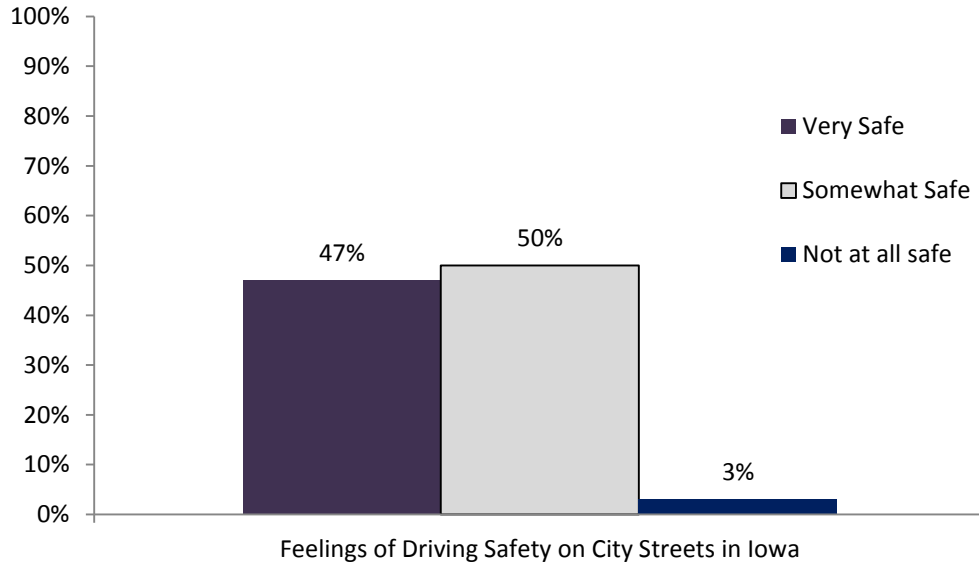
Q4B. How safe do you feel when driving a licensed motor vehicle on city streets in Iowa?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Very safe	41%	43%	37%	49%	51%	41%	34%	48%	39%	51%	38%
Somewhat Safe	51%	54%	60%	48%	47%	56%	62%	49%	58%	48%	58%
Not at All Safe	03%	03%	03%	03%	02%	03%	04%	03%	03%	01%	04%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
Do not drive on city streets	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. This question was not asked of respondents who said they have not driven in the past year.

Feeling of Safety when Driving on Highways/Interstates in Iowa

A very slight majority of adult Iowans (50%) said that they feel somewhat safe when driving a licensed motor vehicle of highways and interstates in Iowa.



Feelings of Safety When Driving on Highways and Interstates in Iowa

Q4C. How safe do you feel when driving a licensed motor vehicle on highways and interstates in Iowa?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Very Safe	44%	47%	51%	43%	50%	47%	38%	52%	42%	48%	46%
Somewhat Safe	47%	50%	47%	52%	46%	49%	59%	45%	54%	49%	50%
Not Safe At All	03%	03%	02%	04%	03%	03%	03%	03%	03%	02%	04%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
Do not drive on highways/Interstates	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. This question was not asked of respondents who said they have not driven in the past year.

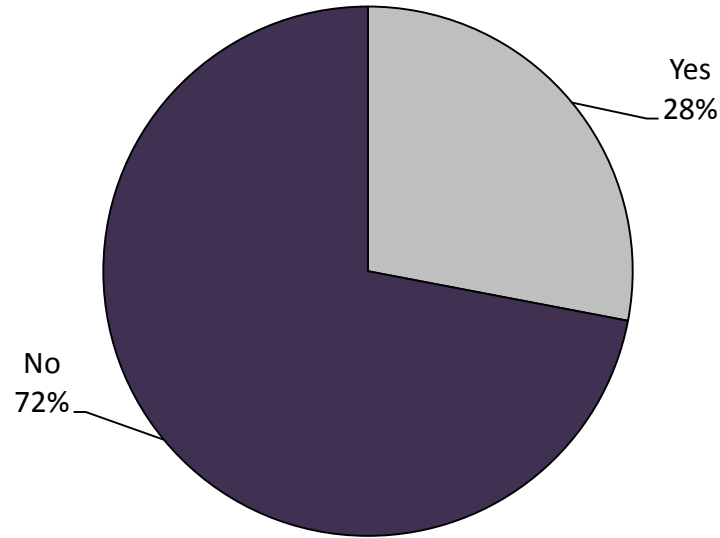
Improving or Maintaining Driving Skills

Respondents were asked several questions about maintaining driving skills

- About one in four adult Iowans said they had made specific efforts to improve or maintain their driving skills such as reading about safe driving, looking at the official Iowa driver's manual, or taking a refresher class. However, the remaining three out of four adult Iowans said they have not made efforts during the past 5 years to maintain or improve their driving skills.
- There are a number of ways suggested for how Iowa could help drivers maintain or improve their driving skills.
 - About three-fourths of Iowans said they supported:
 - Providing insurance discounts or other incentives to licensed drivers to take a refresher course: 76%
 - Requiring drivers renewing their licenses to spend 10 to 15 minutes reviewing safe driving tips and updates on laws and road design: 74%
 - About one-third of Iowans said drivers should be required, when renewing their licenses, to:
 - Pass a driving test: 37%
 - Pass a written test: 32%
- Nearly 9 in 10 Iowans said they would *definitely* or *probably* take a driving course either online or in person if they received an insurance discount or other incentive.

Efforts to Improve or Maintain Driving Skills in Last 5 Years

Most (72%) adult lowans said that they have not made efforts to improve or maintain their driving skills in the last 5 years.



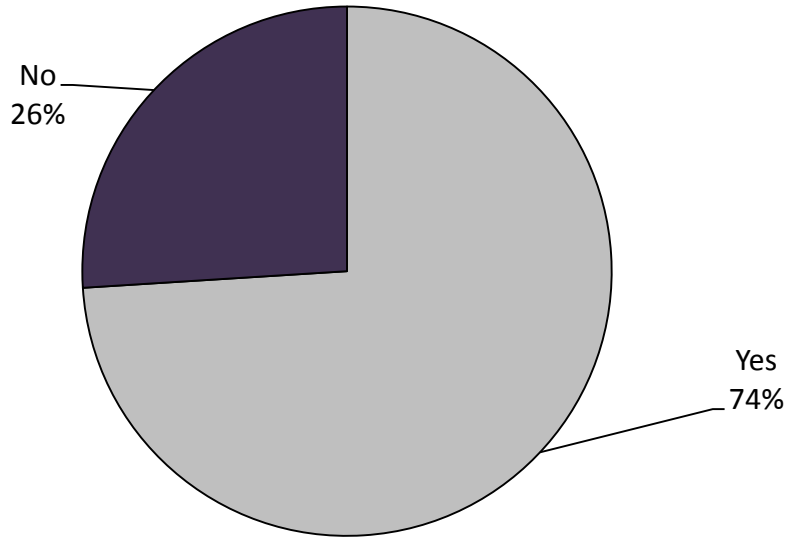
Made Efforts to Improve or Maintain Driving Skills in Last 5 Years

Q5. Have you made a specific effort to improve or maintain your driving skills in the last 5 years, such as reading about safe driving, looking at the official Iowa driver’s manual, or taking a refresher class? (response options not read)

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	28%	28%	30%	26%	26%	30%	26%	27%	28%	29%	26%
No	72%	72%	70%	74%	74%	70%	74%	73%	72%	71%	74%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Attitudes About Requiring Drivers to Review Tips and Updates When Renewing Drivers' Licenses

Most (74%) of adult lowans said that drivers renewing their licenses should be required to review safe driving tips and updates on laws and road design.



Drivers Renewing Licenses Should be Required to Review Safe Driving Tips and Updates on Laws and Road Design

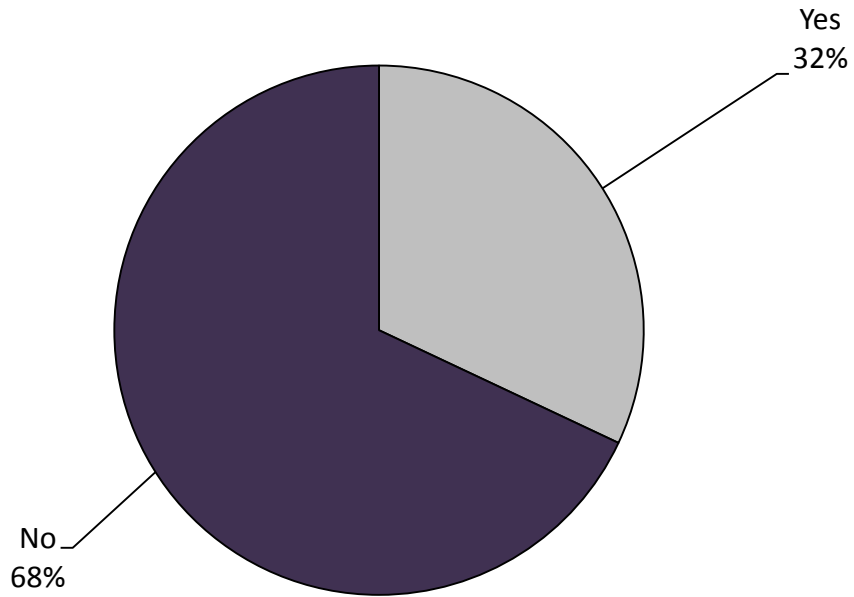
Q6A. Thinking about ways to improve driving skills and habits...

Do you think drivers renewing their license should be required to spend 10 to 15 minutes reviewing safe driving tips and updates on laws and road design?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	72%	74%	73%	75%	81%	70%	70%	75%	73%	75%	73%
No	25%	26%	27%	25%	19%	30%	30%	25%	27%	25%	27%
Don't Know	03%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Attitudes About Requiring Drivers Renewing Licenses to Pass a Written Test

About one-third (32%) of adult lowans said that drivers renewing their licenses should be required to pass a written test.



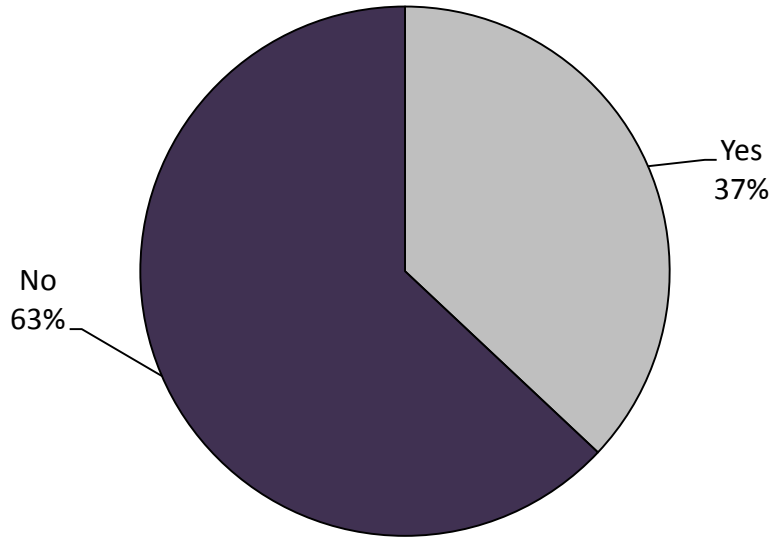
Drivers Renewing Licenses Should be Required to Pass a Written Test

Q6B. Do you think drivers renewing their license should be required to pass a written test?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	31%	32%	34%	31%	35%	30%	31%	33%	31%	35%	30%
No	66%	68%	66%	69%	65%	70%	69%	67%	69%	65%	70%
Don't Know	03%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Attitudes About Requiring Drivers Renewing Licenses to Pass a Driving Test

About one-third (37%) adult lowans said that drivers renewing their licenses should be required to pass a driving test.



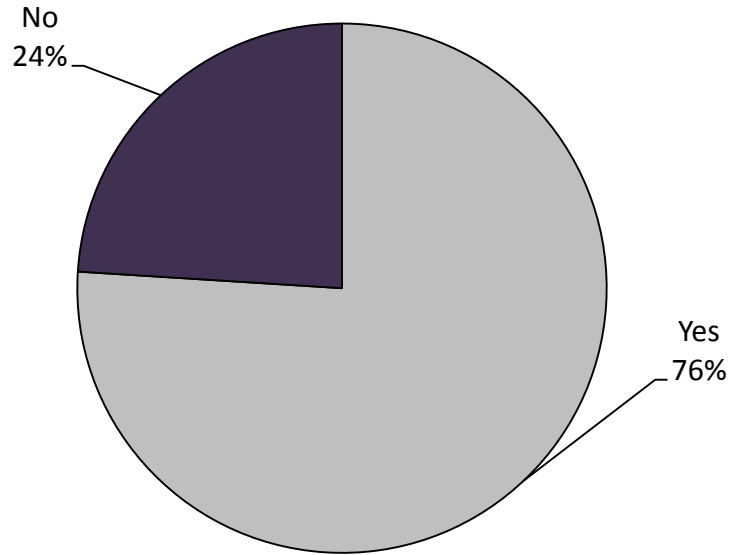
Drivers Renewing Licenses Should be Required to Pass a Driving Test

Q6C. Do you think drivers renewing their license should be required to pass a driving test?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	36%	37%	38%	35%	43%	31%	41%	34%	39%	34%	39%
No	62%	63%	62%	65%	57%	69%	59%	66%	61%	66%	61%
Don't Know	02%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Attitudes About Incentive for Taking Refresher Driving Class

Most (76%) adult lowans said that there should be an insurance discount or other incentive for all licensed drivers to take a refresher class.



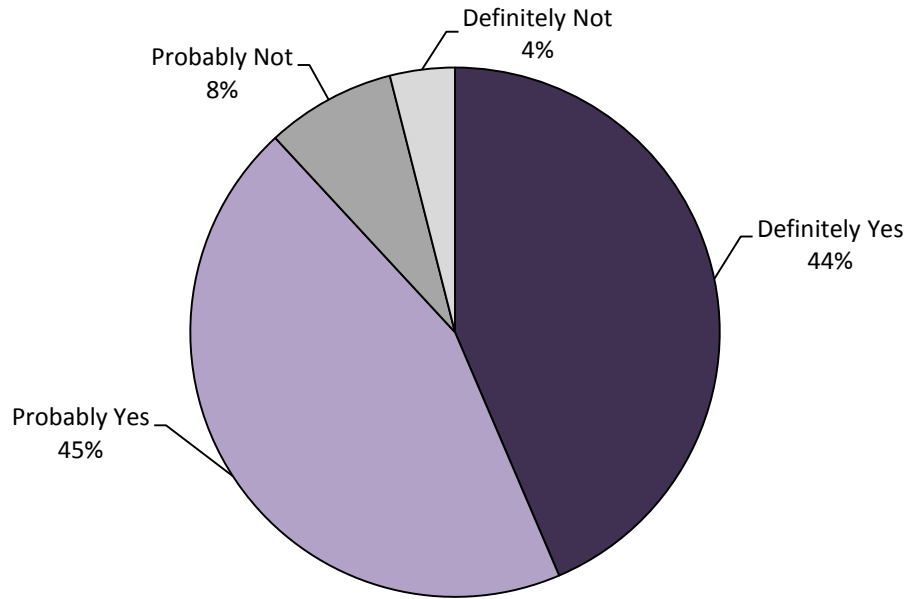
Insurance Discount or Other Incentive Should be Offered for Licensed Drivers to Take a Refresher Class

Q6D. Should there be an insurance discount or other incentive for all licensed drivers to take a refresher class to improve their driving skills and knowledge?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	74%	76%	73%	79%	83%	74%	65%	78%	75%	79%	74%
No	23%	24%	27%	21%	17%	26%	35%	22%	25%	21%	26%
Don't Know	03%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Agreement to Participate in Driving Class if Offered Incentive

A majority of adult lowans said that they would probably (45%) or definitely (44%) be willing to participate in a driving class if they were offered an insurance discount or other incentive for doing so.



Willingness to Participate in Driving Class if Offered Insurance Discount or Other Incentive for Doing So

Q7. Would you take such a driving class, either online or in person, if you received an insurance discount or other incentive for doing so?

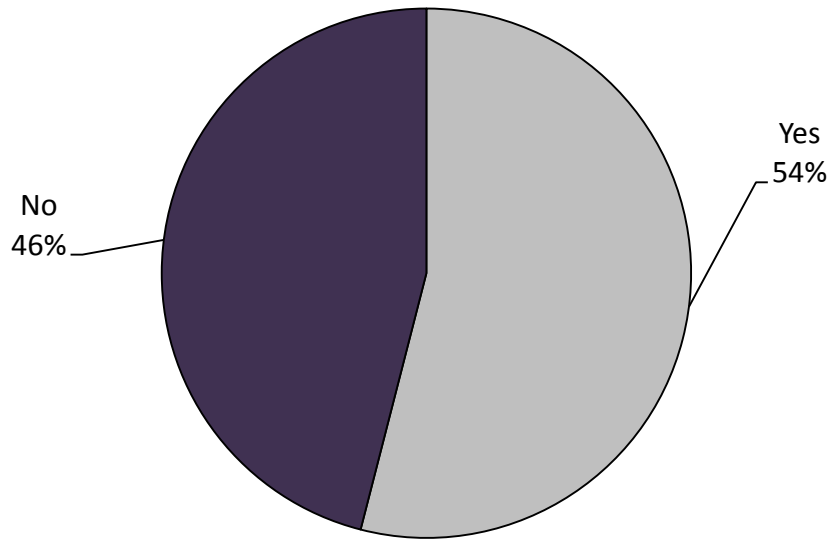
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Definitely Yes	41%	44%	42%	44%	50%	45%	26%	51%	36%	48%	41%
Probably Yes	42%	45%	46%	44%	44%	42%	52%	35%	54%	44%	45%
Probably Not	07%	08%	07%	09%	04%	08%	17%	09%	06%	04%	10%
Definitely Not	04%	04%	05%	03%	02%	05%	05%	05%	03%	04%	04%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Respondents were asked about their use of Iowa 511. This is a DOT online and telephone resource where drivers can learn about road driving conditions, construction zones, road closures and detours, and weather-related information.

- Slightly more than one-half (54%) of adult Iowans said they have ever used the Iowa 511 traveler information system.
- Most (83%) of those who have used Iowa 511 said they did so to make their trips safer with an additional 10% saying they used it to make their trips both safer and faster.

Iowa 511 Resources: Use of DOT Resources

A slight majority of adult Iowans (54%) said that they have used DOT resources to learn about road driving conditions, construction zones, road closures and detours, or weather, winds and temperatures.



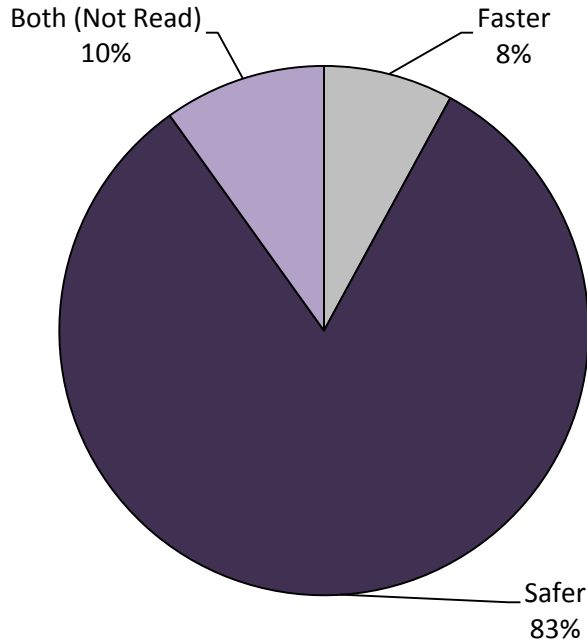
Have Ever Used DOT Resources to Learn about Road Driving Conditions, Construction Zones, Road Closures and Detours, or Weather, Winds and Temperatures

Q8A. The Iowa Department of Transportation provides information about road conditions through the Iowa 511 traveler information system. Have you ever used DOT resources to learn about any of the following: Road driving conditions, construction zones, road closures and detours, or weather, winds and temperatures?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	54%	54%	52%	55%	46%	64%	42%	52%	55%	59%	50%
No	46%	46%	48%	45%	54%	36%	58%	48%	45%	41%	50%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Iowa 511 Resources: Main Reason for Using Iowa 511 Resources

Most (83%) adult Iowans said that they used Iowa 511 resources to make their trips safer.



Motivation for Using Iowa 511 Resources

Q8B. Did you use Iowa 511 resources to make your trip faster or to make your trip safer?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Faster	04%	08%	10%	06%	09%	08%	01%	07%	08%	10%	06%
Safer	43%	83%	78%	87%	86%	79%	92%	85%	80%	80%	84%
Both (Not Read)	05%	10%	12%	07%	05%	13%	07%	08%	12%	10%	10%
Don't Know	02%	--	--	--	--	--	--	--	--	--	--
No Response	46%	--	--	--	--	--	--	--	--	--	--

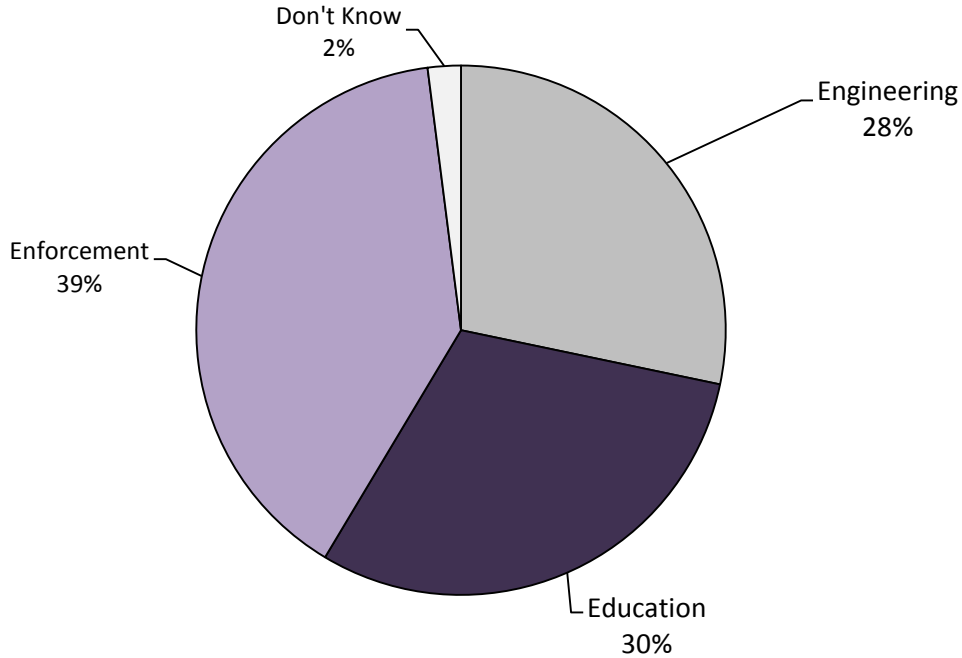
Ways to Make Driving Safer

Engineering, education, and enforcement are three major areas through which the State of Iowa can affect traffic safety in Iowa. Respondents were asked which of these three they thought would be *most* effective and which would be *least* effective in making driving in Iowa safer. Engineering included such things as road signs and road design. Education included such things as driver's education, refresher classes, and public service messages. Enforcement included such things as fines and penalties for speeding or sending text messages.

- The percentage ratings for the most effective way to make driving in Iowa safer were as follows:
 - Enforcement: 39%
 - Education: 30%
 - Engineering: 28%
- The percentage ratings for the least effective way to make driving in Iowa safer were as follows:
 - Engineering: 34%
 - Enforcement: 33%
 - Education: 25%
- In summary, adult Iowans were mixed in their opinions on the most effective means for improving traffic safety in Iowa. There were some important differences in these opinions based on demographic subgroups. For instance,
 - 45% of women vs. 32% of men said enforcement would be most effective
 - 25% of women vs. 36% of men said education would be most effective
 - Adult Iowans younger than 40 were about evenly divided among the three in terms of which would be most effective.
 - Iowans 40 and over, especially among those 65 and older, disproportionately said that enforcement was the most effective method of making driving safer.

Which Would be Most Effective in Making Driving in Iowa Safer

A very slight plurality of adult Iowans (39%) said that enforcement, such as fines and penalties for speeding or sending text messages, is most effective in making driving in Iowa safer.



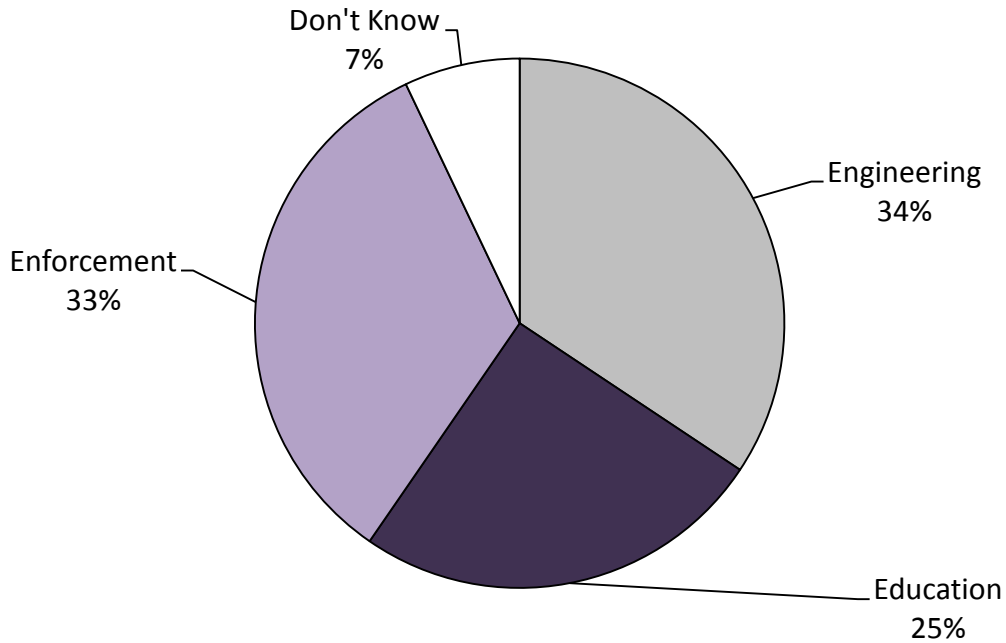
Which would be Most Effective in Making Driving in Iowa Safer?

Q9A. Which of the following do you think would be most effective in making driving in Iowa safer? Engineering (such as road signs and road design), education (such as driver's education, refresher classes, or public service messages), or enforcement (such as fines and penalties for speeding or sending messages)?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Engineering	28%	28%	29%	28%	32%	27%	19%	27%	29%	28%	28%
Education	30%	30%	36%	25%	35%	29%	24%	34%	27%	35%	27%
Enforcement	39%	39%	32%	45%	31%	41%	52%	37%	40%	35%	42%
Don't Know	02%	02%	03%	02%	02%	02%	05%	02%	03%	02%	03%
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Which Would be LEAST Effective in Making Driving in Iowa Safer

When asked about which of these three would be least effective in making driving in Iowa safer, 33% said *enforcement* and 34% said *engineering*. *Education* was cited by 27% of adult Iowans as being the least effective way to make driving in Iowa safer.



Which would be LEAST Effective in Making Driving in Iowa Safer?

Q9B. Which of the following do you think would be least effective in making driving in Iowa safer?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Engineering	34%	34%	36%	33%	37%	34%	30%	35%	34%	41%	30%
Education	25%	25%	19%	31%	22%	26%	32%	24%	26%	20%	29%
Enforcement	33%	33%	39%	28%	36%	32%	28%	34%	32%	34%	33%
Don't Know	07%	07%	06%	08%	05%	08%	10%	06%	08%	05%	08%
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Ratings of the State's Traffic Safety Efforts

Respondents were asked to rate their opinions using a scale of *excellent*, *good*, *fair*, or *poor* (or *don't know*) regarding how well the State of Iowa has done in 10 areas of traffic safety.

- More than three-fourths of adult Iowans said Iowa has done an *excellent* or *good* job:
 - Increasing safety belt use: 82%
 - Improving emergency medical services: 75%

- About two-thirds of adult Iowans said Iowa has done an *excellent* or *good* job:
 - Enforcing the speed limit: 66%

- Nearly 60% of adult Iowans said Iowa has done an *excellent* or *good* job:
 - Reducing alcohol-related accidents: 59%
 - Increasing commercial vehicle safety: 57%

- About one-half of adult Iowans said Iowa has done an *excellent* or *good* job:
 - Improving the condition and safety of roads: 49%
 - Improving young driver safety: 46%

- About one-third of adult Iowans said Iowa has done an *excellent* or *good* job:
 - Improving motorcycle safety: 38%
 - Reducing distracted driving: 34%
 - Improving older driver safety: 31%

- One in five adult Iowans said Iowa has done a *poor* job:
 - Reducing distracted driving: 20%
 - Improving older driver safety: 20%

- Some traffic safety efforts disproportionately affect certain Iowans:
 - Motorcycle drivers rated the job that Iowa has done to improve motorcycle safety as follows: *excellent* (8%), *good* (42%), *fair* (30%), *poor* (17%), and *don't know* (3%).
 - The majority of Iowans age 65 and older rated the job that Iowa has done to improve older driver safety as *excellent* (4%) or *good* (52%). These ratings are considerably more favorable compared to the ratings of adult Iowans under 65 of which only 27% rated Iowa's job as being *excellent* (4%) or *good* (23%) rating.

Ratings of the State's Traffic Safety Efforts: Overview

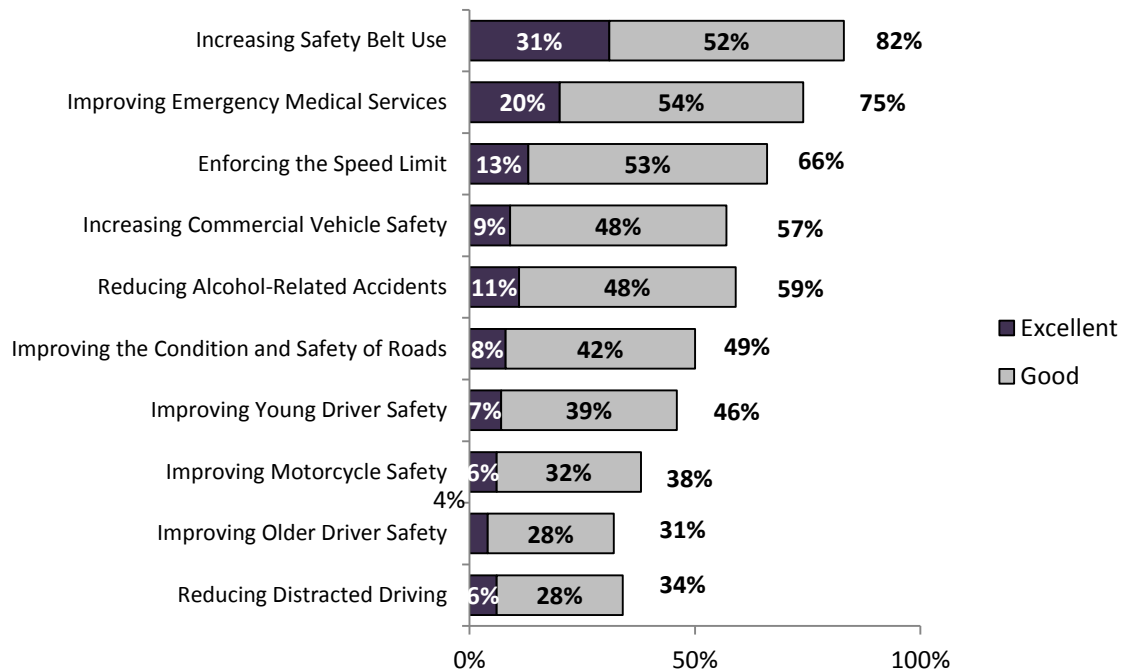
Most adult lowans said the state of Iowa has done a good/excellent job increasing safety belt use (82%) and improving emergency medical services (75%).

Two-thirds of adult lowans said the state of Iowa has done a good/excellent job enforcing the speed limit (66%).

Nearly 60% of adult lowans said the state of Iowa has done a good/excellent job increasing commercial vehicle safety (57%) and reducing alcohol-related accidents (59%).

About one-half of adult lowans said the state of Iowa has done a good/excellent job improving the condition and safety of roads (49%) and improving young driver safety (46%).

About one-third said the state of Iowa has done a good/excellent job and improving motorcycle safety (38%), reducing distracted driving (34%), and improving older driver safety (31%).



Rating of the State of Iowa's Efforts

Q10. How well do you think the state of Iowa has done in the following areas?

*Note. The sum of *excellent* and *good* categories may not appear to add to the cumulative sum displayed due to the cumulative effects of rounding.

Q10. How well do you think the state of Iowa has done in the following areas?											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Reducing Alcohol-Related Accidents											
Excellent	11%	11%	14%	08%	10%	11%	10%	11%	10%	13%	09%
Good	48%	48%	53%	44%	53%	47%	42%	47%	50%	48%	49%
Fair	27%	28%	22%	33%	27%	27%	29%	26%	29%	27%	28%
Poor	08%	08%	06%	11%	05%	09%	14%	09%	08%	06%	10%
Don't Know	05%	05%	06%	05%	04%	06%	05%	06%	04%	07%	04%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Increasing Safety-Belt Use											
Excellent	30%	31%	35%	27%	31%	31%	31%	34%	28%	30%	31%
Good	52%	52%	50%	54%	49%	53%	53%	50%	53%	50%	53%
Fair	14%	14%	13%	14%	15%	14%	12%	12%	15%	17%	12%
Poor	02%	02%	<1%	03%	02%	02%	01%	02%	02%	01%	02%
Don't Know	02%	02%	02%	02%	03%	01%	03%	02%	02%	02%	02%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Improving Motorcycle Safety											
Excellent	06%	06%	09%	04%	10%	05%	02%	06%	06%	05%	07%
Good	32%	32%	33%	31%	36%	30%	31%	32%	32%	36%	30%
Fair	30%	30%	28%	32%	25%	34%	33%	26%	34%	30%	30%
Poor	15%	15%	14%	16%	15%	14%	18%	17%	13%	11%	18%
Don't Know	16%	16%	16%	16%	15%	16%	14%	18%	14%	18%	15%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Improving the Condition and Safety of Roads											
Excellent	08%	08%	08%	08%	11%	06%	07%	11%	05%	10%	07%
Good	41%	42%	43%	40%	40%	40%	49%	45%	38%	36%	45%
Fair	35%	35%	32%	38%	35%	37%	29%	32%	38%	40%	32%
Poor	15%	15%	16%	13%	14%	17%	13%	12%	17%	14%	15%
Don't Know	<1%	<1%	<1%	<1%	<1%	<1%	01%	<1%	<1%	<1%	<1%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Enforcing the Speed Limit											
Excellent	13%	13%	13%	13%	15%	12%	13%	17%	10%	13%	13%
Good	53%	53%	55%	51%	54%	52%	50%	50%	56%	51%	54%
Fair	28%	28%	27%	28%	28%	27%	28%	27%	28%	33%	24%
Poor	06%	06%	05%	07%	03%	08%	08%	06%	06%	03%	08%
Don't Know	<1%	<1%	<1%	<1%	00%	<1%	01%	<1%	<1%	<1%	<1%
No Response	00%	--	--	--	--	--	--	--	--	--	--
Reducing Distracted Driving											
Excellent	06%	06%	06%	06%	08%	05%	05%	06%	06%	03%	08%
Good	28%	28%	27%	29%	33%	25%	26%	28%	28%	32%	26%
Fair	42%	42%	40%	44%	48%	38%	42%	41%	44%	46%	40%
Poor	20%	20%	23%	18%	10%	27%	23%	22%	19%	17%	22%
Don't Know	03%	03%	04%	03%	01%	04%	05%	03%	04%	02%	04%
No Response	00%	--	--	--	--	--	--	--	--	--	--

Q10. How well do you think the state of Iowa has done in the following areas?											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Increasing Commercial Vehicle Safety											
Excellent	09%	09%	13%	06%	11%	07%	10%	10%	08%	09%	09%
Good	48%	48%	49%	48%	55%	43%	44%	46%	51%	50%	47%
Fair	27%	27%	25%	29%	24%	29%	29%	27%	27%	27%	27%
Poor	05%	05%	05%	05%	01%	08%	05%	05%	05%	03%	06%
Don't Know	10%	10%	08%	13%	08%	12%	12%	12%	09%	11%	10%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Improving Emergency Vehicle Services											
Excellent	20%	20%	22%	20%	23%	18%	23%	23%	18%	18%	22%
Good	54%	54%	56%	52%	53%	56%	52%	50%	58%	54%	54%
Fair	15%	15%	12%	18%	18%	13%	16%	14%	16%	19%	12%
Poor	02%	02%	03%	02%	02%	03%	<1%	02%	02%	02%	02%
Don't Know	08%	08%	08%	09%	04%	10%	09%	10%	07%	07%	09%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Improving Young Driver Safety											
Excellent	07%	07%	07%	06%	08%	06%	06%	08%	05%	06%	07%
Good	39%	39%	42%	36%	42%	37%	41%	37%	41%	41%	38%
Fair	37%	37%	34%	39%	40%	35%	34%	36%	37%	42%	34%
Poor	10%	10%	08%	12%	07%	14%	08%	11%	10%	06%	13%
Don't Know	07%	07%	08%	06%	04%	08%	10%	07%	07%	04%	08%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Improving Older Driver Safety											
Excellent	04%	04%	05%	03%	04%	03%	04%	03%	04%	01%	06%
Good	27%	28%	28%	27%	23%	24%	52%	25%	30%	23%	31%
Fair	37%	37%	37%	38%	38%	38%	31%	35%	40%	41%	35%
Poor	20%	20%	20%	20%	22%	24%	06%	24%	17%	23%	18%
Don't Know	11%	11%	10%	12%	12%	12%	08%	13%	09%	12%	11%
No Response	<1%	--	--	--	--	--	--	--	--	--	--

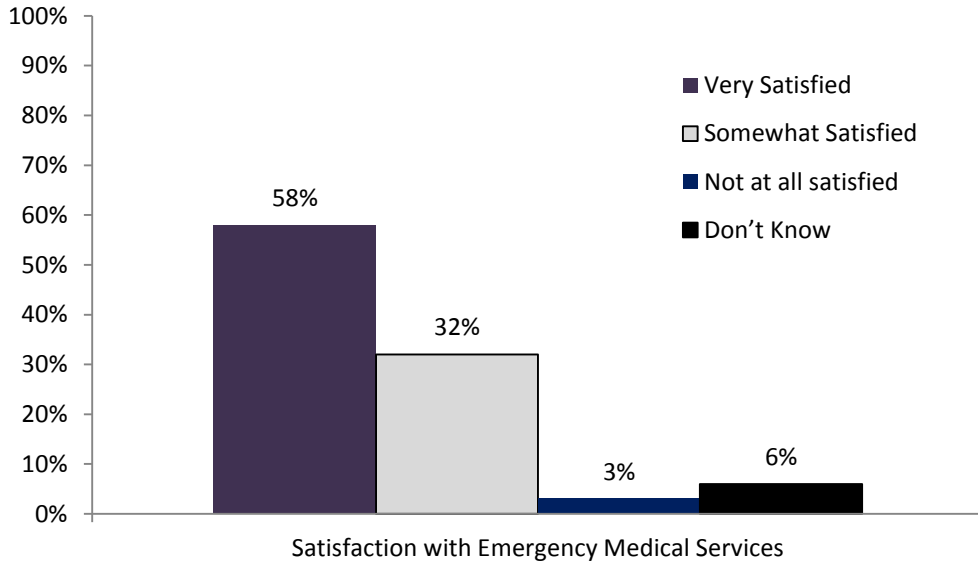
Emergency Medical Service

Respondents also rated their level of satisfaction with the emergency medical services (EMS) in their area.

- When thinking about response times and quality of care of the EMS in their area,
 - a majority of adult lowans said they were *very satisfied*
 - about one-third said they were *somewhat satisfied*
 - only 1 in 25 were *not at all satisfied*.

Satisfaction with Emergency Medical Services

Most (58%) adult lowans said that they are *very satisfied* with the EMS in their area.



Satisfaction with the Emergency Medical Services in Your Area

Q11. Thinking of response times and quality of care, how satisfied are you with the emergency medical services in your area?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Very Satisfied	58%	58%	54%	62%	53%	59%	66%	57%	58%	59%	57%
Somewhat Satisfied	32%	32%	37%	28%	34%	31%	30%	31%	34%	29%	35%
Not at all Satisfied	03%	03%	04%	03%	04%	04%	<1%	03%	04%	03%	04%
Don't Know	06%	06%	06%	07%	08%	06%	04%	09%	04%	09%	05%
No Response	00%	--	--	--	--	--	--	--	--	--	--

Support for Traffic Safety Policies and Enforcement Practices

There are a number of traffic safety policies and enforcement practices that might be changed to improve traffic safety in Iowa. The levels of public support for six possible changes varied considerably.

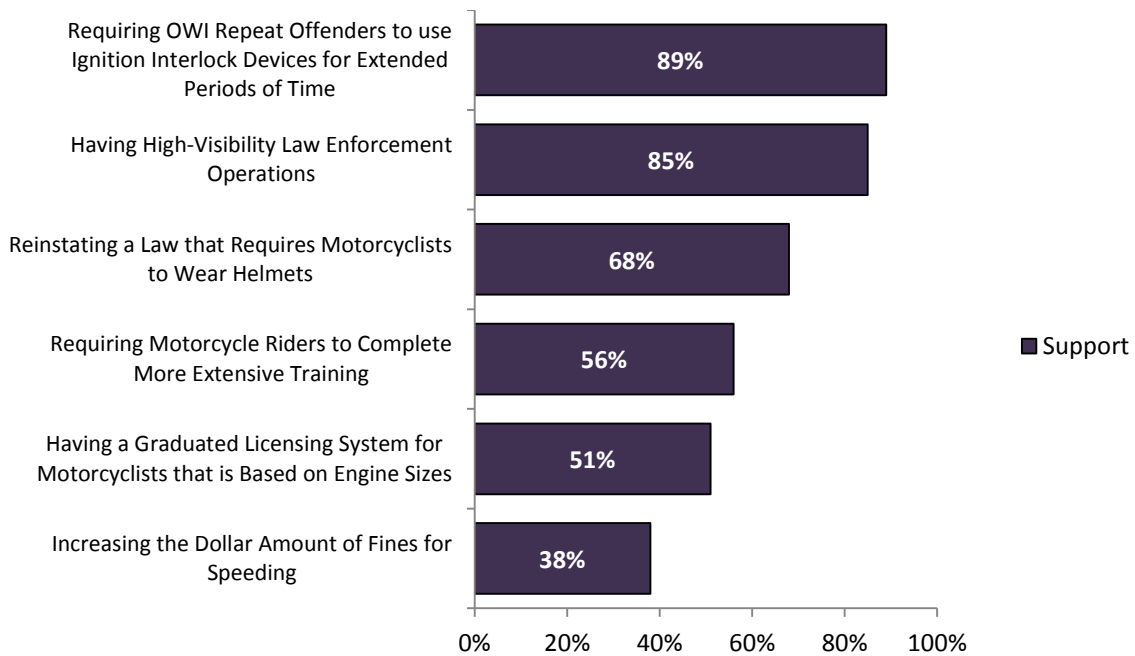
- The vast majority of adult Iowans said they would support:
 - Requiring OWI repeat offenders to use ignition interlock devices for extended periods of time: 89%
 - Having high-visibility law enforcement operations: 85%
- About two-thirds of adult Iowans said they would support reinstating a law that requires motorcyclists to wear helmets: 68%
- About one-half said they would support having a graduated licensing system for motorcyclists that is based on engine sizes: 51%
- A slight majority said they supported requiring motorcycle riders to complete more extensive training: 56%
- Increasing the dollar amount of fines for speeding was opposed by most adult Iowans with only 38% in support of doing so.
- There was a considerable difference in the opinions about motorcycle safety policies between the general adult Iowa population and those who drive motorcycles.
 - The majority (56%) of all adult Iowans said they supported requiring motorcycle riders to complete more extensive training; however only one-third (34%) of motorcycle drivers supported requiring additional training (64% said they opposed it, 2% said they *don't know*).
 - About one-half of all adult Iowans said they supported graduated licensing for motorcyclists based on the size of the engines; however, only 15% of motorcycle drivers supported a graduated licensing system for motorcyclists that is based on the engine sizes (85% said they opposed it).
 - The difference was even more dramatic when it came to reinstating a law that requires motorcyclists to wear helmets. While two-thirds (68%) of all adult Iowans said they support reinstating the law requiring motorcyclists to wear helmets, less than one-fifth (18%) of motorcycle drivers said they supported such a helmet law (80% said they opposed it, 2% said they *don't know*).

Opinions about Traffic Safety Policies and Practices

More than one-third (38%) support increasing the dollar amount of fines for speeding, but 60% of adult lowans said they oppose increasing the amount of fines for speeding.

About one-half (51%) supported a graduated licensing system for motorcyclists based on engine sizes. A slight majority of adult lowans support requiring motorcycle riders to complete more extensive training (56%). About two-thirds (68%) said they supported reinstating a law that requires motorcyclists to wear helmets.

Slightly less than 9 in 10 adult lowans said they support having high-visibility law enforcement operations (85%), and requiring OWI repeat offenders to use ignition interlock devices for extended periods of time (89%).



Support for Traffic Safety Policies and Practices

Q12. Do you support or oppose... (presented in random order)

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Having High-Visibility Law Enforcement Operations											
Support	85%	85%	80%	90%	85%	85%	88%	87%	83%	84%	86%
Oppose	12%	12%	16%	09%	13%	12%	10%	10%	14%	13%	12%
Don't Know	03%	03%	04%	02%	02%	03%	02%	03%	02%	03%	02%
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Q12. Do you support or oppose... (presented in random order)											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Increasing the Dollar Amount of Fines for Speeding											
Support	38%	38%	31%	44%	37%	37%	44%	37%	38%	36%	39%
Oppose	60%	60%	67%	53%	62%	61%	51%	61%	59%	63%	58%
Don't Know	02%	02%	02%	03%	<1%	03%	05%	02%	03%	02%	03%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Requiring OWI Repeat Offenders to Use Ignition Interlock Devices for Extended Periods of Time											
Support	89%	89%	85%	93%	89%	90%	88%	90%	88%	89%	89%
Oppose	09%	09%	14%	05%	11%	09%	08%	08%	10%	10%	09%
Don't Know	02%	02%	01%	02%	<1%	02%	04%	01%	02%	02%	02%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Requiring Motorcycle Riders to Complete More Extensive Training											
Support	56%	56%	49%	63%	57%	53%	62%	58%	55%	55%	57%
Oppose	36%	36%	47%	26%	39%	38%	25%	36%	37%	38%	35%
Don't Know	07%	07%	04%	10%	04%	09%	12%	07%	08%	07%	08%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Reinstating a Law that Requires Motorcyclists to Wear Helmets											
Support	68%	68%	55%	80%	67%	63%	84%	71%	66%	62%	72%
Oppose	29%	29%	43%	16%	30%	34%	14%	27%	31%	34%	26%
Don't Know	03%	03%	03%	03%	02%	04%	03%	03%	03%	04%	02%
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Having a Graduated Licensing System for Motorcyclists That is Based on Engine Sizes											
Support	51%	51%	42%	58%	56%	46%	54%	52%	50%	52%	50%
Oppose	34%	35%	48%	22%	34%	39%	24%	34%	36%	34%	35%
Don't Know	15%	15%	09%	20%	10%	15%	22%	15%	15%	14%	15%
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Traffic Safety Policies for Younger Drivers

There are a number of possible traffic safety policy changes and enforcement practices that specifically affect young drivers. The level of public support for four of these policies was assessed in this study.

- The appropriate age for when drivers should be able to obtain instruction permits:
 - The majority (58%) said the current age of 14 was appropriate
 - 26% said it should be 16 years old
 - 5% said it should be 18 years old

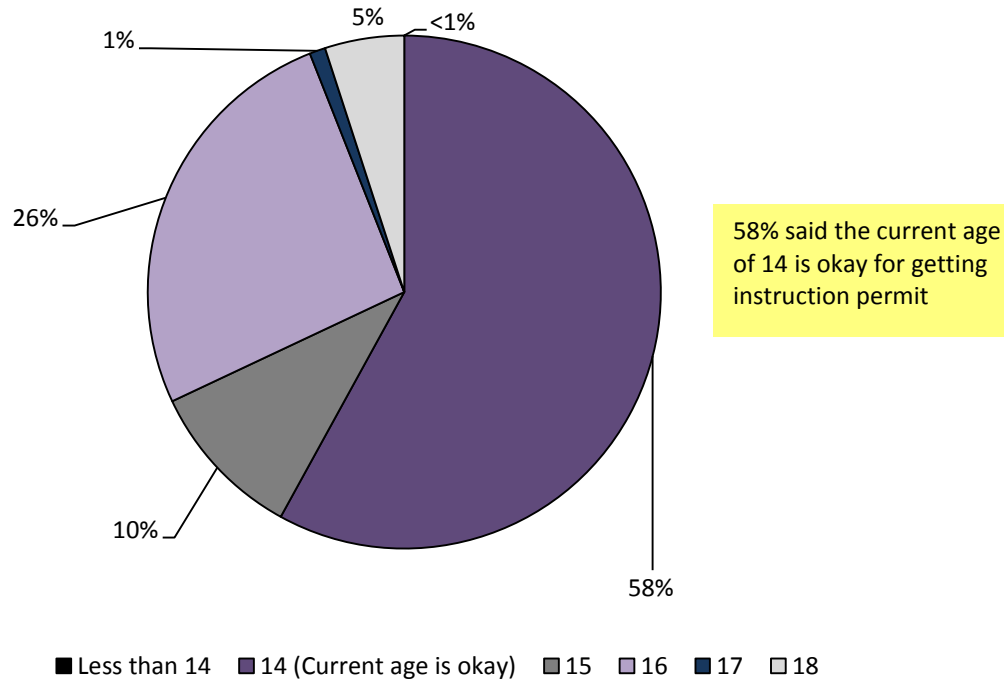
- Nearly two-thirds (62%) of adult Iowans said the permit length for an instruction permit should be increased from 6 months to 12 months.

- Nearly three-fourths (72%) of adult Iowans said newly licensed teenage drivers should be limited to no more than one teenage passenger. Women (81%) were more likely than men (63%) to support limiting teen drivers to only one teenage passenger.

- Slightly more than one-half (55%) of adult Iowans said newly licensed teen drivers should be prohibited from driving after 10 pm. This position was more likely to be stated by women (61%) than men (49%) and was more common among older than younger Iowans (70% among 65 and older, 57% among 40-64 year-olds, and 48% among 18-39 year-olds).

At What Age Should Iowans be Allowed to Obtain Instruction Permits

Most (58%) adult Iowans said that the current age limit for obtaining an instruction permit, 14, is appropriate.



What Should Be the Age to Get an Instruction Permit Driver's License

Q13A. The next few questions are about Iowa's graduated driver licensing system, or GDL. In Iowa, drivers go through three levels of licensing: instruction permit with supervised driving, intermediate license with some restrictions, and the full license.

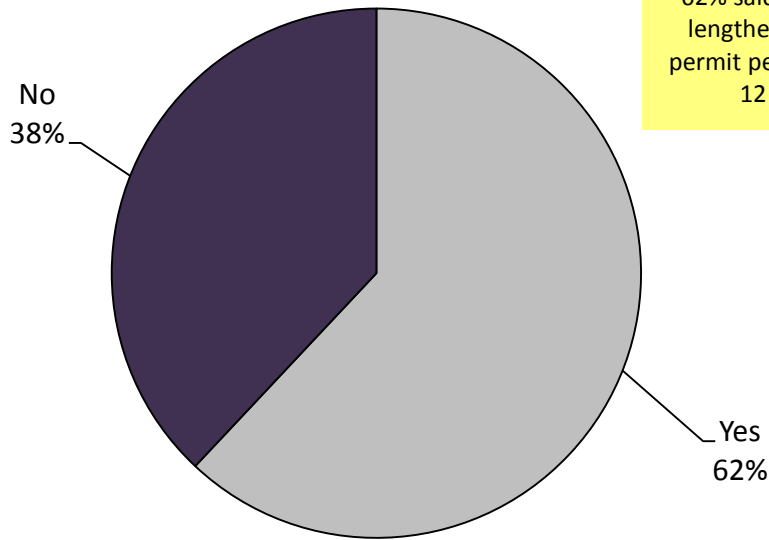
In Iowa, teens can get an instruction permit at age 14. In some other states, the age for a first license is older. Do you think 14 is okay, or what other age do you think it should be?

(Ages volunteered by respondent, no categories were read)

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Less than 14	<1%	<1%	01%	00%	01%	<1%	00%	<1%	<1%	01%	<1%
14 (Current age)	58%	58%	66%	52%	62%	58%	49%	59%	58%	62%	56%
15	10%	10%	08%	10%	09%	11%	06%	08%	11%	10%	09%
16	26%	26%	20%	31%	17%	27%	42%	29%	23%	19%	30%
17	01%	01%	02%	<1%	<1%	02%	01%	<1%	01%	<1%	02%
18	05%	05%	03%	07%	10%	02%	01%	03%	07%	07%	03%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Increase the Permit Length to 12 Months for Teen Drivers

Most (62%) adult lowans said that iowa should require teens to have an instruction permit for 12 months instead of six months before they are allowed to drive without an adult in the car.



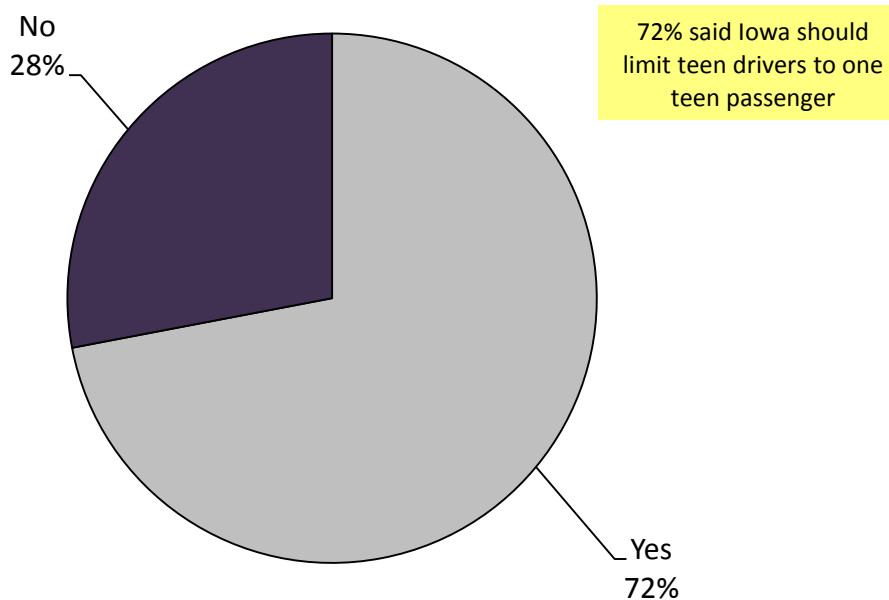
Iowa Should Increase the Permit Length for Teens from 6 to 12 Months

Q13B. Iowa requires teens to have an instruction permit for six months before they are allowed to drive without an adult in the car. Some states require teens to have an instruction permit for 12 months. Do you think Iowa should increase the permit length to 12 months?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	62%	62%	53%	72%	60%	64%	62%	61%	63%	59%	64%
No	37%	38%	47%	28%	40%	36%	38%	39%	37%	41%	36%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Limit Newly Licensed Teen Drivers to One Teen Passenger

Most (72%) adult Iowans said that Iowa should limit newly licensed teen drivers to no more than one teen passenger.



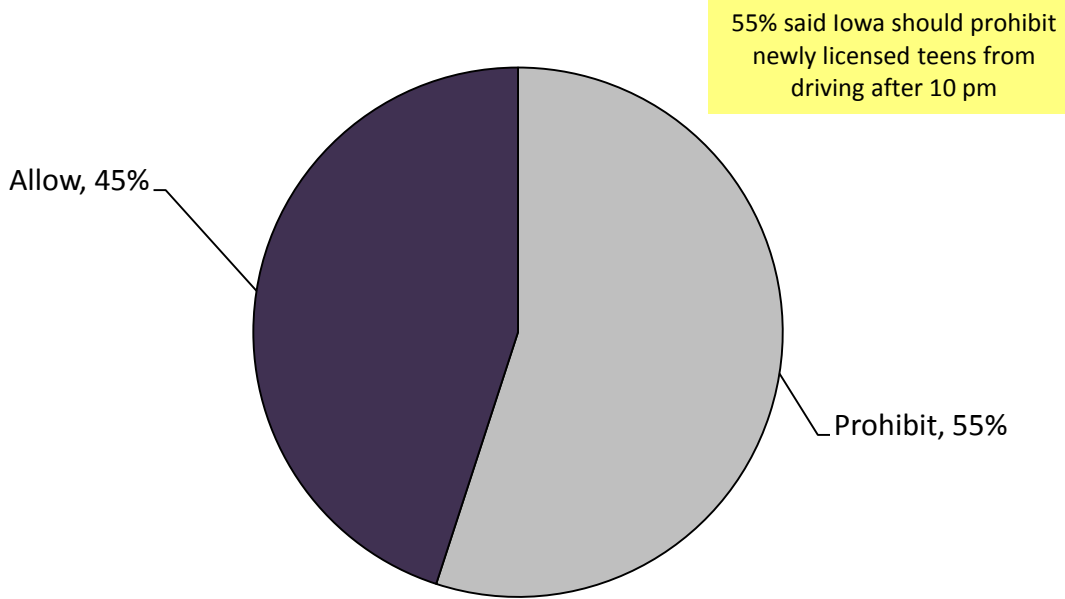
Iowa Should Limit Newly Licensed Teen Drivers to No More than One Teen Passenger

Q13C. Do you think Iowa should limit newly license teen drivers to no more than one teen passenger?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	71%	72%	63%	81%	67%	76%	78%	70%	74%	74%	71%
No	27%	28%	37%	19%	33%	24%	22%	30%	26%	26%	29%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Prohibit Driving After 10 pm for Newly Licensed Teen Drivers

A slight majority (55%) adult lowans said iowa should prohibit driving after 10 pm for newly licensed teen drivers.



Iowa Should Prohibit Driving After 10 pm for Newly Licensed Teen Drivers

Q13D. Iowa currently allows newly licensed teens to drive until 12:30 am. Some states prohibit driving after 10 pm. Do you think Iowa should limit driving after 10 pm for newly licensed teen drivers?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes, Prohibit	55%	55%	49%	61%	48%	57%	70%	60%	51%	52%	58%
No, Allow	44%	45%	51%	39%	52%	43%	30%	40%	49%	48%	42%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Traffic Safety Policies Related to Cell Phone Use

Public awareness of two laws related to cell phone use by drivers under 18 and text messaging by all drivers (adults and teenagers) were assessed in this study.

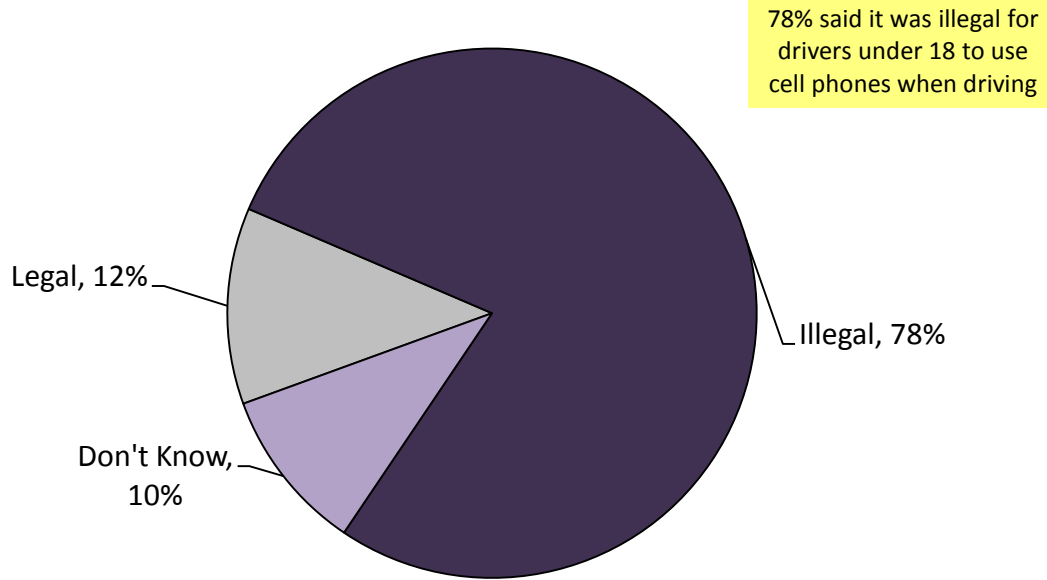
- When asked whether it is legal or illegal for drivers under 18 to use a cell phone when driving:
 - 78% said it was illegal ^
 - 12% said it was legal
 - 10% said they “didn’t know” whether it was illegal or not

- When asked about whether it is legal or illegal for adults to read, write, or send a text message while driving:
 - 85% said it was illegal ^^
 - 11% said it was legal
 - 5% said they “didn’t know” whether it was illegal or not

Note. “^” Prohibited in Iowa as of July 1, 2010. “^^” prohibited in Iowa as of July 1, 2011.

Awareness of Laws for Drivers Under 18 Regarding Using Cell Phones When Driving

About three-fourths (78%) of adult lowans said that they think it is illegal for drivers under 18 to use cell phones when driving.



Awareness of the Law Prohibiting Cell Phones when Driving for Drivers Under 18

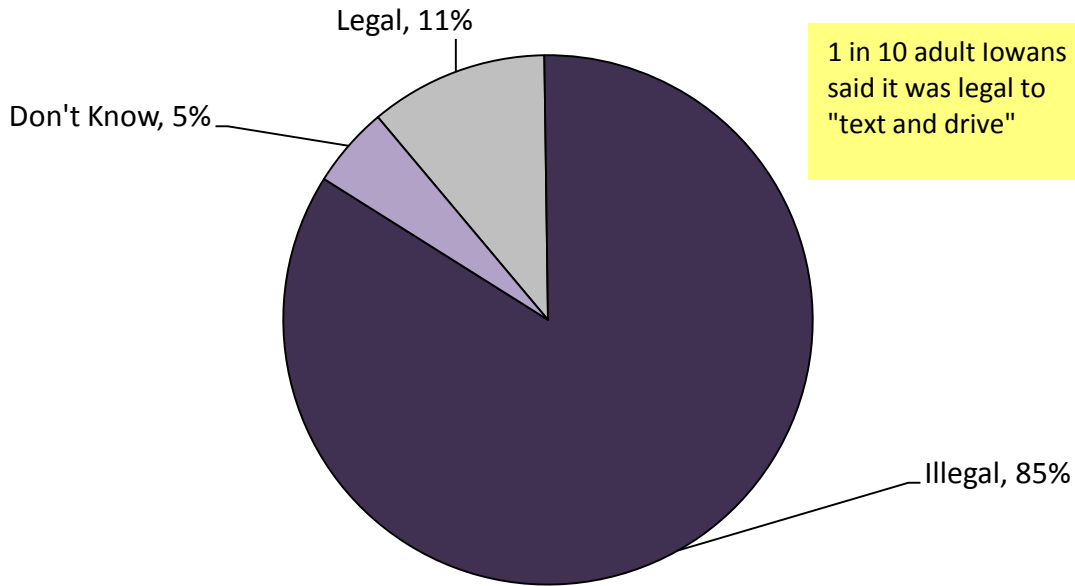
Q14. Is it legal or illegal for drivers under 18 to use a cell phone for any purpose while driving in Iowa?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Think is Legal	12%	12%	12%	12%	11%	13%	12%	11%	13%	11%	13%
Think is Illegal	78%	78%	80%	77%	80%	78%	73%	79%	77%	79%	78%
Don't Know	10%	10%	08%	11%	08%	09%	15%	10%	09%	10%	09%
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Note. If excluding those who said "don't know," the percentages for the total sample were 13% legal and 87% illegal.

**Awareness of Laws for Adult Drivers
Regarding Reading, Writing, or Sending Text Messages While Driving in Iowa**

Most (85%) adult Iowans said that they knew it is illegal for adults to read, write, or text while driving in Iowa; however, about one in ten of adult Iowans said they thought it was legal to do so and 5% were unsure whether or not it was legal.



**Awareness of the Law Prohibiting Adults from
Reading, Writing, or Sending Text Messages while Driving in Iowa**

Q15. For adults, is it legal or illegal to read, write, or send a text message while driving in Iowa?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Think is Legal	11%	11%	11%	11%	11%	10%	13%	10%	11%	10%	12%
Think is Illegal	85%	85%	85%	85%	87%	84%	79%	85%	85%	87%	83%
Don't Know	05%	05%	04%	05%	02%	06%	08%	05%	04%	04%	05%
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Note. If excluding those who said "don't know," the percentages for the total sample were 11% legal and 89% illegal.

Traffic Safety Policies Related to Automated Traffic Enforcement

Public opinion about two common types of automated enforcement techniques were assessed in this study. Specifically, respondents were asked about their support or opposition to using cameras to ticket drivers who are speeding (a) on major highways and (b) on city streets. Respondents were also asked about their support or opposition to using “red light cameras,” and their perceptions about how these cameras affect driving behavior.

- Using “speed cameras” on *major highways* was supported by:
 - 55% of adult lowans
 - 61% of women compared to 49% of men
 - 73% of adults 65 and older versus 47% of 40-64 year olds and 58% of 18-39 year olds

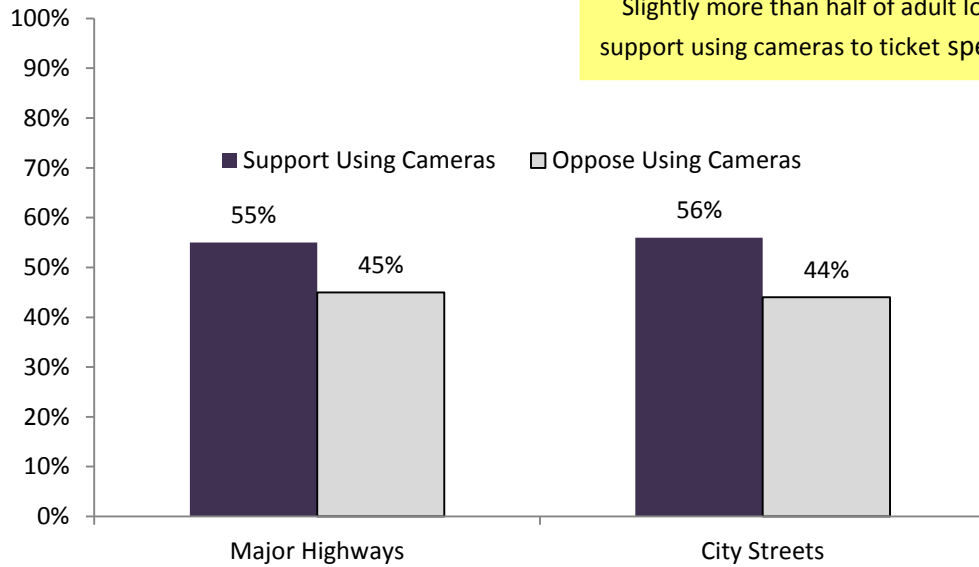
- Using “speed cameras” on *city streets* was supported by:
 - 56% of adult lowans
 - 62% of women compared to 50% of men
 - 73% of adults 65 and older versus 50% of 40-64 year olds and 57% of 18-39 year olds

- Using “red light cameras” was supported by:
 - 71% of adult lowans
 - 77% of women compared to 64% of men
 - 86% of adults 65 and older versus 64% of 40-64 year olds and 72% of 18-39 year olds

- Most adult lowans said they thought drivers would be more careful if they knew speed or red light cameras were in place. Specifically,
 - 84% of adult lowans said drivers would be more careful
 - 87% of women compared to 81% of men
 - 94% of adults 65 and older versus 80% of 40-64 year olds and 85% of 18-39 year olds
 - 87% of lowans in rural areas compared to 81% of lowans in urban areas

Opinions about Automated Enforcement of Speeding Using Cameras

A slight majority of adult lowans said they support using cameras to ticket drivers who speed on major highways (55%) and on city streets (56%).



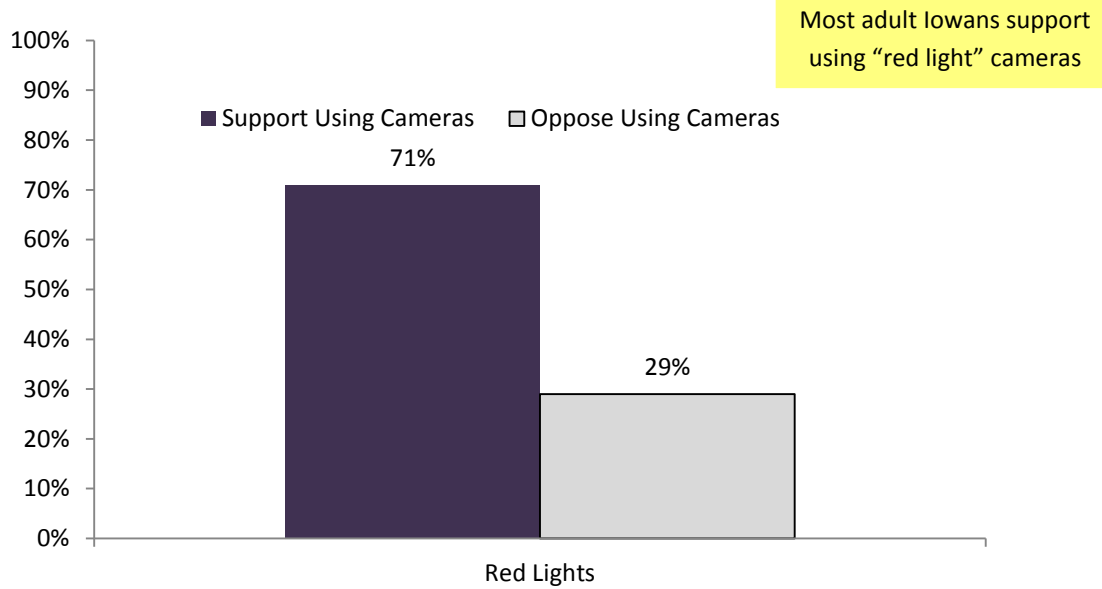
Support and Opposition to Using Cameras to Ticket Drivers Speeding on Major Highways and on City Streets

Question 16A & Q16B: The use of automated enforcement techniques such as speed cameras and red light cameras is increasing in Iowa. Do you support or oppose using cameras to automatically ticket speeding drivers on major highways? Do you support or oppose using cameras to automatically ticket speeding drivers on city streets?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Major Highways											
Support	54%	55%	49%	61%	58%	47%	73%	56%	55%	50%	58%
Oppose	44%	45%	51%	39%	42%	53%	27%	44%	45%	50%	42%
Don't Know	02%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
City Streets											
Support	55%	56%	50%	62%	57%	50%	73%	54%	59%	54%	58%
Oppose	43%	44%	50%	38%	43%	50%	27%	46%	41%	46%	42%
Don't Know	02%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Opinions about Automated Enforcement of Red Light Running Using Cameras

Most (71%) adult lowans said they support using cameras to ticket drivers who drive through red lights.



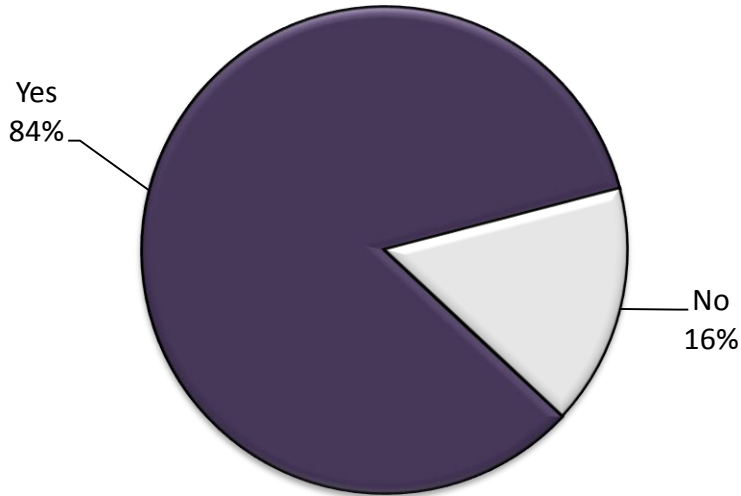
Support and Opposition to Using Cameras to Ticket Drivers who Drive Through Red Lights

Question 16C: The use of automated enforcement techniques such as speed cameras and red light cameras is increasing in Iowa. Do you support or oppose using cameras to automatically ticket drivers who drive through red lights?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Support	70%	71%	64%	77%	72%	64%	86%	70%	72%	68%	73%
Oppose	29%	29%	36%	23%	28%	36%	14%	30%	28%	32%	27%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Beliefs about the Effect of Cameras on Driving Behaviors

Most (84%) adult lowans said drivers would be more careful if they knew speed and red light cameras were in place.



Believe Drivers would be More Careful if They Knew Speed and Red Light Cameras were in Place

Question 17: In your opinion, would drivers be more careful if they knew that speed and red light cameras were in place?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Yes	82%	84%	81%	87%	85%	80%	94%	81%	87%	82%	85%
No	16%	16%	19%	13%	15%	20%	06%	19%	13%	18%	15%
Don't Know	02%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Perceptions About Potential Threats to Traffic Safety

Many potential threats to traffic safety exist. In this study, respondents were asked about the seriousness of 10 potential threats to traffic safety. They also rated the acceptability of engaging in 12 driving-related behaviors. In addition, respondents rated how regularly they observed other drivers engaging in 14 driving-related behaviors.

- The three potential threats that were most frequently rated as “very serious threats” to traffic safety were:
 - People driving after drinking too much: 92% said this was a very serious threat
 - People running red lights: 83%
 - Distracted driving: 72%

- The three driving-related behaviors that were most frequently rated as “never acceptable” were:
 - Driving when they think they have had too much to drink: 95% said “never acceptable”
 - Driving when they’re so sleepy they have trouble keeping their eyes open: 91%
 - Sending text messages or emails while driving: 88%

- The three driving-related behaviors that were least frequently rated as “never acceptable” were:
 - Talking on a hand-held cell phone while driving: 46% said “never acceptable”
 - Driving 10 mph over the speed limit on a freeway: 34%
 - Talking on a hands-free cell phone while driving: 18%

- The majority of drivers said they see other drivers in their area who “every day” or “a few times per week”:
 - Talk on cell phones while driving: 90% (72% daily, 18% weekly)
 - Drive 10 mph over the speed limit on major highways: 74% (49% daily, 25% weekly)
 - Speed through yellow traffic lights: 63% (36% daily, 27% weekly)
 - Read or send text messages or emails while driving: 64% (35% daily, 30% weekly)
 - Tailgate other vehicles: 60% (35% daily, 25% weekly)
 - Drive 10 mph over the speed limit on city streets: 54% (29% daily, 26% weekly)

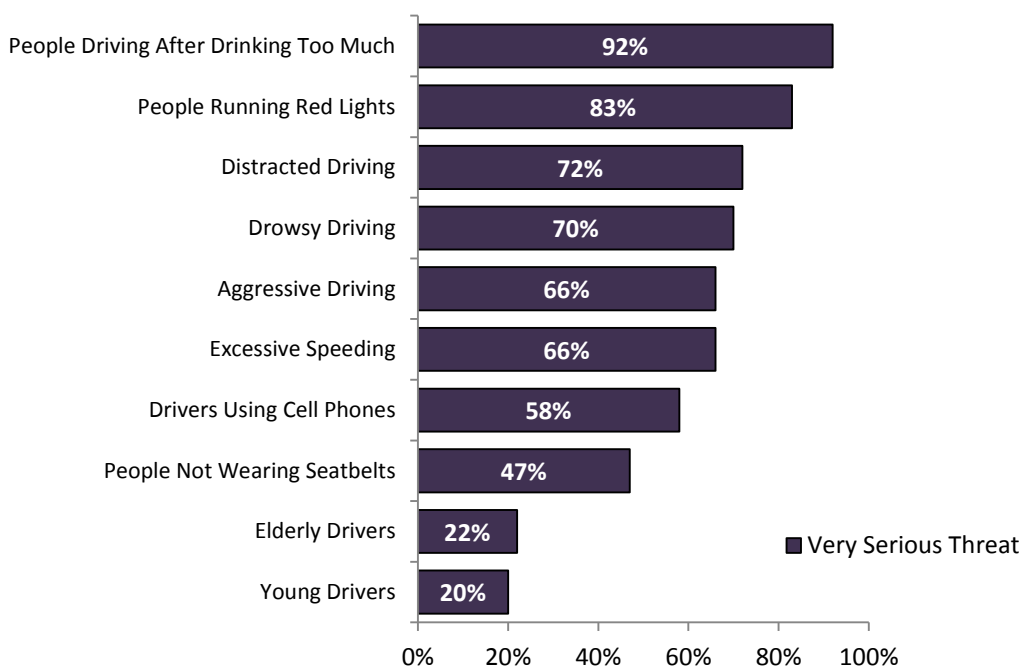
Threats to Traffic Safety

A large majority of adult lowans consider that people driving after drinking too much (92%), and people running red lights (83%) to be *very serious threats* to traffic safety.

Most adult lowans consider distracted driving (72%), drowsy driving (70%), aggressive driving (66%), and excessive speeding (66%) to be *very serious threats* to traffic safety.

About one-half of adult lowans consider drivers using cell phones (58%), and people not wearing seatbelts (47%) to be *very serious threats* to traffic safety.

About one in five adult lowans said they thought elderly drivers (22%) and young drivers (20%) were *very serious threats* to traffic safety.



Perceived as a Very Serious Threat to Traffic Safety

Q18. I'm going to read a list of issues involving traffic safety. For each one, I'd like to know how serious a threat to traffic safety you think it is.

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
People Driving after Drinking Too Much											
Very Serious	92%	92%	88%	96%	91%	91%	94%	92%	91%	91%	92%
Somewhat	06%	06%	09%	04%	06%	07%	05%	05%	07%	06%	06%
Slightly	02%	02%	03%	<1%	02%	02%	<1%	02%	01%	03%	01%
Not at All	<1%	<1%	<1%	<1%	<1%	00%	<1%	<1%	<1%	<1%	<1%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Q18. I'm going to read a list of issues involving traffic safety. For each one, I'd like to know how serious a threat to traffic safety you think it is.

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
People Running Red Lights											
Very Serious	83%	83%	81%	85%	79%	84%	92%	80%	86%	76%	88%
Somewhat	13%	13%	13%	12%	17%	12%	06%	16%	10%	18%	10%
Slightly	03%	03%	04%	02%	03%	03%	01%	03%	02%	05%	01%
Not at All	01%	01%	02%	<1%	02%	<1%	<1%	<1%	02%	01%	01%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Excessive Speeding											
Very Serious	66%	66%	59%	74%	58%	70%	74%	67%	66%	61%	70%
Somewhat	26%	26%	32%	20%	30%	25%	21%	27%	24%	28%	24%
Slightly	05%	05%	08%	02%	07%	04%	04%	04%	06%	06%	05%
Not at All	03%	03%	<1%	04%	06%	<1%	01%	01%	04%	05%	01%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Aggressive Driving											
Very Serious	66%	66%	61%	71%	59%	68%	76%	63%	69%	59%	71%
Somewhat	28%	28%	31%	26%	34%	27%	19%	32%	25%	34%	25%
Slightly	04%	04%	06%	03%	05%	04%	04%	04%	04%	05%	04%
Not at All	01%	01%	02%	<1%	01%	01%	<1%	<1%	02%	02%	<1%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Distracted Driving											
Very Serious	72%	72%	65%	78%	67%	75%	74%	74%	70%	72%	71%
Somewhat	24%	24%	29%	20%	29%	21%	22%	22%	26%	22%	26%
Slightly	03%	03%	04%	02%	02%	04%	04%	02%	04%	04%	03%
Not at All	01%	01%	02%	<1%	02%	<1%	<1%	02%	<1%	02%	<1%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Drowsy Driving											
Very Serious	70%	70%	63%	76%	65%	71%	78%	68%	71%	66%	73%
Somewhat	25%	25%	29%	21%	30%	23%	17%	26%	24%	27%	23%
Slightly	04%	04%	06%	03%	05%	04%	04%	05%	04%	07%	03%
Not at All	<1%	<1%	01%	<1%	00%	01%	02%	<1%	<1%	<1%	01%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Elderly Drivers											
Very Serious	22%	22%	17%	26%	28%	19%	18%	22%	22%	26%	19%
Somewhat	54%	55%	54%	56%	52%	59%	54%	55%	55%	50%	58%
Slightly	15%	15%	18%	13%	12%	16%	20%	14%	16%	14%	16%
Not at All	08%	08%	11%	05%	09%	07%	09%	09%	06%	10%	06%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Q18. I'm going to read a list of issues involving traffic safety. For each one, I'd like to know how serious a threat to traffic safety you think it is.

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Young Drivers											
Very Serious	20%	20%	15%	26%	22%	18%	26%	17%	24%	19%	22%
Somewhat	56%	56%	55%	58%	50%	62%	56%	60%	54%	57%	56%
Slightly	19%	19%	25%	14%	25%	16%	15%	20%	18%	22%	18%
Not at All	04%	04%	05%	03%	04%	04%	02%	03%	05%	03%	05%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Drivers Using Cell Phones											
Very Serious	58%	58%	53%	62%	47%	59%	77%	58%	58%	49%	63%
Somewhat	32%	32%	34%	30%	36%	34%	18%	34%	30%	40%	27%
Slightly	08%	08%	10%	07%	14%	06%	03%	06%	11%	08%	08%
Not at All	02%	02%	03%	02%	03%	01%	02%	03%	02%	02%	02%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
People Not Wearing Seatbelts											
Very Serious	47%	47%	36%	57%	44%	44%	61%	52%	42%	42%	51%
Somewhat	33%	33%	37%	28%	36%	33%	28%	29%	36%	32%	33%
Slightly	12%	12%	15%	10%	12%	14%	09%	12%	13%	15%	11%
Not at All	08%	08%	11%	04%	08%	09%	03%	06%	09%	11%	06%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

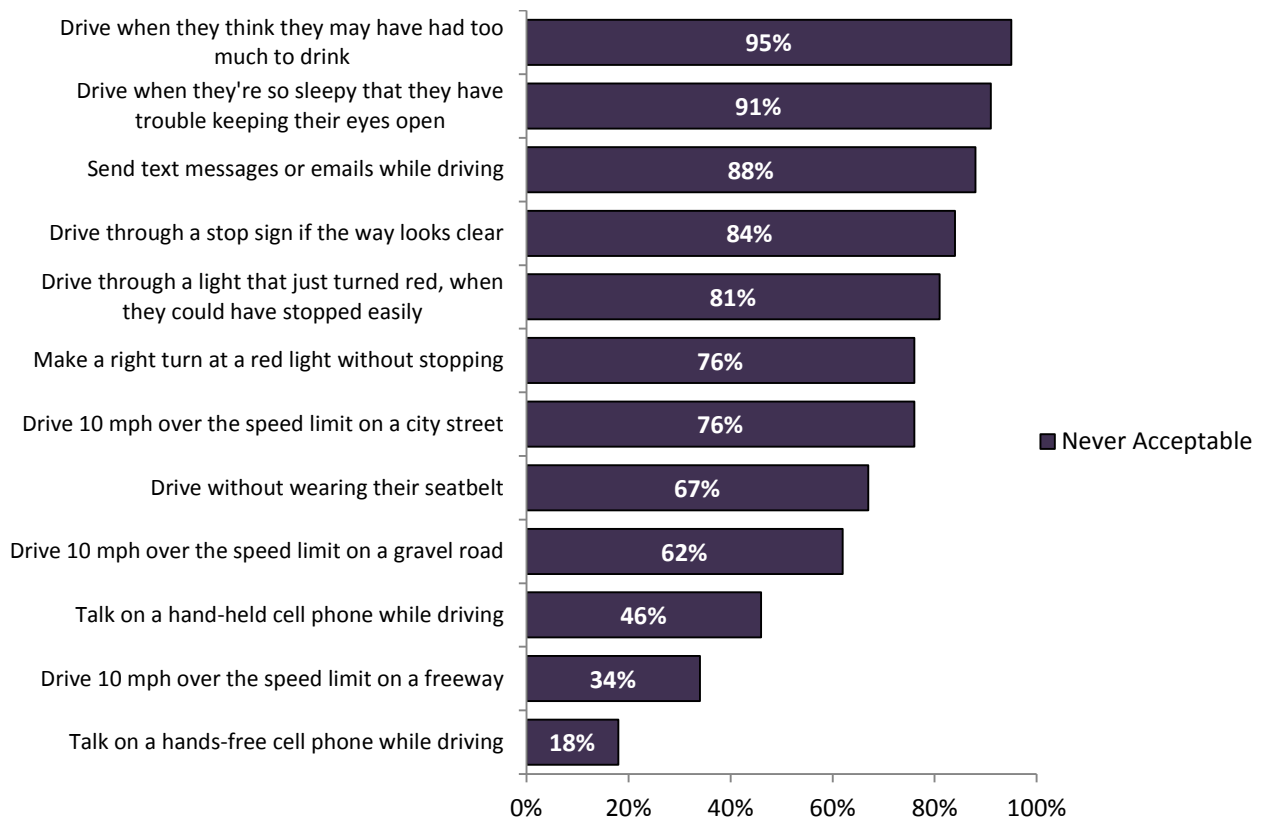
Acceptability of Driving Behaviors

A large majority of adult lowans said it is never acceptable to drive when they think they may have had too much to drink (95%), drive when they're so sleepy that they have trouble keeping their eyes open (91%), send text messages or emails while driving (88%), drive through a stop sign if the way looks clear (84%), and drive through a light that just turned red when they could have stopped easily (81%).

About three-fourths of adult lowans said it is never acceptable to make a right turn at a red light without stopping (76%) or to drive 10 mph over the speed limit on a city street (76%).

A slight majority of adult lowans said it is never acceptable to drive without wearing their seatbelt (67%) or drive 10 mph over the speed limit on a gravel road (62%).

Less than one-half of adult lowans said it is never acceptable to talk on a hand-held cell phone while driving (46%), drive 10 mph over the speed limit on a freeway (34%), or to talk on a hands-free cell phone while driving (18%).



Beliefs about Acceptability of Driving Behaviors

Q19. How acceptable do you personally think it is for a driver to...

Q19. How acceptable do you personally think it is for a driver to...											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Drive When They Think They May Have Had Too Much To Drink											
Always Acceptable	<1%	<1%	<1%	<1%	<1%	<1%	01%	<1%	<1%	00%	<1%
Sometimes	02%	02%	01%	02%	03%	01%	<1%	<1%	03%	01%	02%
Seldom	03%	03%	04%	02%	05%	02%	03%	02%	04%	02%	04%
Never Acceptable	94%	95%	94%	95%	91%	97%	96%	96%	93%	97%	93%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Drive When They Are So Sleepy That They Have Trouble Keeping Their Eyes Open											
Always Acceptable	<1%	<1%	02%	<1%	<1%	01%	00%	<1%	01%	02%	<1%
Sometimes	04%	04%	04%	04%	07%	02%	<1%	04%	04%	04%	03%
Seldom	05%	05%	06%	04%	06%	03%	05%	05%	05%	04%	05%
Never Acceptable	91%	91%	89%	93%	86%	94%	94%	91%	90%	90%	91%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a City Street											
Always Acceptable	<1%	<1%	01%	<1%	<1%	01%	<1%	01%	<1%	02%	<1%
Sometimes	12%	12%	14%	10%	14%	12%	09%	13%	12%	14%	11%
Seldom	11%	11%	11%	10%	14%	09%	08%	12%	09%	12%	10%
Never Acceptable	76%	76%	74%	79%	72%	78%	83%	74%	78%	73%	78%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Send Text Messages or Emails While Driving											
Always Acceptable	01%	01%	01%	02%	02%	01%	<1%	01%	01%	<1%	02%
Sometimes	05%	05%	05%	04%	10%	02%	01%	04%	06%	04%	05%
Seldom	06%	06%	07%	04%	08%	05%	04%	07%	04%	06%	05%
Never Acceptable	88%	88%	86%	90%	80%	92%	95%	88%	89%	89%	88%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Drive Through A Light That Just Turned Red, When They Could Have Stopped											
Always Acceptable	<1%	<1%	02%	<1%	02%	<1%	<1%	<1%	01%	02%	<1%
Sometimes	08%	08%	08%	08%	09%	07%	08%	09%	08%	06%	10%
Seldom	10%	10%	10%	10%	12%	10%	05%	11%	08%	13%	08%
Never Acceptable	81%	81%	80%	82%	77%	83%	87%	80%	83%	80%	82%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Drive Without Wearing Their Seatbelt											
Always Acceptable	05%	05%	07%	04%	08%	04%	02%	04%	06%	09%	03%
Sometimes	17%	18%	20%	15%	18%	20%	08%	15%	20%	20%	16%
Seldom	11%	11%	14%	08%	11%	11%	08%	13%	09%	13%	09%
Never Acceptable	66%	67%	59%	73%	63%	65%	82%	68%	65%	58%	72%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Q19. How acceptable do you personally think it is for a driver to...											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Drive 10 mph Over the Speed Limit on a Freeway											
Always Acceptable	09%	09%	12%	06%	15%	07%	02%	11%	08%	13%	06%
Sometimes	44%	44%	50%	39%	42%	47%	38%	44%	45%	45%	43%
Seldom	13%	13%	11%	15%	13%	13%	14%	12%	14%	15%	12%
Never Acceptable	34%	34%	27%	40%	29%	33%	47%	33%	34%	26%	38%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Talk on a Hand-Held Cell Phone While Driving											
Always Acceptable	03%	03%	03%	04%	05%	03%	<1%	03%	04%	04%	02%
Sometimes	36%	36%	35%	37%	43%	36%	20%	35%	37%	41%	33%
Seldom	15%	15%	16%	15%	18%	14%	09%	17%	14%	19%	13%
Never Acceptable	45%	46%	46%	45%	34%	47%	70%	45%	46%	36%	52%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Talk on a Hands-Free Cell Phone While Driving											
Always Acceptable	20%	20%	22%	18%	26%	20%	06%	22%	18%	26%	16%
Sometimes	52%	52%	54%	51%	54%	52%	46%	49%	55%	50%	54%
Seldom	10%	10%	08%	13%	08%	13%	10%	12%	09%	09%	11%
Never Acceptable	17%	18%	16%	19%	12%	15%	38%	17%	18%	15%	19%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Drive Through a Stop Sign if the Way Looks Clear											
Always Acceptable	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Sometimes	08%	08%	06%	11%	12%	06%	05%	04%	12%	12%	06%
Seldom	07%	07%	10%	05%	10%	06%	06%	09%	06%	10%	06%
Never Acceptable	84%	84%	83%	84%	76%	88%	88%	86%	81%	78%	87%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Make a Right Turn at a Red Light Without Stopping											
Always Acceptable	01%	01%	01%	02%	01%	02%	02%	02%	01%	01%	02%
Sometimes	15%	15%	17%	13%	19%	14%	08%	12%	18%	17%	14%
Seldom	07%	07%	09%	06%	09%	07%	05%	09%	06%	08%	07%
Never Acceptable	76%	76%	73%	79%	71%	77%	85%	78%	75%	73%	78%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a Rural Gravel Road											
Always Acceptable	03%	03%	05%	02%	06%	02%	01%	03%	03%	05%	02%
Sometimes	22%	22%	27%	16%	28%	19%	14%	18%	25%	24%	20%
Seldom	13%	13%	14%	12%	16%	12%	11%	14%	12%	16%	11%
Never Acceptable	61%	62%	54%	69%	49%	67%	74%	64%	60%	56%	66%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Behaviors of Other Drivers in Your Area

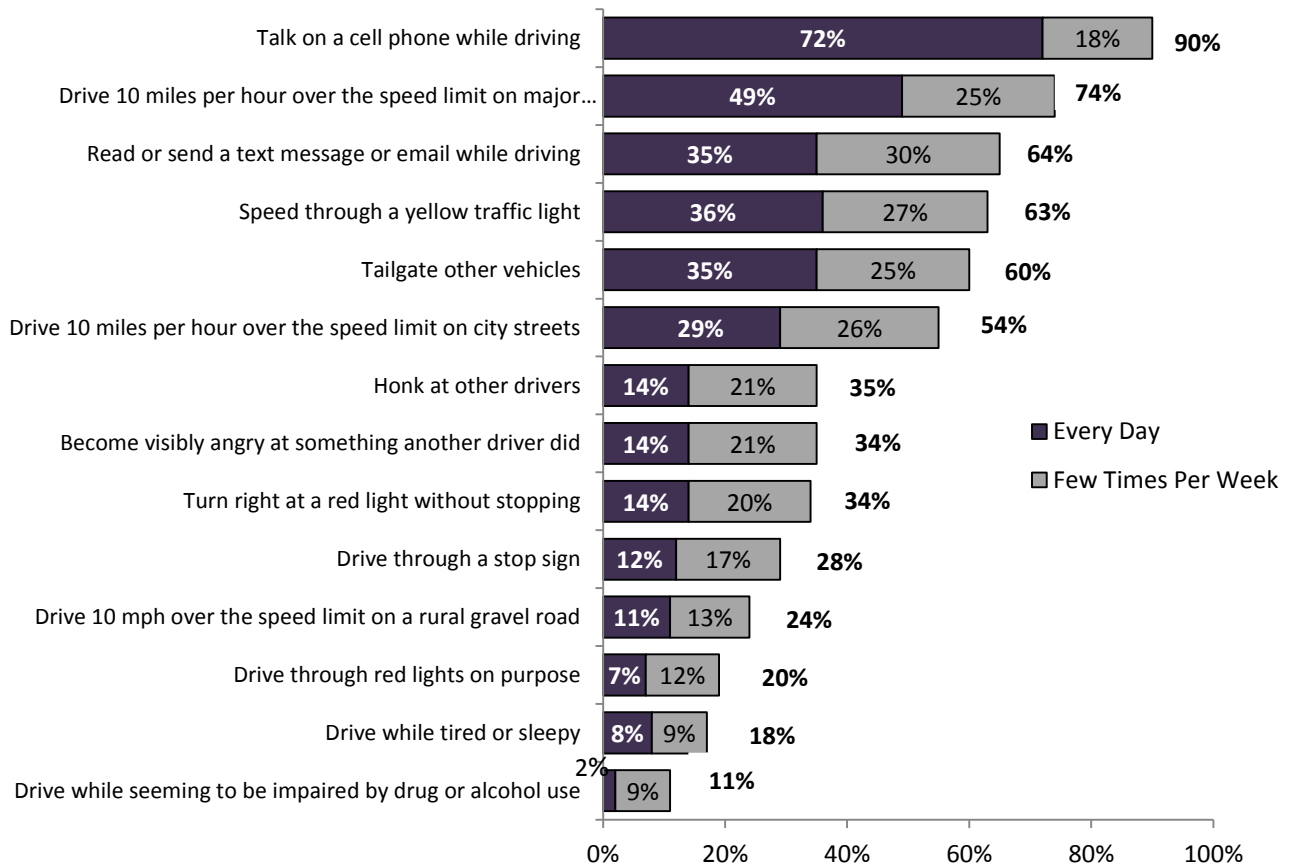
Almost three-fourths (72%) of adult lowans said they have seen drivers in their area talk on a cell phone while driving “every day” and an additional 18% said they see this a “few times per week” by other drivers in the area.

About one-half (49%) of adult lowans have seen drivers in their area drive 10 miles per hour over the speed limit on a major highway **every day**, with an additional 25% seeing this a few times per week.

About two-thirds of adult lowans said they have seen drivers in their area every day or a few times per week (a) read or send a text message or email while driving (64%), (b) speed through yellow traffic lights (63%), or tailgate other vehicles (60%).

About one-third of adult lowans said they have seen drivers in their area every day or a few times per week (a) honk at other drivers (35%), (b) become visibly angry at something another driver did (34%), or turn right at a red light without stopping (34%).

One-fourth or fewer said they have seen drivers in their area every day or a few times per week drive (a) through a stop sign (28%), 10 mph over the speed limit on a rural gravel road (24%), through red lights on purpose (20%), while tired or sleepy (18%), or while seeming to be impaired by drugs or alcohol (11%).



See Other Drivers in Area Doing These Driving-Related Activities "Every Day"

Q20. Please tell me how often you have seen other drivers in your area do the following...

**Note. The sum of every day and few times per week categories may appear different than the cumulative sum displayed due to the effects of rounding.*

Q20. Please tell me how often you have seen other drivers in your area do the following...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Talk on a Cell Phone While Driving											
Every day	72%	72%	78%	66%	79%	74%	48%	74%	69%	80%	67%
Few times a week	18%	18%	16%	21%	13%	19%	31%	16%	21%	13%	22%
Few times a month	04%	04%	03%	06%	02%	04%	08%	04%	05%	03%	05%
Once month or less	03%	03%	01%	05%	04%	02%	07%	03%	03%	02%	04%
Never	02%	02%	03%	02%	02%	02%	05%	03%	01%	02%	02%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Honk at Other Drivers											
Every day	14%	14%	17%	12%	22%	11%	06%	18%	10%	16%	13%
Few times a week	21%	21%	24%	18%	21%	23%	14%	23%	19%	22%	20%
Few times a month	23%	23%	21%	26%	26%	22%	18%	25%	22%	24%	23%
Once month or less	30%	30%	28%	32%	22%	34%	40%	26%	34%	29%	30%
Never	12%	12%	11%	13%	09%	10%	22%	08%	16%	09%	13%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Speed Through a Yellow Light											
Every day	35%	36%	40%	31%	47%	31%	24%	41%	31%	39%	33%
Few times a week	27%	27%	26%	27%	24%	29%	26%	31%	23%	26%	28%
Few times a month	18%	18%	16%	20%	15%	18%	22%	17%	19%	18%	18%
Once month or less	13%	14%	14%	13%	08%	16%	19%	08%	18%	09%	16%
Never	06%	06%	04%	08%	06%	05%	08%	03%	09%	07%	05%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a Major Highway											
Every day	48%	49%	57%	42%	53%	51%	31%	53%	46%	55%	45%
Few times a week	25%	25%	24%	26%	22%	26%	31%	27%	23%	23%	26%
Few times a month	15%	15%	11%	19%	14%	14%	17%	11%	18%	16%	14%
Once month or less	10%	10%	08%	12%	10%	07%	17%	08%	11%	06%	13%
Never	01%	01%	<1%	02%	<1%	02%	04%	01%	02%	<1%	02%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a City Street											
Every day	28%	29%	31%	26%	35%	26%	21%	34%	24%	31%	27%
Few times a week	26%	26%	27%	25%	24%	28%	24%	28%	23%	27%	25%
Few times a month	16%	16%	16%	16%	16%	14%	17%	15%	16%	14%	16%
Once month or less	22%	22%	20%	24%	20%	23%	25%	14%	29%	22%	22%
Never	08%	08%	06%	10%	05%	08%	13%	08%	07%	06%	09%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Drive Through Red Lights on Purpose											
Every day	07%	07%	10%	05%	09%	07%	07%	08%	07%	06%	08%
Few times a week	12%	12%	16%	09%	10%	15%	11%	14%	11%	12%	13%
Few times a month	16%	16%	15%	18%	20%	14%	16%	20%	13%	20%	14%
Once month or less	36%	37%	33%	40%	36%	36%	39%	33%	40%	39%	36%
Never	26%	27%	26%	28%	24%	28%	28%	26%	28%	23%	29%
Don't Know	02%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Q20. Please tell me how often you have seen other drivers in your area do the following...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Drive While Tired or Sleepy											
Every day	07%	08%	10%	07%	14%	06%	02%	08%	09%	09%	08%
Few times a week	08%	09%	11%	08%	11%	08%	10%	08%	10%	07%	11%
Few times a month	16%	19%	21%	17%	24%	17%	12%	19%	19%	22%	17%
Once month or less	32%	39%	40%	38%	36%	43%	36%	40%	38%	38%	40%
Never	20%	24%	17%	30%	15%	26%	41%	24%	24%	24%	24%
Don't Know	17%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Tailgate Other Vehicles											
Every day	35%	35%	42%	29%	42%	33%	28%	40%	32%	38%	34%
Few times a week	25%	25%	27%	23%	24%	29%	17%	26%	24%	23%	26%
Few times a month	16%	16%	11%	22%	16%	16%	17%	13%	20%	18%	16%
Once month or less	16%	16%	14%	19%	14%	15%	27%	13%	19%	14%	18%
Never	07%	07%	06%	07%	05%	07%	11%	08%	06%	06%	07%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Read or Send a Text Message or Email While Driving											
Every day	33%	35%	44%	26%	43%	32%	22%	39%	31%	38%	33%
Few times a week	28%	30%	31%	28%	32%	29%	24%	27%	32%	33%	27%
Few times a month	13%	13%	10%	17%	11%	15%	13%	14%	13%	12%	15%
Once month or less	09%	10%	05%	14%	06%	11%	18%	07%	12%	08%	11%
Never	12%	12%	09%	15%	08%	13%	22%	12%	12%	09%	14%
Don't Know	04%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Become Visibly Angry at Something Another Driver Did											
Every day	13%	14%	17%	10%	20%	12%	04%	15%	13%	14%	13%
Few times a week	20%	21%	22%	19%	27%	18%	14%	24%	17%	22%	20%
Few times a month	20%	20%	20%	20%	20%	21%	17%	19%	21%	19%	21%
Once month or less	35%	35%	31%	39%	25%	39%	47%	33%	37%	36%	35%
Never	11%	11%	09%	12%	08%	11%	17%	09%	12%	09%	12%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Drive While Seeming to be Impaired by Drug or Alcohol Use											
Every day	02%	02%	02%	03%	04%	02%	<1%	03%	02%	03%	02%
Few times a week	08%	09%	10%	07%	10%	07%	08%	09%	08%	07%	10%
Few times a month	15%	16%	18%	14%	18%	16%	09%	19%	13%	16%	15%
Once month or less	42%	45%	46%	44%	40%	52%	39%	44%	46%	42%	47%
Never	26%	28%	23%	33%	27%	24%	43%	25%	30%	31%	26%
Don't Know	07%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Drive Through a Stop Sign											
Every day	12%	12%	15%	09%	13%	11%	11%	11%	12%	12%	11%
Few times a week	16%	17%	20%	13%	16%	17%	18%	15%	18%	14%	18%
Few times a month	22%	22%	24%	20%	25%	20%	18%	25%	19%	20%	23%
Once month or less	34%	34%	27%	40%	28%	37%	42%	32%	35%	34%	34%
Never	16%	16%	14%	18%	18%	16%	11%	16%	16%	21%	13%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Q20. Please tell me how often you have seen other drivers in your area do the following...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Turn Right at a Red Light Without Stopping											
Every day	14%	14%	19%	09%	18%	12%	09%	15%	12%	13%	14%
Few times a week	20%	20%	24%	17%	16%	22%	24%	23%	18%	19%	21%
Few times a month	20%	20%	16%	24%	22%	20%	15%	22%	18%	22%	19%
Once month or less	30%	30%	28%	32%	25%	31%	38%	26%	34%	31%	29%
Never	16%	16%	13%	19%	19%	15%	15%	15%	18%	15%	17%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a Rural Gravel Road											
Every day	10%	11%	14%	08%	14%	11%	07%	06%	16%	11%	12%
Few times a week	12%	13%	14%	12%	17%	11%	08%	12%	14%	14%	12%
Few times a month	15%	16%	22%	11%	17%	15%	18%	14%	18%	19%	15%
Once month or less	27%	30%	30%	31%	30%	30%	30%	34%	28%	28%	32%
Never	26%	29%	20%	37%	21%	33%	37%	34%	25%	28%	30%
Don't Know	10%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Self-Reported Driving Behaviors in the Past 30 Days

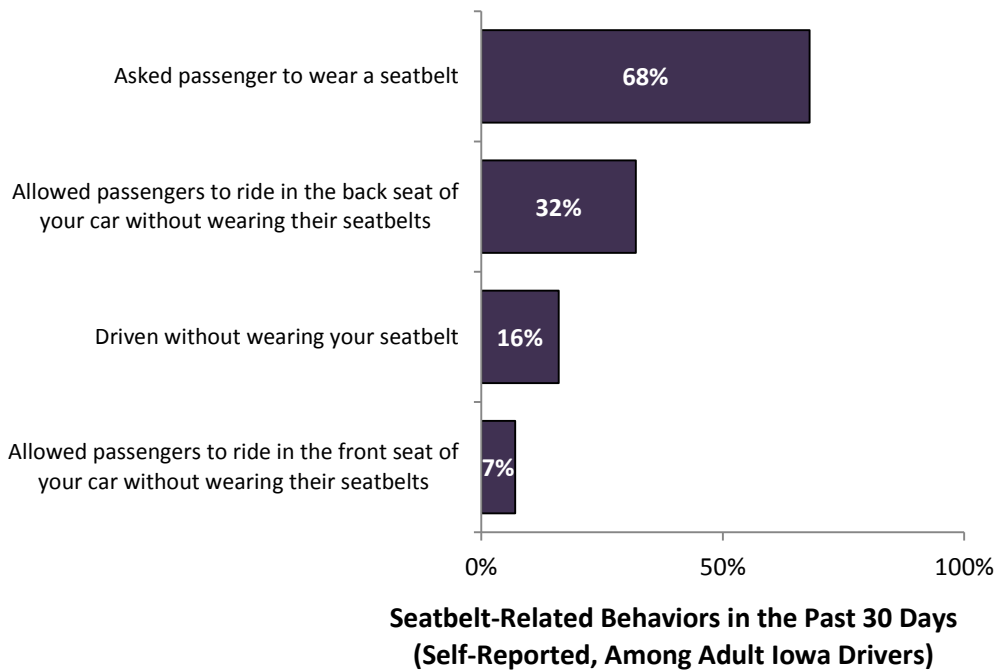
Respondents were asked about their own recent driving-related behaviors. There were 23 behaviors representing six categories: seatbelt use, speeding, traffic lights/stop signs, alcohol use, cell phone use, and miscellaneous. During the past 30 days, the following percentages of adult Iowa drivers said they had:

- **Seatbelt Use**
 - Asked a passenger to wear a seatbelt: 68%
 - Allowed passengers to ride in the back seat without wearing their seatbelts: 32%
 - Driven without wearing a seatbelt: 16%
 - Allowed passengers to ride in the front seat without wearing their seatbelts: 7%
- **Speeding**
 - Driven 10 mph over the speed limit on highways or interstates: 48%
 - Felt pressure from other drivers to drive faster: 48%
 - Been asked by a passenger to slow down or drive more carefully: 17%
 - Driven 10 mph over the speed limit on a rural gravel road: 14%
 - Driven 10 mph over the speed limit on a city street: 12%
- **Traffic Lights and Stop Signs**
 - Sped up to get through a yellow light before it changed: 51%
 - Driven through a stop sign: 10%
 - Driven through a light that has just turned red (when could have stopped): 9%
 - Turned right at a red light without stopping: 8%
- **Alcohol Use**
 - Driven when thought blood alcohol content was above the legal limit: 5%
 - Driven when thought blood alcohol content was a little below the legal limit: 15%
- **Cell Phone Use**
 - Talked on any kind of cell phone while driving: 67%
 - Read or sent a text message or email while driving: 19%
- **Miscellaneous Other Driving-Related Behaviors**
 - Tried to avoid driving a certain road because you felt it was dangerous: 36%
 - Became extremely angry at something another driver did: 34%
 - Honked at another driver: 24%
 - Driven when so tired you had a hard time keeping your eyes open: 12%
 - Tailgated another vehicle: 11%
 - Driven with an expired license: 4%

Seatbelt Use (Self-Reported, Past 30 Days)

About two-thirds (68%) of adult Iowa drivers said they have asked a passenger to wear a seatbelt in the past 30 days.

A minority (16%) of adult Iowa drivers said they have driven a vehicle without wearing their seatbelts. Even fewer (7%) adult Iowa drivers said they have allowed passengers to ride in the front seat without wearing their seatbelts.



Q21. In the past 30 days, as the driver of a vehicle, have you...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Asked a Passenger to Wear a Seatbelt											
Yes	64%	68%	66%	70%	72%	66%	64%	70%	66%	73%	65%
No	30%	32%	34%	30%	28%	34%	36%	30%	34%	27%	35%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Allowed Passengers to Ride in the Back Seat of Your Car Without Wearing Their Seatbelts											
Yes	30%	32%	38%	27%	35%	30%	31%	32%	32%	24%	37%
No	63%	68%	62%	73%	65%	70%	69%	68%	68%	76%	63%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

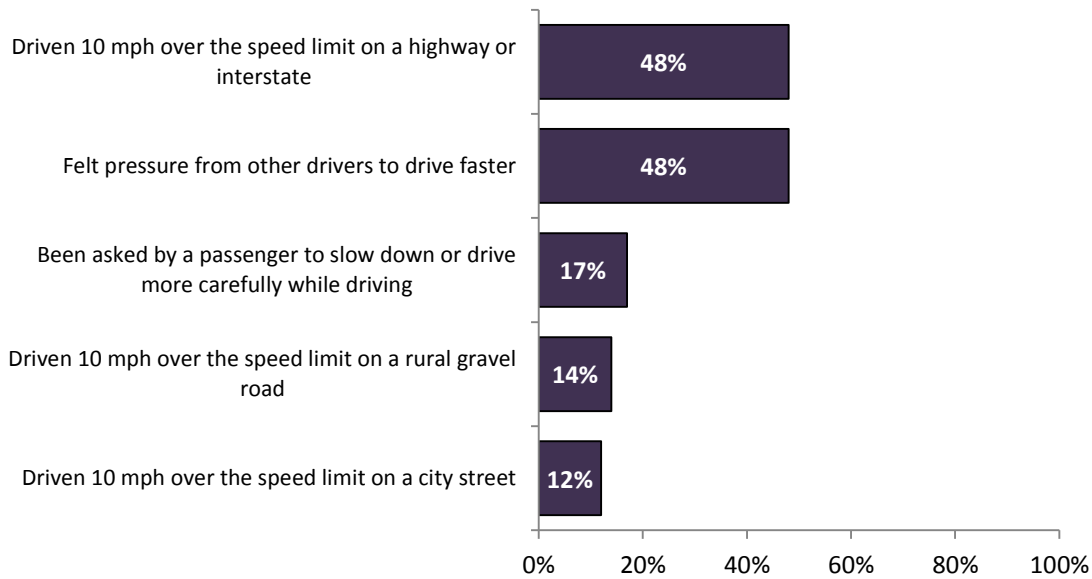
Q21. In the past 30 days, as the driver of a vehicle, have you...											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Driven Without Wearing Your Seatbelt											
Yes	15%	16%	19%	14%	19%	14%	14%	11%	22%	16%	17%
No	79%	84%	81%	86%	81%	86%	86%	89%	78%	84%	83%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Allowed Passengers to Ride in the Front Seat of Your Car Without Wearing Their Seatbelts											
Yes	07%	07%	09%	05%	10%	06%	03%	04%	10%	08%	07%
No	88%	93%	91%	95%	90%	94%	97%	96%	90%	92%	93%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

Speeding (Self-Reported, Past 30 Days)

Almost one-half (48%) of adult Iowa drivers said they have driven 10 mph over the speed limit on a highway or interstate, or felt pressure from other drivers to drive faster in the past 30 days.

Fewer than one in five adult Iowa drivers said that a passenger asked them to slow down or drive more carefully while driving (17%), have driven 10 mph over the speed limit on a rural gravel road (14%), or have driven 10 mph over the speed limit on a city street (12%) in the past 30 days.



**Speeding-Related Behaviors in the Past 30 Days
(Self-Reported, Among Adult Iowa Drivers)**

Q21. In the past 30 days, as the driver of a vehicle, have you...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
------------------	---------	------------	-------	---------	---------	---------	-------	---------	---------	---------------	------------

Driven 10 mph Over the Speed Limit on a Highway or Interstate

Yes	46%	48%	58%	39%	60%	48%	25%	48%	48%	58%	42%
No	49%	52%	42%	61%	40%	52%	75%	52%	52%	42%	58%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Felt Pressure from Other Drivers to Drive Faster

Yes	46%	48%	47%	49%	53%	48%	39%	51%	46%	48%	48%
No	49%	52%	53%	51%	47%	52%	61%	49%	54%	52%	52%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

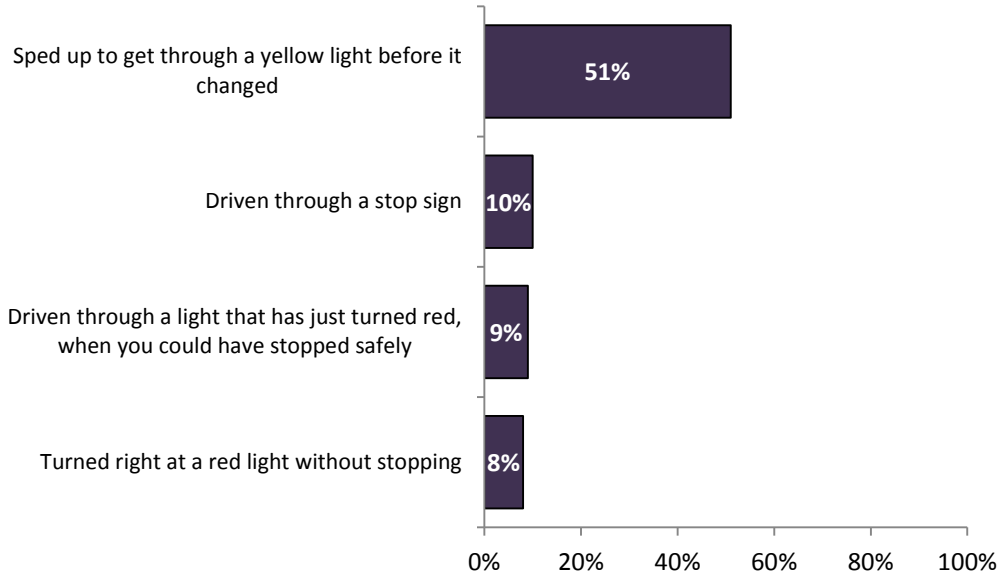
Q21. In the past 30 days, as the driver of a vehicle, have you...											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Been Asked By a Passenger to Slow Down or Drive More Carefully While Driving											
Yes	16%	17%	23%	11%	21%	14%	16%	16%	17%	20%	15%
No	79%	83%	77%	89%	79%	86%	84%	84%	83%	80%	85%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Driven 10 mph Over the Speed Limit on a Rural Gravel Road											
Yes	13%	14%	22%	07%	26%	09%	05%	09%	19%	18%	12%
No	80%	86%	78%	93%	74%	91%	95%	91%	81%	82%	88%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Driven 10 mph Over the Speed Limit on a City Street											
Yes	11%	12%	14%	10%	17%	10%	05%	14%	11%	14%	11%
No	83%	88%	86%	90%	83%	90%	95%	86%	89%	86%	89%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

Traffic Lights & Stop Signs (Self-Reported, Past 30 Days)

About one-half (51%) of adult Iowa drivers said they have sped up to get through a yellow light before it changed in the past 30 days.

About one in ten adult Iowa drivers said they have driven through a stop sign (10%), driven through a light that has just turned red when they could have stopped safely (9%), or turned right at a red light without stopping (8%) in the past 30 days.



**Behaviors Related to Traffic Lights & Stop Signs in the Past 30 Days
(Self-Reported, Among Adult Iowa Drivers)**

Q21. In the past 30 days, as the driver of a vehicle, have you...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
------------------	---------	------------	-------	---------	---------	---------	-------	---------	---------	---------------	------------

Sped Up to Get Through a Yellow Light Before it Changed

Yes	48%	51%	54%	48%	60%	48%	37%	55%	47%	51%	51%
No	46%	49%	46%	52%	40%	52%	63%	45%	53%	49%	49%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Driven Through a Stop Sign

Yes	09%	10%	10%	09%	13%	09%	05%	07%	12%	09%	10%
No	85%	90%	90%	91%	87%	91%	95%	93%	88%	91%	90%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

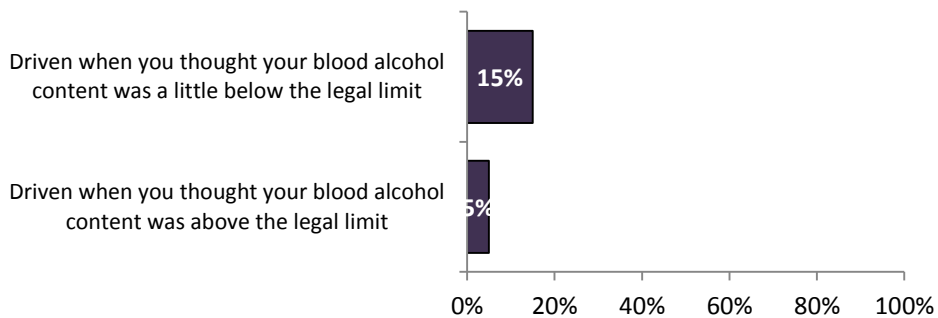
Q21. In the past 30 days, as the driver of a vehicle, have you...											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Driven Through a Light that has Just Turned Red, When You Could Have Stopped Safely											
Yes	08%	09%	10%	08%	11%	09%	05%	10%	08%	04%	12%
No	86%	91%	90%	92%	89%	91%	95%	90%	92%	96%	88%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Turned Right at a Red Light Without Stopping											
Yes	07%	08%	11%	05%	11%	07%	02%	07%	08%	07%	08%
No	87%	92%	89%	95%	89%	93%	98%	93%	92%	93%	92%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

Alcohol-Related Behaviors (Self-Reported, Past 30 Days)

About 15% of adult Iowa drivers said they have driven a vehicle when they *thought* their blood alcohol content (BAC) was a little below the legal limit in the past 30 days. One in five adult male drivers said they had done so compared to one in ten adult female drivers. Younger adults were more likely than older adults to say they have driven in the past 30 days when they thought their BAC was a little below the legal limit (24% age 18-39, 12% age 40-64, and 5% age 65 and older).

About one in twenty (5%) of adult Iowa drivers said they have driven in the past 30 day when they *thought* their blood alcohol content (BAC) was above the legal limit. Driving when one suspects their BAC is above the legal limit was reported by about one in ten (11%) drivers between the ages of 18 and 39 compared to 2% among drivers 40 and older.



Alcohol-Related Behaviors in Past 30 Days (Self-Reported)

Q21. In the past 30 days, as the driver of a vehicle, have you...

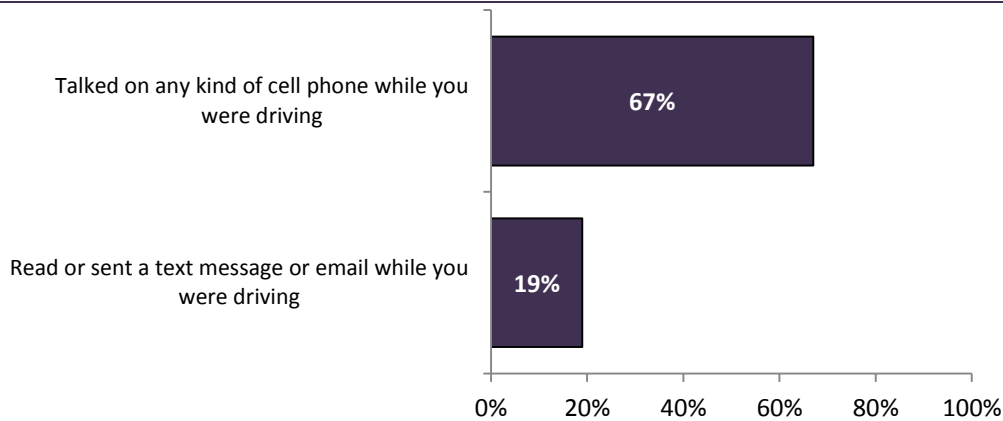
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Driven When You Thought Your Blood Alcohol Content Was a Little Below the Legal Limit											
Yes	14%	15%	20%	10%	24%	12%	05%	15%	15%	18%	13%
No	80%	85%	80%	90%	76%	88%	95%	85%	85%	82%	87%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Driven When You Thought Your Blood Alcohol Content Was Above the Legal Limit											
Yes	05%	05%	07%	04%	11%	02%	02%	05%	05%	05%	05%
No	89%	95%	93%	96%	89%	98%	98%	95%	95%	95%	95%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

Cell Phone Use (Self-Reported, Past 30 Days)

Approximately two-thirds (67%) of adult Iowa drivers said they have talked on cell phones while driving in the past 30 days. Four in five (81%) drivers ages 18 to 39 said they had talked on cell phones while driving in the past 30 days. Two-thirds (69%) of drivers between 40 and 64 years old said they used cell phones while driving in the past 30 days, but only about one-fourth (27%) of drivers 65 and older said they had done so. The use of cell phones while driving was most common among the youngest adults (81% of adult drivers under 40). Among adult drivers with children in the household, 78% said they had used cell phones while driving compared to 59% of those without children in the household; this finding may be, at least in part, related to the previously discussed age group differences.

Approximately one-fifth (19%) of adult Iowa drivers said that in the past 30 days they have read or sent a text message or email while they were driving. This behavior was strongly associated with the age of the driver. Slightly more than one-third (36%) of drivers ages 18 to 39 said they had texted or emailed while driving in the past 30 days compared to 12% of 40 to 64 year olds and less than one percent of drivers 65 and older.



**Cell Phone-Related Behaviors in Past 30 Days
(Self-Reported, Among Adult Iowa Drivers)**

Q21. In the past 30 days, as the driver of a vehicle, have you...

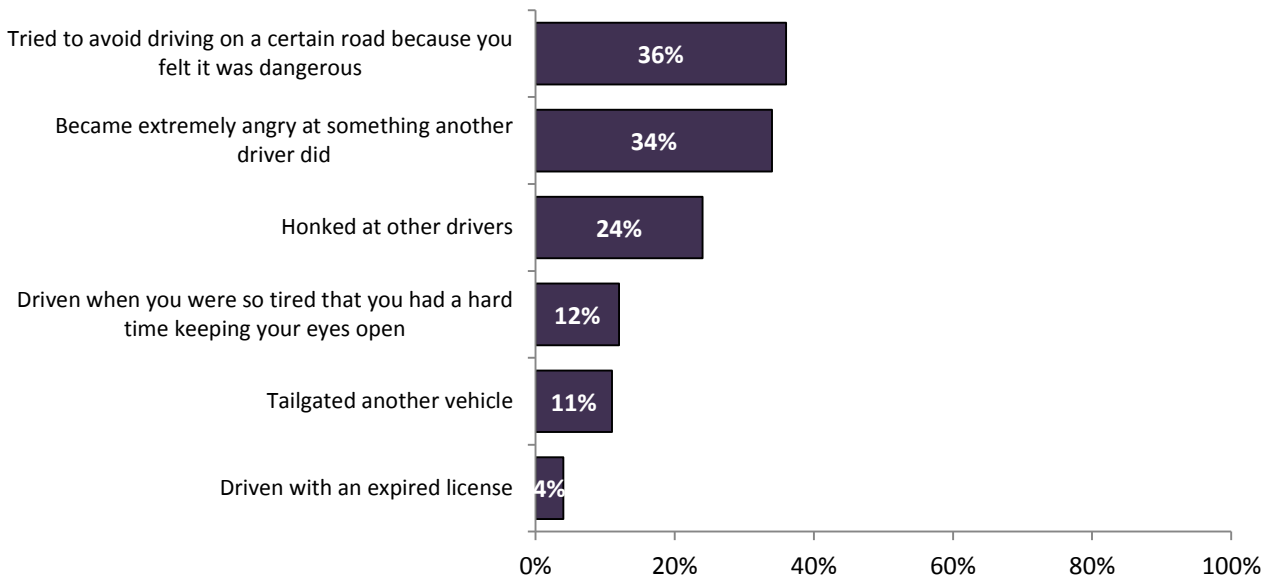
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Talked on Any Kind of Cell Phone While You Were Driving											
Yes	63%	67%	70%	64%	81%	69%	27%	65%	69%	78%	59%
No	31%	33%	30%	36%	19%	31%	73%	35%	31%	22%	41%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Read or Sent a Text Message or Email While You Were Driving											
Yes	18%	19%	21%	17%	36%	12%	<1%	18%	20%	22%	17%
No	76%	81%	79%	83%	64%	88%	99%	82%	80%	78%	83%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

Other Driving-Related Behaviors (Self-Reported, Past 30 Days)

About one-third of adult Iowa drivers said they have tried to avoid driving on certain roads because they felt it was dangerous (36%) or have become extremely angry at something another driver did (34%) in the past 30 days. About one-fourth (24%) of adult Iowa drivers said they have honked at other drivers in the past 30 days. About one in ten said they have driven when they were so tired that they had a hard time keeping their eyes open (12%) or tailgated another vehicle (11%).

Adult male drivers were more likely than adult female drivers to say that they have become extremely angry at something another driver did (40% vs. 28%), have honked at other drivers (30% vs. 19%), have tailgated another vehicle (14% vs. 8%), or have driven when they were so tired it was hard to keep their eyes open (16% vs. 9%). Adult drivers under 40 were more likely than their older counterparts to say they have become extremely angry with another driven in the past 30 days (41% of those 18 to 39 vs. 30% for those 40 and older).



**Other Driving-Related Behaviors in the Past 30 Days
(Self-Reported, Among Adult Iowa Drivers)**

Q21. In the past 30 days, as the driver of a vehicle, have you...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Tried to Avoid Driving on a Certain Road Because You Felt it Was Dangerous											
Yes	34%	36%	34%	37%	29%	40%	36%	37%	35%	31%	39%
No	61%	64%	66%	63%	71%	60%	64%	63%	65%	69%	61%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

Q21. In the past 30 days, as the driver of a vehicle, have you...											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Became Extremely Angry at Something Another Driver Did											
Yes	32%	34%	40%	28%	41%	30%	30%	38%	30%	34%	34%
No	62%	66%	60%	72%	59%	70%	70%	62%	70%	66%	66%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Honked at Other Drivers											
Yes	23%	24%	30%	19%	30%	23%	17%	30%	19%	28%	22%
No	71%	76%	70%	81%	70%	77%	83%	70%	81%	72%	78%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Driven When You Were So Tired You Had a Hard Time Keeping Your Eyes Open											
Yes	11%	12%	16%	09%	14%	11%	11%	09%	14%	09%	14%
No	83%	88%	84%	91%	86%	89%	89%	91%	86%	91%	86%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Tailgated Another Vehicle											
Yes	10%	11%	14%	08%	14%	11%	06%	10%	12%	11%	11%
No	84%	89%	86%	92%	86%	89%	94%	90%	88%	89%	89%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--
Driven With an Expired License											
Yes	03%	04%	04%	03%	08%	01%	<1%	03%	04%	03%	04%
No	91%	96%	96%	97%	92%	99%	99%	97%	96%	97%	96%
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Not Asked	06%	--	--	--	--	--	--	--	--	--	--

Note. Respondents who said they had not driven in the past year were not asked these questions.

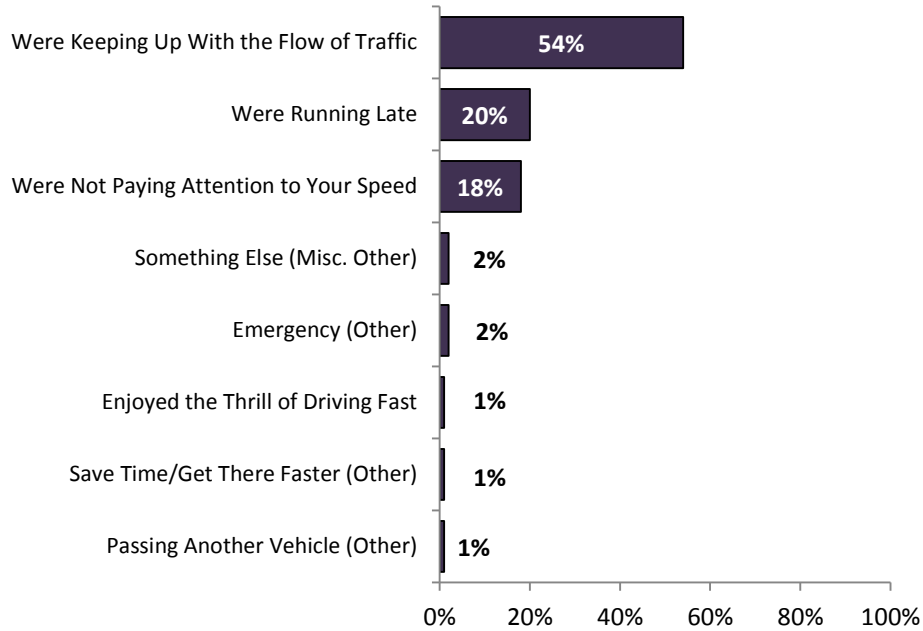
Speeding: Additional Findings

- When asked why they sped during the past 5 years,
 - A majority (54%) of adult Iowa drivers said it was usually to keep up with the flow of traffic.
 - About one in five said it was usually because they were *running late* (20%) or *not paying attention* (18%).
- Generally, there is a lack of awareness of the speed limits on rural gravel roads.
 - Only 3 respondents correctly stated that the speed limit depends on whether it is daytime or nighttime, and only 1 respondent correctly stated the 55 mph daytime and 50 mph nighttime speed limits. Thus, less than 1% of adult Iowans know the speed limit on rural gravel roads.
 - Two-thirds of adult Iowans said that the speed limit was 50 mph or lower on rural gravel roads, with 25% stating the speed limit was 45 mph. About one-fourth said the speed limit was 55 mph, and less than 1% said it was 60 mph or higher. One in ten adult Iowans said they *didn't know* the speed limit on rural gravel roads.

Note. Information about speed limits on gravel roads is shown in Appendix C, but it does not have its own graph or table in the main body of this report.

Usual Reason for Speeding in the Past 5 Years

A slight majority of adult Iowans (54%) said that the usual reason they have driven 10 mph or more over the speed limit in the past 5 years was because they were keeping up with the flow of traffic.



Usual Reason for Speeding in the Past 5 Years

Q22. If you have driven 10 mph or more over the speed limit in the past 5 years, was it usually because you enjoyed the thrill of driving fast, were running late, were not paying attention to your speed, or were keeping up with the traffic flow, or something else?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Enjoyed thrill	01%	01%	02%	<1%	01%	02%	12%	<1%	02%	01%	01%
Running late	18%	20%	16%	24%	28%	15%	22%	19%	21%	24%	18%
Not paying attention	16%	18%	17%	18%	14%	20%	62%	19%	16%	14%	21%
Keeping up with traffic flow	47%	54%	56%	51%	51%	54%	<1%	56%	51%	53%	54%
Something else	02%	02%	03%	01%	02%	03%	<1%	02%	02%	03%	02%
Emergency (other)	02%	02%	02%	03%	03%	02%	<1%	<1%	04%	02%	03%
Save time/Get there faster (Other)	01%	01%	01%	01%	<1%	02%	00%	<1%	02%	02%	<1%
Passing another vehicle (Other)	01%	01%	02%	<1%	00%	02%	03%	01%	01%	01%	01%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Potential Distractions While Driving

The questionnaire included seven potentially distracting activities or events that might interfere with a driver's ability to negatively impact a driver's ability to concentrate while driving.

- Reading or sending text messages or emails while driving was by far the activity that was most consistently rated as being *very distracting*. An overwhelming majority (84%) of adult lowans said it was *very distracting* to send or read text messages or emails while driving. An additional 12% said that doing so was *somewhat distracting*. Regardless of the respondents' gender, age, urban-rural, or household composition (i.e., child vs. no children in household), the majority of adult lowans said this type of activity while driving is *very distracting*.
- The second most distracting behavior that was assessed in this study was making or receiving cell phone calls while driving. About one-third (36%) said it is *very distracting* to make or receive cell phone calls while driving, with an additional 53% reporting that doing so is *somewhat distracting*. The percent of lowans who said making or receiving cell phone calls while driving was *very distracting* was lowest (26%) among lowans 18 to 39 and highest (52%) among lowans 65 and older.
- A majority of adult lowans said it was at least somewhat distracting to use a GPS device while driving (61%), have children in the backseat (57%), or drive through an area with a lot of commercial signage such as billboards (57%); however, only about one in ten adult lowans said these things were *very distracting* when driving.
- Among adult lowans who were employed, 29% said they were required or expected for work to make or receive cell phone calls while driving in the past 30 days, and 6% said they were required or expected for work to read or send text messages or emails while driving.

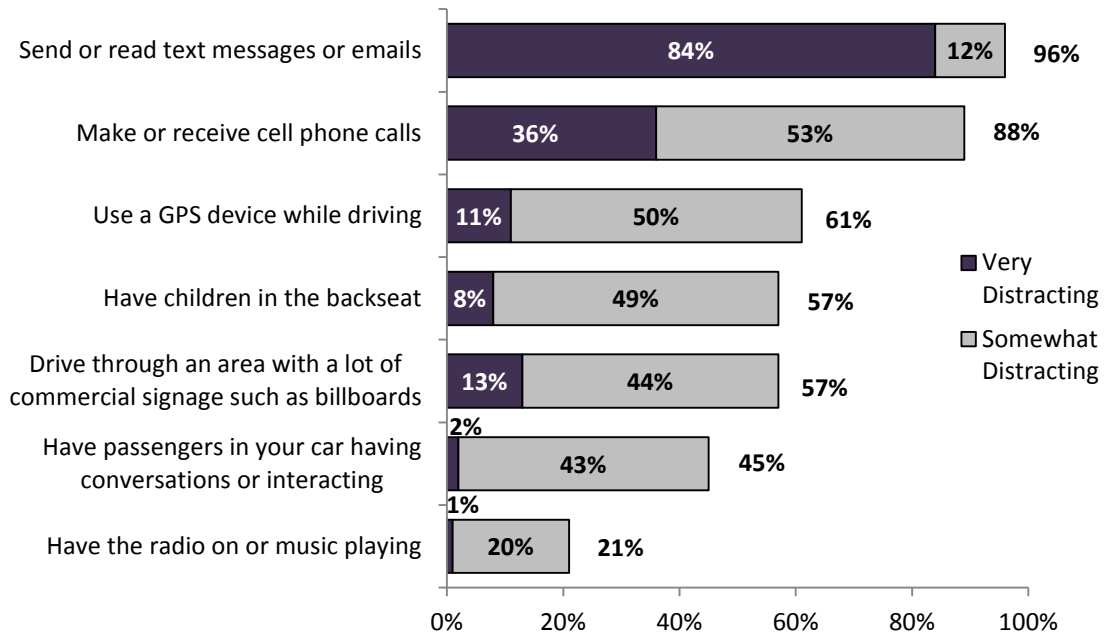
Potentially Distracting Events or Activities

The majority (84%) of adult lowans said it is *very distracting* to send or read text messages or emails while driving, with an additional 12% reporting that doing so is *somewhat distracting*. About one-third (36%) said it is *very distracting* to make or receive cell phone calls while driving, with an additional 53% reporting that doing so is *somewhat distracting*. The percent of lowans who said making or receiving cell phone calls while driving was *very distracting* was lowest among lowans 18 to 39 (26%) and highest among lowans 65 and older (52%).

A slight majority of adult lowans said it is *very or somewhat distracting* when driving to use a GPS device (61%), have children in the backseat (57%), or drive through an area with a lot of commercial signage such as billboards (57%).

Slightly less than one-half (45%) of adult lowans said it is *very or somewhat* distracting when driving to have passengers in your car having conversations or interacting.

About one in five adult lowans (21%) said it is *very or somewhat distracting* when driving to have the radio on or music playing.



Amount of Distraction Attributed to Various Activities

Q24. I'm going to read a list of things that might be distracting for some drivers. Please tell me whether you find it very distracting, somewhat distracting, or not at all distracting to...

Note. The percentage that said they have never been in these situations was about 1% or less on all items except for using a GPS device while driving (13%), sending/reading text message or emails (5%), or having children in the backseat (3%). The sum of *very distracting* and *somewhat distracting* categories may appear different than the cumulative sum displayed due to the effects of rounding.

Q24. I'm going to read a list of things that might be distracting for some drivers. Please tell me whether you find it very distracting, somewhat distracting, or not at all distracting to...

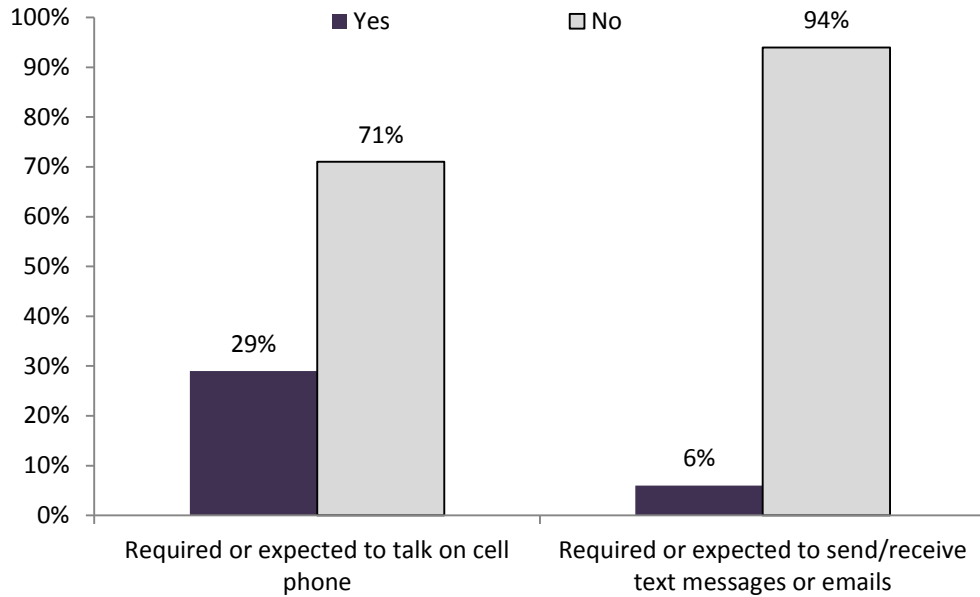
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Send or Read Text Messages or Emails											
Very Distracting	80%	84%	83%	86%	75%	91%	87%	84%	84%	83%	85%
Somewhat	11%	12%	13%	11%	20%	08%	05%	12%	12%	15%	10%
Not at All	04%	04%	04%	04%	05%	02%	08%	03%	04%	02%	05%
Never in Situation	05%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Make or Receive Cell Phone Calls											
Very Distracting	34%	36%	35%	36%	26%	39%	52%	40%	32%	26%	42%
Somewhat	51%	53%	52%	53%	56%	53%	43%	51%	55%	59%	48%
Not at All	12%	12%	12%	11%	19%	08%	05%	10%	14%	15%	10%
Never in Situation	02%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Use a GPS device While Driving											
Very Distracting	09%	11%	10%	12%	10%	11%	14%	11%	10%	10%	11%
Somewhat	43%	50%	53%	47%	46%	54%	47%	50%	50%	51%	49%
Not at All	34%	39%	37%	42%	45%	34%	39%	39%	40%	39%	40%
Never in Situation	13%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Have Children in the Backseat											
Very Distracting	08%	08%	08%	08%	12%	06%	06%	09%	07%	11%	06%
Somewhat	47%	49%	49%	49%	48%	52%	43%	45%	52%	45%	51%
Not at All	42%	43%	44%	43%	40%	43%	51%	46%	41%	44%	43%
Never in Situation	03%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Drive Through an Area with Lots of Commercial Signage such as Billboards											
Very Distracting	13%	13%	15%	11%	12%	14%	10%	12%	14%	14%	12%
Somewhat	44%	44%	44%	44%	41%	47%	42%	43%	45%	47%	42%
Not at All	43%	43%	42%	45%	47%	39%	48%	45%	42%	38%	46%
Never in Situation	<1%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
Have Passengers in Your Car Having Conversations or Interacting											
Very Distracting	02%	02%	02%	02%	02%	02%	04%	03%	02%	02%	02%
Somewhat	43%	43%	41%	44%	41%	45%	40%	40%	45%	43%	43%
Not at All	55%	55%	57%	54%	57%	53%	56%	57%	54%	55%	55%
Never in Situation	<1%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Q24. I'm going to read a list of things that might be distracting for some drivers. Please tell me whether you find it very distracting, somewhat distracting, or not at all distracting to...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Have the Radio on or Music Playing											
Very Distracting	01%	01%	01%	01%	02%	<1%	01%	<1%	02%	02%	<1%
Somewhat	20%	20%	21%	19%	19%	19%	26%	17%	24%	21%	19%
Not at All	78%	79%	78%	80%	79%	80%	72%	83%	75%	77%	80%
Never in Situation	<1%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Work Related Cell Phone Use

More than one-fourth (29%) of currently employed adult lowans said they had been required or expected to use their cell phones while driving and about 1 in 20 employed adult lowans said that in that past 30 days they had been required or expected to send and receive text message or emails even while driving.



Been Required or Expected to Use Your Cell Phone while Driving in the Past 30 Days Because of Work (Among those currently working)

Q25: In the past 30 days, have you been required or expected to talk on your cell phone while driving because of work?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Among All Respondents											
Yes	22%	22%	33%	13%	26%	24%	08%	18%	26%	28%	18%
No	77%	78%	67%	87%	74%	76%	92%	82%	74%	72%	82%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
Among Those Currently Working											
Yes	28%	29%	38%	18%	28%	28%	31%	24%	33%	30%	27%
No	71%	71%	62%	82%	72%	72%	69%	76%	67%	70%	73%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Q26: In the past 30 days, have you been required or expected to send or receive a text message or email your cell phone while driving because of work?

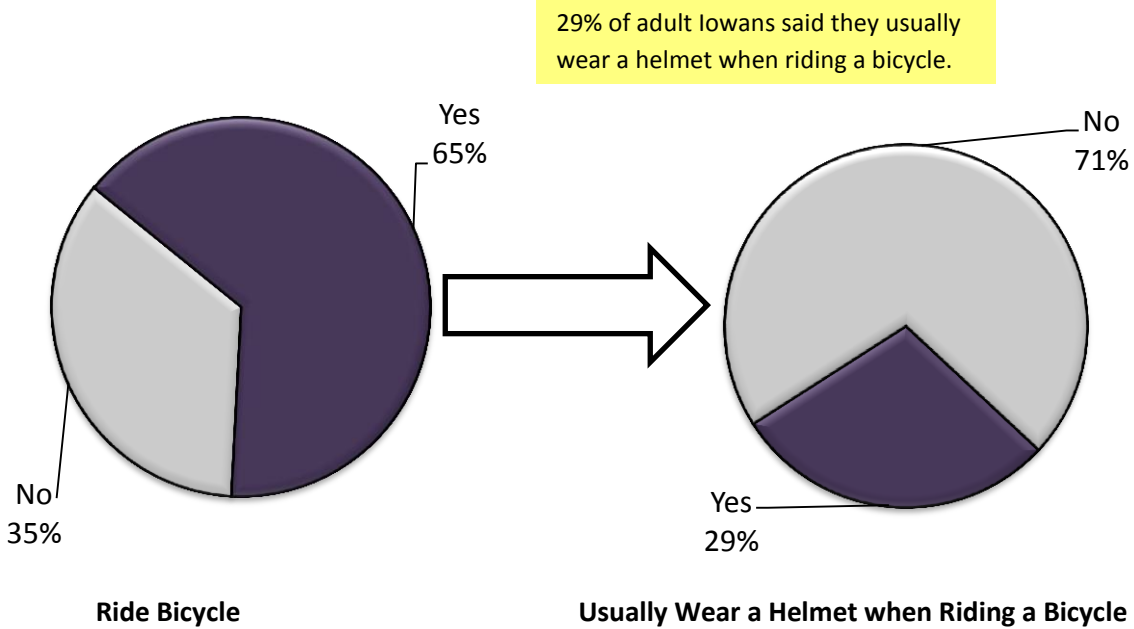
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
<i>Among All Respondents</i>											
Yes	05%	05%	06%	04%	09%	03%	<1%	04%	06%	07%	04%
No	94%	95%	94%	96%	91%	97%	99%	96%	94%	93%	96%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
<i>Among Those Currently Working</i>											
Yes	06%	06%	07%	06%	10%	04%	03%	06%	07%	08%	06%
No	93%	94%	93%	94%	90%	96%	97%	94%	93%	92%	94%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Helmet Use

- Respondents were asked whether or not they usually wear a helmet when riding a bicycle. About one-third (35%) of adult Iowans said they do not ride bicycles. Among adult Iowans who ride bicycles, 29% said they usually wear a helmet but most (71%) do not wear helmets.
- Respondents were asked whether or not they usually wear a helmet when *riding* a motorcycle. About one-half (49%) of adult Iowans said they rode motorcycles, and a slight majority of them (55%) said that they usually wear a helmet when riding a motorcycle. Because the question asks about “riding” a motorcycle, this would include both drivers and passengers. Also, this estimate of helmet usage may include occasional riders and people who have not ridden a motorcycle for some time. It is important to note, when asked what types of vehicles they drive only 9% of adult Iowans said they *drive* motorcycles.
- Among those who said they *drive* motorcycles, 28% said they usually wear a helmet, and 72% said they do not usually wear a helmet.

Helmet Use on Bicycles

When asked whether or not they wear a helmet when riding bicycles, 65% of adult lowans said they do ride bicycles. Nearly three-fourths (71%) of these bicycle riders said that they do **not** usually wear a helmet.



Q27. When you ride a bicycle, do you usually wear a helmet?

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Among All Respondents											
Yes	19%	19%	20%	18%	20%	20%	11%	20%	17%	22%	16%
No	46%	46%	53%	40%	56%	48%	17%	46%	46%	52%	42%
Do not ride bicycle	35%	35%	27%	42%	24%	32%	72%	33%	37%	25%	42%
Don't Know	<1%	NA	<1%	00%	00%	<1%	00%	<1%	00%	<1%	00%
No Response	00%	NA	00%	00%	00%	00%	00%	00%	00%	00%	00%
Among Bicycle Riders											
Yes	19%	29%	27%	31%	26%	30%	39%	31%	27%	30%	28%
No	46%	71%	73%	69%	74%	70%	61%	69%	73%	70%	72%
Do not ride bicycle	35%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

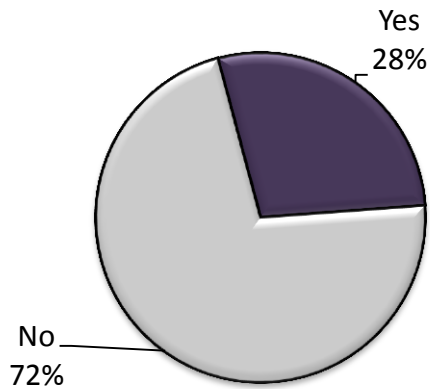
Note. "NA" indicates that the subgroup percentages are "Not Applicable" for this portion of the table.

Helmet Use on Motorcycles

About one-half (49%) of adult Iowans said they *ride* motorcycles. A slight majority of these respondents (55%) said that they usually wear a helmet when *riding* a motorcycle. Because the question asks about “riding” a motorcycle, this would include both drivers and passengers. Also, this estimate of helmet usage may include occasional riders and people have not ridden a motorcycle for some time.

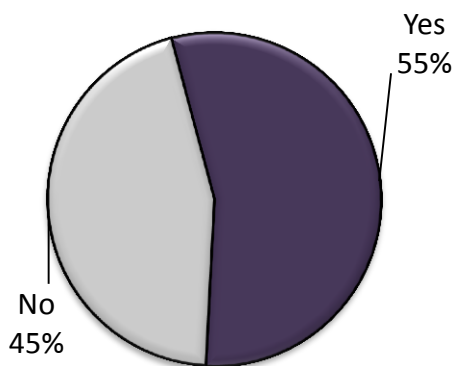
It is important to note that when asked whether or not they usually wear a helmet when riding a motorcycle, about one-half answered that they do not ride motorcycles. Yet, in a later question about the types of vehicles people drive, only 9% of adult Iowans said that they drive motorcycles. Therefore, most of those responding to the helmet use question were either passengers or were answering based on riding experiences in the past. Among adult Iowans who said they drive a motorcycle (when asked what types of vehicles they drive), 28% said they usually wear a helmet and 72% said they did not usually wear a helmet.

Usually Wear a Helmet when Riding a Motorcycle

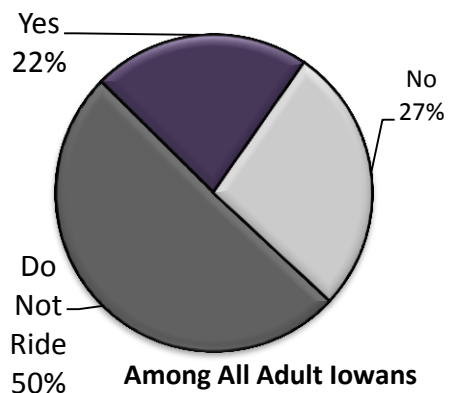


Among motorcycle drivers, 28% said they usually wear a helmet.

Among Motorcycle Drivers



Among Motorcycle Riders



Among All Adult Iowans

Q27. When you ride a motorcycle, do you usually wear a helmet?

Q27. When you ride a motorcycle, do you usually wear a helmet?											
Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
<i>Among All Respondents</i>											
Yes	27%	27%	27%	28%	34%	27%	15%	27%	28%	29%	27%
No	22%	22%	30%	15%	28%	24%	06%	20%	25%	27%	19%
Do not ride motorcycle	50%	50%	44%	57%	38%	50%	78%	54%	47%	44%	54%
Don't Know	<1%	NA	<1%	<1%	00%	<1%	00%	00%	<1%	<1%	<1%
No Response	00%	NA	00%	00%	00%	00%	00%	00%	00%	00%	00%
<i>Among Motorcycle Riders</i>											
Yes	27%	55%	47%	65%	54%	54%	71%	58%	53%	51%	58%
No	22%	45%	53%	35%	46%	46%	29%	42%	47%	49%	42%
Do not ride motorcycle	50%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
<i>Among Motorcycle Drivers</i>											
Yes	27%	28%									
No	71%	72%									
Don't Know	00%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

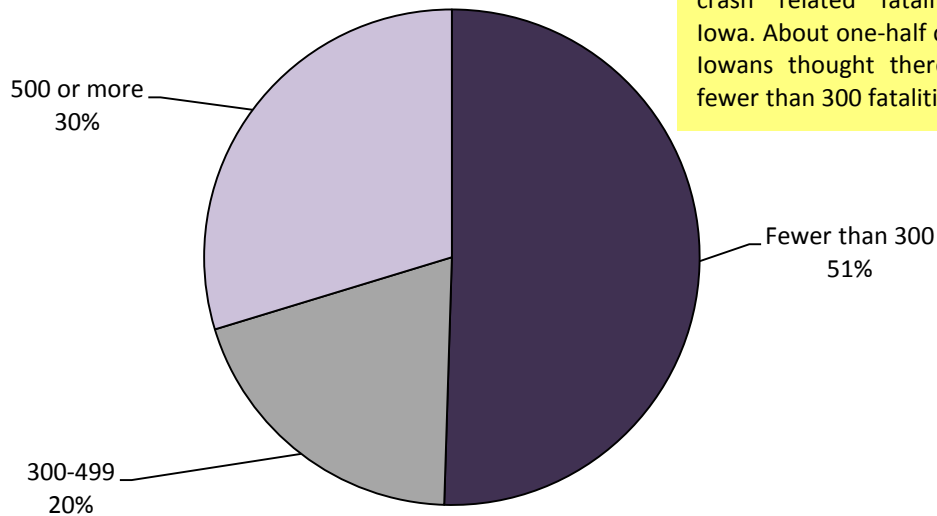
Note. "NA" indicates that the subgroup percentages are "Not Applicable" for this portion of the table. Helmet use among only adult lowans who said they drive a motorcycle (when asked about the types of vehicles they drive): 28% usually wear helmets, 72% usually do not wear helmets. Motorcycle riders may include drivers and passengers and they may (or may not) have recently traveled by motorcycle.

Traffic Accidents in Iowa

- Adult Iowans were more likely to underestimate than to overestimate the annual number of fatalities from motor vehicle accidents. In 2010, there were 390 “crash related” fatalities (Iowa Department of Transportation, 2012). Although 59% estimated a value of less than actual 390 fatalities, a sizable proportion of people substantially overestimated the number of fatalities. For example, 26% estimated that the number of fatalities in 2010 was 1,000 or more.
- Most adult Iowans said they agreed that the chances of being in an accident increases when:
 - Driving while tired: 92% agreed or strongly agreed
 - Talking on a cell phone: 90%
 - Eating or drinking: 88%
- One in three (33%) adult Iowans said they believe that there is not much chance of an accident if you are careful when speeding.
- One in twenty (6%) adult Iowans said they believe that, if one is driving carefully, there is not much chance of getting into an accident when driving after drinking alcohol.

Knowledge about the Number of Motor Vehicle Deaths in Iowa

In 2010, there were 390 “crash related” fatalities (Iowa Department of Transportation, 2012). One-half (51%) of adult Iowans said they thought that fewer than 300 people died last year from motor vehicle accidents in Iowa. Although 59% estimated a value of less than actual 390 fatalities, a sizable proportion of people substantially overestimated the number of fatalities. For example, 26% estimated that the number of fatalities in 2010 was 1,000 or more. The mean number of estimated deaths was 1,912, and the median was 250 deaths.



Estimated Number of People Who Died in Motor Vehicle Accidents in Iowa Last Year

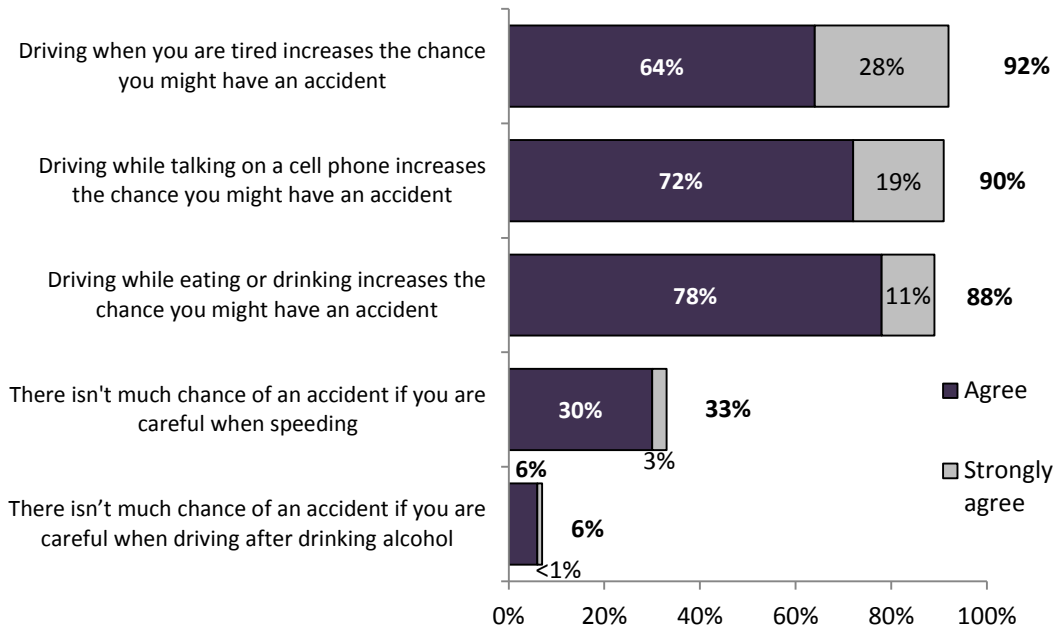
Q29. About how many people do you think died last year from motor vehicle accidents in Iowa? Even if you don't know the exact number, please give me your best guess.

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Less than 300	49%	51%	46%	56%	53%	48%	52%	48%	53%	49%	52%
300-499	19%	20%	19%	20%	15%	21%	23%	18%	21%	18%	20%
500 or More	28%	30%	35%	24%	31%	30%	24%	33%	26%	33%	27%
Don't Know	04%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Beliefs About the Chances of Having an Accident

The vast majority of adult lowans said that driving when you are tired increases the chance you might have an accident (92%), driving while talking on a cell phone increases the chance you might have an accident (90%), and driving while eating or drinking increases the chance you might have an accident (88%).

One in three (33%) adult lowans said they believe there is not much chance of an accident if you are careful when speeding. One in twenty (6%) adult lowans said they believe that, if one is driving carefully, there is not much chance of getting into an accident when driving after drinking alcohol.



Beliefs about Chances of Being in an Accident

Q30. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Driving When You Are Tired Increases the Chance You Might Have an Accident											
Strongly Agree	28%	28%	25%	32%	24%	33%	25%	29%	28%	27%	30%
Agree	64%	64%	69%	59%	66%	63%	61%	64%	64%	62%	65%
Disagree	05%	05%	04%	06%	07%	02%	08%	03%	07%	07%	03%
Strongly Disagree	03%	03%	02%	04%	02%	02%	06%	04%	02%	04%	02%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Q30. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
------------------	---------	------------	-------	---------	---------	---------	-------	---------	---------	---------------	------------

Driving While Talking on Cell Phone Increases the Chance You Might Have an Accident

Strongly Agree	19%	19%	20%	18%	13%	23%	21%	20%	17%	16%	21%
Agree	71%	72%	72%	71%	73%	71%	70%	73%	71%	71%	72%
Disagree	08%	08%	08%	09%	14%	05%	05%	05%	12%	12%	06%
Strongly Disagree	01%	01%	<1%	02%	<1%	<1%	04%	02%	<1%	02%	<1%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Driving While Eating or Drinking Increases the Chance you Might Have an Accident

Strongly Agree	11%	11%	12%	10%	06%	14%	12%	11%	11%	10%	11%
Agree	77%	78%	80%	75%	80%	75%	79%	79%	76%	76%	79%
Disagree	11%	11%	08%	15%	14%	10%	09%	10%	13%	13%	10%
Strongly Disagree	<1%	<1%	00%	<1%	<1%	<1%	<1%	<1%	00%-	<1%	<1%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

There Isn't Much Chance of an Accident if you are Careful When Speeding

Strongly Agree	03%	03%	03%	03%	02%	03%	06%	03%	03%	02%	04%
Agree	30%	30%	33%	27%	37%	28%	21%	26%	34%	35%	27%
Disagree	47%	47%	46%	48%	44%	47%	54%	48%	46%	48%	46%
Strongly Disagree	20%	20%	18%	22%	18%	21%	19%	23%	17%	15%	23%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
NO Response	00%	--	--	--	--	--	--	--	--	--	--

There Isn't Much Chance of an Accident if you are Careful When Driving after Drinking Alcohol

Strongly Agree	<1%	<1%	01%	<1%	<1%	01%	01%	<1%	<1%	<1%	<1%
Agree	06%	06%	07%	05%	08%	04%	05%	04%	08%	03%	08%
Disagree	40%	40%	40%	40%	39%	37%	51%	37%	43%	40%	40%
Strongly Disagree	54%	54%	52%	56%	53%	58%	43%	59%	49%	57%	52%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--

Motivations for Safe Driving

- The most common reason adult lowans gave for what most motivates them to drive safer was for their own safety (42%). About one-third (32%) said that the safety of others was the most motivating reason for them to drive safer, and about one-fifth (22%) said they were motivated to drive safely in order to set a good example.
- According to adult lowans, there is only a small chance of getting caught for:
 - Sending or receiving a text message while driving: 74% (10% strongly agree, 64% agree)
 - Not wearing a seatbelt: 44% (5% strongly agree, 39% agree)
 - Running a red light: 44% (2% strongly agree, 42% agree)
 - Speeding: 38% (2% strongly agree, 35% agree)
 - Driving after drinking alcohol: 33% (3% strongly agree, 30% agree)

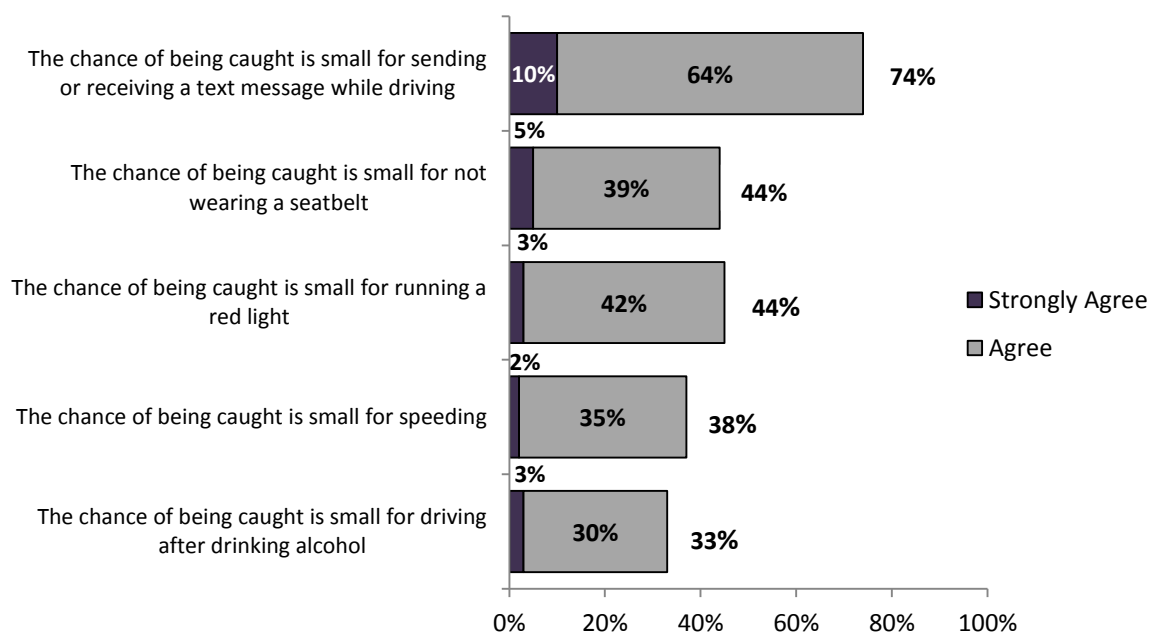
**Note.* The sum of the *strongly agree* and *agree* categories may appear different than the cumulative sum displayed due to the effects of rounding.

Chance of Being Caught

A majority of adult lowans *agree* the chance of being caught is small for sending or receiving a text message while driving (74%).

Slightly less than one-half of adult lowans *agreed*: the chance of being caught is small for not wearing a seatbelt (44%) or for running a red light (44%).

About one-third of adult lowans *agreed*: the chance of being caught is small for speeding (38%) or for driving after drinking alcohol (33%).



Beliefs about Chances of Being Caught

Q30. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
The Chances of Being Caught is Smaller For Sending or Receiving A Text While Driving											
Strongly Agree	10%	10%	13%	08%	10%	12%	08%	11%	10%	10%	10%
Agree	62%	64%	66%	62%	66%	62%	60%	59%	68%	66%	62%
Disagree	22%	23%	17%	28%	22%	22%	28%	27%	19%	21%	24%
Strongly Disagree	03%	03%	04%	03%	01%	04%	05%	03%	04%	03%	04%
Don't Know	02%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

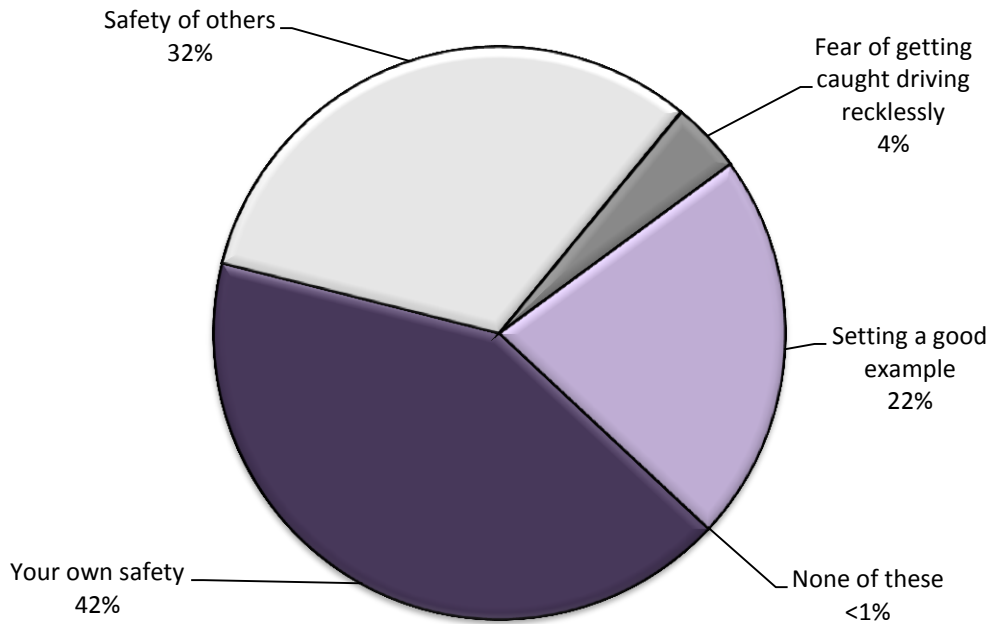
*Note. The sum of the *strongly agree* and *agree* categories may appear different than the cumulative sum displayed due to the effects of rounding.

Q30. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements...

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
The Chance Of Being Caught Not Wearing a Seat Belt is Small											
Strongly Agree	04%	05%	05%	04%	04%	06%	04%	05%	04%	04%	05%
Agree	38%	39%	42%	37%	37%	38%	47%	38%	40%	37%	40%
Disagree	46%	47%	43%	50%	50%	47%	41%	48%	46%	52%	43%
Strongly Disagree	09%	10%	10%	09%	10%	10%	07%	10%	10%	06%	12%
Don't Know	03%	--	--	--	--	--	--	--	--	--	--
No Response	00%	--	--	--	--	--	--	--	--	--	--
The Chance is Small For Being Caught Running Red Light											
Strongly Agree	02%	02%	03%	02%	01%	04%	01%	03%	02%	01%	03%
Agree	41%	42%	47%	36%	33%	44%	51%	43%	40%	38%	44%
Disagree	47%	48%	40%	55%	57%	44%	41%	48%	49%	54%	44%
Strongly Disagree	08%	08%	10%	06%	09%	08%	07%	07%	09%	08%	08%
Don't Know	01%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
The Chance is Small For Being Caught Speeding											
Strongly Agree	02%	02%	03%	02%	02%	04%	02%	03%	02%	02%	03%
Agree	35%	35%	40%	31%	29%	39%	41%	29%	41%	36%	35%
Disagree	52%	52%	47%	57%	57%	48%	51%	59%	46%	53%	52%
Strongly Disagree	10%	10%	10%	10%	12%	09%	06%	09%	11%	10%	10%
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--
The Chance of Being Caught is Small For Driving After Drinking Alcohol											
Strongly Agree	03%	03%	02%	04%	03%	03%	04%	02%	04%	02%	04%
Agree	29%	30%	34%	26%	23%	29%	44%	27%	32%	24%	33%
Disagree	50%	51%	48%	54%	56%	51%	44%	53%	49%	59%	46%
Strongly Disagree	16%	16%	16%	16%	18%	17%	08%	18%	15%	15%	17%
Don't Know	02%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

Motivation for Driving Safer

A slight majority of adult lowans (42%) said that their own safety most motivates them to drive safer.



Motivation for Driving Safer

Q31. Which one of the following most motivates you to drive safer? Is

Response Options	Total %	Subgroup %	Men %	Women %	18-39 %	40-64 %	65+ %	Urban %	Rural %	Child in HH %	No Child %
Your own Safety	41%	42%	43%	41%	33%	47%	47%	45%	39%	32%	48%
Safety of Others	31%	32%	32%	32%	36%	32%	24%	32%	32%	39%	27%
Fear of Getting Caught Driving Recklessly	04%	04%	05%	03%	05%	03%	04%	03%	05%	03%	04%
Setting a Good Example	22%	22%	20%	24%	26%	19%	25%	20%	24%	26%	20%
None of These	<1%	--	--	--	--	--	--	--	--	--	--
Don't Know	<1%	--	--	--	--	--	--	--	--	--	--
No Response	<1%	--	--	--	--	--	--	--	--	--	--

[Space Left Blank Intentionally]

SECTION 3 FINDINGS IN CONTEXT

Comparison with Expert Findings

The Center for Transportation Research and Education's (CTRE) 2010 report *Improving Traffic Safety Culture in Iowa* summarized "best practices" and effective laws for improving safety culture, compared Iowa's initiatives to those found elsewhere, and formulated sets of high-level goals and goal-oriented actions for the state. These goals and action-steps were the result of interviews with an interdisciplinary panel of experts in fields related to traffic safety culture.

In the current survey of Iowa drivers, respondents were asked about some of these goal areas and specific action items. This allows for a comparison to be made between the perspectives of experts and the general public. Understanding the differences and similarities between the two groups may help planners and policy makers. Lower levels of public approval for state actions in specific goals are likely indicators of areas policy makers should focus on to improve Iowa's traffic safety culture.

- Improve EMS response
 - 75% of adult Iowans said Iowa has done an *excellent* or *good* job in this area
 - 58% of respondents said they were *very satisfied* with EMS in their community
- Increase safety belt use
 - 82% of adult Iowans said Iowa has done an *excellent* or *good* job in this area
- Reduce speeding and speed-related accidents
 - 66% of adult Iowans said Iowa has done an *excellent* or *good* job enforcing the speed limit
 - 38% said they support increasing fines for speeding violations
 - 55% said they support using "speed cameras" on major highways
 - 56% said they support using "speed cameras" on city streets
 - 84% said Iowa drivers would be more careful if they knew cameras were in place
- Reduce alcohol-related crashes
 - 59% of adult Iowans said Iowa has done an *excellent* or *good* job in this area
 - 89% said they support requiring OWI repeat offenders to use ignition interlock devices for extended periods of time
- Improve commercial vehicle safety
 - 57% of adult Iowans said Iowa has done an *excellent* or *good* job in this area

- Improve motorcycle safety
 - 38% of adult Iowans said Iowa has done an *excellent* or *good* job in this area
 - 68% said they support requiring motorcyclists to wear a helmet
 - 56% said they support requiring motorcyclists to complete more extensive training
- Improve young driver education
 - 46% of adult Iowans said Iowa has done an *excellent* or *good* job in improving young driver safety
- Improve older driver safety
 - 31% of adult Iowans said Iowa has done an *excellent* or *good* job in this area
- Strengthen teenage licensing process
 - 58% of adult Iowans said the current age of 14 to obtain an instruction permit is appropriate
 - 62% said the instruction permit length should be increased from 6 months to 12
 - 72% said newly licensed teen drivers should be limited to one teenage passenger
 - 55% said newly licensed teen drivers should be prohibited from driving after 10 pm
- Reduce distracted driving
 - 34% of adult Iowans said Iowa has done an *excellent* or *good* job in this area
 - 78% knew it is illegal for drivers under age 18 to use a cell phone while driving
 - 85% knew it was illegal for all drivers to read, write, or send texts or emails while driving

Findings from this study suggest that there is most congruence between the public and the experts in the goal areas of safety belt use and EMS response. However, only about one-third of adult Iowans think the State is doing well improving motorcycle safety, improving older driver safety, and reducing distracted driving. Respondents were least supportive of action items related to reducing speeding-related crashes such as increasing fines. Not all of the action items or priority areas mentioned by the experts in the CTRE report were included in the present survey.

Comparison of Findings with 2000 Iowa Highway Safety Study

In 2000, CSBR was commissioned by the Iowa Safety Management System (SMS) to assess the level of public support for several traffic safety goals and priorities that were based on the 1999 SMS Iowa Strategic Highway Safety Plan. Telephone interviews were conducted with 1,008 adult Iowans. There are four main methodological differences between the 2000 study and the present study. First, the 2000 study was based on a random sample of respondents in households with landline telephones, but the current study used a dual-frame sample including landline numbers and cell phone numbers. Second, the analysis of the present study used weighted data and the 2000 study used unweighted data. Third, the 2000 study was conducted in the spring and the current study was conducted in the fall/winter. Fourth, the questionnaire for the current study was designed to gather information about attitudes, behaviors, policies, and traffic safety practices of interest to the DOT and thereby was not a true replication of the 2000 study. For these reasons, direct statistical comparisons between the 2000 and 2011 data are not presented in this report.

In the 2000 study, several goals were assessed by measuring the level of emphasis assigned by respondents. In the current study, however, respondents were asked to rate how well the State was doing in several areas. Nine focal areas were matched and compared to examine similarities and differences in the general public's responses (Table 2). In the case of five focal areas, a larger proportion of the 2000 respondents said a high emphasis should be placed on the goal and a smaller proportion of the respondents in this study said the State was doing an excellent or good job with that activity. In the case of two focal areas (seat belt usage and commercial vehicle safety), a smaller proportion recommended a high emphasis in 2000 and a larger proportion said the State was doing well in 2011.

Table 2
Comparison of Goals from 2000 with Ratings of Activities in 2011

Goal in 2000	High Emphasis %	Rating of Activity in 2011	Excellent or Good %
Reduce drunk or substance impaired driving	80%	Reducing alcohol-related accidents	59%
Enhance graduated licensing for young drivers	63%	Improving young driver safety	46%
Reduce aggressive driving	75%	Enforcing the speed limit	66%
Promote focused driving	62%	Reducing distracted driving	34%
Ensure older drivers can drive safely	54%	Improving older driver safety	31%
Increase seat belt usage	54%	Increasing safety-belt use	82%
Make commercial truck travel safer	52%	Increasing commercial vehicle safety	57%
Make motorcycle travel safety	47%	Improving motorcycle safety	38%
Improve design and operation of intersections	61%	Improving the condition and safety of roads	49%

Note. The following three goals which had a majority reporting high emphasis in 2000 did not have a specific item associated with them in the 2011 report: *improve how road construction zones are designed (64%), improve devices to warn people before they drive off the road (57%), and improve roadways and signs to accommodate older drivers (52%).*

In both studies, respondents were asked whether they supported a variety of specialized policies (Table 3). Although the two studies did not always describe these policies using the same language, there were similarities. There was a slight decrease in support for requiring motorcyclists to wear helmets and an increase in support for having a graduated license system for motorcyclists based on engine size.

Table 3
Comparison of Support for Traffic Safety Policies in 2000 and 2011

2000	Support	2011	Support
Greater effort to stop those with suspended licenses from driving	93%	Requiring OWI repeat offenders to use ignition interlock devices for extended periods of time	89%
Require motorcycle helmets to be worn	77%	Reinstating a law that requires motorcyclists to wear a helmet	68%
Increase motorcycle training	65%	Requiring motorcycle riders to complete more extensive training	56%
Issue different licenses based on driving skill and the size of the motorcycle	49%	Having a graduated licensing system based on motorcycle engine size	51%

In the 2000 study, 74% of respondents said they supported prohibiting or limiting the use of cell phones while driving (except for emergencies). Although support for such a policy was not asked in 2011, 90% said that driving while talking on a cell phone would increase their chance of having an accident. In addition, 88% said that making or receiving cell phone calls was *somewhat distracting* or *very distracting* and most respondents said that driving while talking on a cell phone was common behavior for themselves and others in their communities.

Comparison of Findings with National or Other State Studies

The present study was designed to allow for comparisons of Iowa findings with other national and state surveys of driving behaviors and attitudes. Although Iowa-specific questions were included (such as awareness of the 511 hotline and local EMS response), topics that are relevant in a national context, such as impaired and distracted driving, were also included.

The AAA Foundation conducts annual surveys as part of a Traffic Safety Culture Index. The questionnaire used in that survey includes questions about acceptability of behaviors and frequency of behaviors. The current survey of Iowa drivers included similar items for comparison. In general, similar proportions of Iowa drivers and national drivers rated unsafe driving behaviors as unacceptable (Table 4). Iowans were less likely than the national respondents to say that driving without a seatbelt, speeding on the freeway, and talking on any kind of cell phone was unacceptable. Iowans reported engaging in most unsafe behaviors at a lower rate than the national sample.

Table 4
National and Iowa Attitudes and Behaviors Related to Unsafe Driving (2011)

Driving-Related Behavior	<u>Not Acceptable</u>		<u>Self-Reported Behavior</u>	
	AAA	Iowa	AAA	Iowa
Drive when they think they have had too much to drink*	97%	98%	14%	5% (15%)
Drive when they are so sleepy they have trouble keeping their eyes open	96%	95%	32%	12%
Text/send text messages or emails while driving	94%	94%	26%	19%
Drive through a light that just turned red, when they could have safely stopped	94%	91%	37%	9%
Drive 10 mph over the speed limit on a residential street	88%	87%	42%	12%
Drive without wearing their seatbelt	86%	77%	23%	16%
Drive over the speed limit on a freeway**	74%	47%	52%	48%
Talk on a hand-held cell phone when driving***	71%	61%	68%	67%
Talk on a hands-free cell phone when driving***	40%	28%		

Notes. * Drinking: 5% said they thought they had driven when BAC was above legal limit; 15% said had driven when though BAC was slightly below legal limit. **AAA = 15 mph over; Iowa = 10 mph over. ***Talked on any kind of cell phone, hand-held or hands-free.

DRIVING AFTER DRINKING

Driving after drinking alcohol was not common in the AAA study, with 1% reporting they had done so *fairly often* or *regularly* in the past 30 days and 14% reporting they had done so at least once in the past 30 days. However, the NHTSA showed that 20% of respondents age 16 and older had driven within two hours of drinking alcohol at some point in the past year and 13% in the past 30 days.

In North Dakota, 41% of those who drink alcohol said they had driven a vehicle after drinking alcohol in the past 60 days. In New Jersey, 23% said they had driven after drinking alcohol in the past three years. In Wyoming, 17% said they had driven at least one time in the past 60 days within two hours of drinking alcohol.

Findings suggest that the drinking and driving behavior of Iowa drivers is similar to results of national studies but below the rates reported in state studies. Iowa drivers were asked whether they had driven in the past 30 days when they thought their blood alcohol content (BAC) was a little above or just below the legal limit. Although 5% said they had driven when they thought their BAC was just above the limit, 15% said they had driven when they thought their BAC was just below the limit.

SPEEDING

Speeding is a common behavior, as shown in national and statewide surveys. In national studies, the proportion of respondents who said they had driven over the speed limit on freeways and residential streets ranged from 26% to 83% (AAA, 2011; NHTSA, 2003). State studies find similar rates. In North Dakota, 38% said they *sometimes, nearly always, or always* drive 35 mph or faster in a 30 mph zone and 35% said they drive 70 mph or faster in a 65 mph zone. In New Jersey, 49% said they drove over the speed limit on the New Jersey Turnpike.

Findings from this study suggest that Iowa drivers report similar rates of speeding as drivers in national and state surveys. In the past 30 days, 48% of Iowa drivers said they had driven 10 mph over the speed limit on a highway or interstates, 14% had driven 10 mph over the speed limit on a rural gravel road, and 12% had driven 10 mph over the speed limit on a city street.

SEATBELT USE

Nationally, the 2011 AAA study found that 76% of respondents wore their seatbelts every time they drove in the past 30 days. The NHTSA reports that the rate of seatbelt use was 85% in 2010. State studies also show that rates of seatbelt use are fairly high. In North Dakota, 68% said they always wear a seatbelt while driving or riding. In New Jersey, 87% of respondents said they always wear a seatbelt while driving. In Wyoming, 73% of drivers said they always wear a seatbelt while driving a motor vehicle.

Most Iowa drivers reported they had not driven without wearing a seatbelt in the past 30 days, which is consistent with results from other national and state studies. However, nearly 1 in 5 Iowa drivers (16%) said they had driven without wearing a seatbelt in the last 30 days.

CELL PHONE USE

The AAA study found that 31% of respondents said that, in the past 30 days, they talked on a cell phone while driving *fairly often* or *regularly*. In the same study, 68% had engaged in the behavior at all in the past 30 days. In North Dakota, 48% said they had talked on a cell phone while driving either *daily* or *a few times per week*. In California, 22% said they have talked on a handheld cell phone *regularly* or *sometimes* in the past 30 days. In New Jersey, 26% of respondents said they talked on a handheld cell phone very often or sometimes. Among Wyoming drivers, 44% said they made or received phone calls *always*, *often*, or *sometimes* while driving.

Regarding texting and emailing while driving, the AAA study showed that 6% of respondents did so while driving *fairly often* or *regularly* in the past 30 days (26% had done so at least once in the past 30 days). In North Dakota, 12% said they sent or received text messages while driving either *daily* or *a few times per week*. In California, 14% said they have texted or emailed regularly or sometimes in the past 30 days. Wyoming drivers reported the lowest rates of texting or emailing while driving, with only 7% saying that they did so *always*, *often*, or *sometimes*.

Iowa drivers report talking, texting, and emailing while driving more often than drivers in other state studies. In the past 30 days, 2 in 3 Iowa drivers (67%) said they had talked on any kind of cell phone and 1 in 5 said they had texted or emailed while driving (19%).

DISTRACTED DRIVING

In 2009, 18% of fatalities in motor vehicle crashes involved reports of cell phones as distractions and 5% of injuries in such crashes involved cell phones. In the same year, 16% of fatal crashes and 20% of injury crashes involved some kind of distracted driving. Over one-half (56%) of California respondents in 2011 said that talking on a cell phone (either handheld or hands-free) was the most serious distraction for drivers.

Cell phone use (talking, texting, and emailing) was the most distracting behavior for most Iowans, and most agree that cell phone use while driving increases the chance of an accident. Nearly all respondents (96%) said sending or reading texts or emails was very or somewhat distracting, 88% said making or receiving cell phone calls was very or somewhat distracting, and 90% said cell phone use increases the chance of an accident.

Regarding enforcement of Iowa's ban on texting and emailing while driving, 3 in 4 Iowa drivers said there is only a small chance of being caught while sending or receiving text messages while driving.

[Space Left Blank Intentionally]

SECTION 4 SUMMARY & CONCLUSIONS

The Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) was contracted by the Iowa Department of Transportation (DOT) Office of Traffic Safety to conduct a general population survey of adult Iowans regarding their attitudes and behaviors related to traffic safety culture. The data were collected by telephone with adult Iowans over a 10 week period from October 2011 through December 2011. The interview covered a wide range of traffic safety topics, including driver education, traffic enforcement, road design and engineering, distracted driving and other driving behaviors, and attitudes about traffic safety policies, procedures, and enforcement techniques. The findings were based on telephone interviews conducted with 1,088 adult Iowans using a dual-frame sampling design to include both cell and landline phone users.

Perceived Safety

About two-thirds of adult Iowa drivers said they feel about as safe driving on Iowa roads now as they did 5 years ago; however, nearly one-fourth said that driving in Iowa feels *less safe* now than it did 5 years ago. A majority of adult Iowa drivers said they felt *somewhat safe* driving on Iowa's (a) highways and interstates, (b) city streets, and (c) gravel roads. Slightly less than one-half of adult Iowa drivers said they feel *very safe* when driving on highways and interstates in Iowa. Slightly more than 40% said they feel *very safe* when driving on city streets in Iowa, and one-third said they feel *very safe* when driving on gravel roads in Iowa.

Priority Areas

Traffic safety can be improved by focusing attention and resources in the areas of enforcement, education, and engineering. In terms of the public's perceptions about how effective each of these general categories are in improving traffic safety in Iowa, enforcement such as fines and penalties for speeding and sending text messages was ranked the highest. Nearly 40% of adult Iowans said enforcement was the most effective way to improve traffic safety. About 30% of adult Iowans said the most effective way to improve traffic safety was (a) education such as driver's education, refresher classes, and public service messages, and (b) engineering such as road signs and road design.

In the area of enforcement, slightly less than 90% of adult Iowans said they would support (a) requiring OWI repeat offenders to use ignition interlock devices for extended periods of time, and (b) having high-visibility law enforcement operations. There was also majority support for (a) reinstating a law requiring motorcycle riders to wear helmets, (b) requiring more extensive training for motorcycle riders, and (c) having graduated licenses for motorcyclists based on engine sizes. It is important to note that there was a generally high level of opposition to these motorcycle-related possible changes among adult Iowans who drive motorcycles. The majority of adult Iowans said they were opposed to increasing the dollar amount of fines for speeding.

Distracted Driving

Distracted driving is an important issue in the area of traffic safety culture. The use of communication and navigation technology is a convenience that people are increasingly relying upon when traveling. Unfortunately, the use of technology while driving, especially cell phones, can be a source distraction for drivers.

TEXT MESSAGES

The vast majority of adult Iowans said that sending or reading text message or emails while driving was distracting. Texting while a driving vehicle has been illegal in Iowa since July 1, 2011. Yet, one-third of adult Iowans said that they have seen drivers in their area reading or sending text messages or emails on a daily basis and another one-third said they see this behavior by other drivers at least a few times per week. Nearly 9 out of 10 Iowans said it was *never acceptable* to send text messages or emails while driving. Yet, about one-fifth of adult Iowans said they have read or sent a text message or email while driving in the past 30 days. Texting while driving was most common among younger adults; more than one-third of adult Iowans age 18 to 39 said they have texted while driving in the past 30 days.

CELL PHONES

Most adult Iowans said that making or receiving cell phone calls was distracting while driving. Respondents were asked about the acceptability of using hand-held versus hands-free cell phones while driving. The use of hand-held cell phones while driving was *never acceptable* according to about one-half of adult Iowans. In contrast, the use of hands-free cell phones while driving was *never acceptable* according to slightly less than one-fifth of adult Iowans. For most of the cell phone related questions in this survey, making or receiving cell phone calls while driving did not differentiate between hand-held versus hands-free devices. About one in three Iowans said making or receiving calls while driving was *very distracting* and an additional one in two Iowans said that doing so was *somewhat distracting*. The vast majority of adult Iowans said they frequently see drivers talking on their cell phones. For instance, nearly three-fourths said that they see people every day talking on their cell phones while driving and an additional one-fifth said they have seen this at least a few times per week. Two-thirds of adult

Iowans said that in the past 30 days they have talked on their cell phones while driving. More than 80% of Iowans ages 18 to 39 said they have used their cell phones while driving in the past 30 days. About two-thirds of those ages 40 to 64 said they had talked on a cell phone in the past 30 days while driving a vehicle, and about one-fourth of adults age 65 and older said they had done so in the past 30 days.

GPS UNITS

The use of GPS devices while driving was reported to be less of a distraction than texting or talking on cell phones while driving. The self-reported distraction caused by using GPS devices was similar to that associated with (a) having children in the backseat and (b) driving through an area with a lot of commercial signage such as billboards.

Red Lights

More than 80% of adult Iowans said that people running through red lights was a *very serious threat* to traffic safety and that it is *never acceptable* to drive through a light that had just turned red if they could have stopped. About one-fifth of adult Iowans said that in the past 30 days they have seen drivers in their area driving through red lights on purpose either a few times a week or even daily. Slightly less than one-half of adult Iowans said they thought the chance of getting caught for running a red light was small. Nearly three out of four adult Iowans in this survey said they supported using cameras to automatically ticket people who drive through red lights.

Speeding

About two-thirds of adult Iowans said that excessive speeding was a *very serious threat* to traffic safety in Iowa. Slightly more than one-third of adult Iowans said there is a small chance of getting caught for speeding. More than 80% of adult Iowans said they believed drivers would be more careful if they knew speed and red light cameras were in place. A slight majority of adult Iowans said that when they speed it is usually to keep up with the flow of traffic. Attitudes and behaviors related to speeding varied depending on the type of road that was being traveled.

HIGHWAYS

One-third of adult Iowans said that it was *never acceptable* to drive 10 mph or more over the speed limit on a freeway. About one-half of adult Iowa drivers said they had driven 10 mph or more over the speed limit on a highway or interstate in the past 30 days. About one-half of adult Iowans said that they have seen people speeding by 10 mph or more on major highways *every day* with an additional one-fourth reporting observing such behavior at least a few times per week. A slight majority of adult Iowans said they supported the use of speed cameras to automatically ticket drivers who are speeding on major highways.

CITY STREETS

About three-fourths of adult Iowans said that it was *never acceptable* to drive 10 mph or more over the speed limit on city streets. Slightly more than one-tenth of adult Iowa drivers said they had driven 10 mph or more over the speed limit on a city street in the past 30 days. Slightly more than one-fourth of adult Iowans said that they have seen people speeding by 10 mph or more on city streets *every day* with an additional one-fourth reporting observing such behavior at least a few times per week. A slight majority of adult Iowans said they supported the use of speed cameras to automatically ticket drivers who are speeding on city streets.

GRAVEL ROADS

Nearly two-thirds of adult Iowans said that it was *never acceptable* to drive 10 mph or more over the speed limit on gravel roads. About 15% of adult Iowa drivers said they had driven 10 mph or more over the speed limit on a gravel road in the past 30 days. Yet, it is worth noting that the vast majority of adult Iowans are not able to correctly state the daytime and nighttime speed limits on rural gravel roads. About one-tenth of adult Iowans said that they have seen people speeding by 10 mph or more on gravel roads *every day* with an additional one-tenth reporting observing such behavior at least a few times per week.

Seatbelt Use

About one-half of adult Iowans said that not wearing seatbelts was a *very serious threat* to traffic safety in Iowa. Two-thirds of adult Iowans said it was *never acceptable* to drive without wearing seatbelts, and similar percent said they have asked passengers in the front seat to wear a seatbelt in the past 30 days. Slightly more than 40% of adult Iowans said there is a small chance of getting caught for not wearing a seatbelt. Yet, less than one-tenth of adult Iowa drivers said they have allowed passengers to ride in the front seat without wearing a seatbelt in the past 30 days. About one-third of adult Iowa drivers said they have allowed passengers to ride in the backseat without wearing a seatbelt in the past 30 days. In the past 30 days, about 15% of adult Iowa drivers said they have driven without wearing their seatbelt.

Alcohol & Traffic Safety

More than 90% of adult Iowans said that people driving after drinking too much is a *very serious threat* to traffic safety and nearly 95% said that it was *never acceptable* for people to drive if they think they have had too much to drink. About one-tenth of adult Iowans said they see drivers daily or a few times per week in their area who appeared to be driving while impaired by drug or alcohol use. One-third of adult Iowans said there is only a small chance of getting caught if one drives after drinking alcohol. In the past 30 days, 15% of adult Iowa drivers said they have driven when they thought their blood alcohol content was a little below the legal limit, and about 5% said they have driven in the past 30 days when they thought their blood alcohol content was above the legal limit. It is worth noting that about 5% of adult Iowa drivers also said they thought that there is little chance of getting into an accident when driving after drinking alcohol so long as one is driving carefully. About 90% of adult Iowans said they would support requiring repeat OWI offenders to use ignition interlock devices for extended periods of time.

Special Populations

MOTORCYCLE SAFETY

There was slight majority support among adult Iowans for requiring motorcycle riders to complete more extensive training. About one-half of adult Iowans said they support having a graduated licensing system for motorcyclists that is based on the size of the engine, and about one-third opposed such a system. More than two-thirds of adult Iowans said they would support reinstating a law that requires motorcyclists to wear helmets.

In this survey, about one-tenth of adult Iowans said they drive motorcycles. There was much less support and more opposition to these policies among adult Iowa motorcyclists. Among these Iowans, about two-thirds oppose requiring more extensive training for motorcycle riders and about 85% opposed having a graduated licensing system for motorcycles based on the size of the engine. Slightly more than one-fourth of those who drive motorcycles said they usually wear a helmet. In terms of reinstating the law requiring motorcycle riders to wear helmets, there was strong opposition to this by adult Iowa motorcyclists with 4 out of 5 saying they opposed such a law.

YOUNG DRIVERS

About one-fifth of adult Iowans said that young drivers are a *very serious threat* to traffic safety. A slight majority of adult Iowans said that the current age of 14 was appropriate for drivers to obtain their instruction permits. However, slightly less than two-thirds said that the permit length should be increased from 6 months to 12 months. In addition, nearly three-fourths of adult Iowans said that Iowa should limit newly licensed teenage drivers to one teenage passenger. A slight majority of adult Iowans also favored prohibiting newly licensed teen drivers from driving after 10 pm.

Rating of the State's Traffic Safety Efforts

Ten important areas of traffic safety were rated by adult Iowans in terms of whether they think the State of Iowa has done an *excellent, good, fair, or poor* job. Iowa received the highest marks for (a) increasing seatbelt use, and (b) improving emergency medical services; at least three-fourths of adult Iowans rated Iowa's effort for these two areas as *excellent or good*. About two-thirds of adult Iowans gave *excellent or good* ratings to Iowa in the area of enforcing the speed limit. A slight majority gave *excellent or good* ratings to Iowa in the areas of (a) increasing commercial vehicle safety, and (b) reducing alcohol-related accidents. Slightly less than one-half of Iowans gave the State's efforts on these areas ratings of *excellent or good* for (a) improving the conditions and safety of the roads, and (b) improving young driver safety. About one-third gave *excellent or good* ratings for (a) improving motorcycle safety, (b) improving older driver safety, and (c) reducing distracted driving. The majority of adult Iowans gave the State *fair or poor* ratings in their efforts for (a) reducing distracted driving, and (b) improving older driver safety.

Conclusions

Although most Iowans said they believe driving in Iowa is about as safe now as it was 5 years ago, about one-fourth said driving is becoming less safe. There are a number of driving-related behaviors that many adult Iowans consider to be serious threats to traffic safety that are never acceptable to be doing while driving. Yet, many Iowans report that they frequently see other drivers engaging in these behaviors, and to varying degrees, they admit engaging in some of these potentially dangerous behaviors themselves.

Some of these behaviors pose a potential danger mostly to the drivers such as driving without wearing seatbelts or not wearing helmets while riding on motorcycles. In the past 30 days, 15% of adult Iowa drivers said they had driven without wearing their seatbelt. Some behaviors are dangerous because they distract the driver, thereby increasing the likelihood of being in or causing an accident. For example, about two out of three adult Iowa drivers said they have talked on cell phones while driving in the past 30 days. Moreover, nearly one in five adult Iowa drivers said they have sent or read text messages or emails while driving in the past 30 days despite this being prohibited since July of 2011. Other behaviors are dangerous because they increase the likelihood that an accident would cause severe injuries or fatalities to the driver, passengers, or others. For example, nearly one-half of adult Iowa drivers said they have driven 10 mph or more over the speed limit on highways or interstates in the past 30 days.

A plurality of adult Iowans said they believed enforcement was the most effective way to improve traffic safety. A slight majority said they supported the use of cameras on highways and interstates as well as on city streets to automatically ticket drivers who were speeding. The support for using cameras to automatically ticket drivers who drive through red lights was even stronger with about 7 in 10 adult Iowans in favor of automated enforcement. Most of the general public said they were opposed to increasing the dollar amount of fines for speeding violations.

In some instances, the opinions of the general public differed from those who would be most directly affected by potential changes to traffic safety policies or practices. For instance, a majority of the general population said they would support reinstating a law requiring motorcyclists to wear helmets. Yet, about 80% of motorcyclist said they were opposed to such a law and only a minority of those who drive motorcycle said they usually wear helmets.

The purpose of the present study was to assess the driving-related attitudes and behaviors of adult Iowans. The findings from this survey provide policy makers with information about the general public's perception of how well the State is improving traffic safety in Iowa. The study also provides policy makers with information that can help when making decisions about how to best direct the State's resources and efforts to improve traffic safety in Iowa. These findings can inform decisions about what traffic safety policies, practices, and strategies should be maintained or modified to ensure a positive and safe traffic safety culture. Iowa's traffic safety culture is influenced by laws that are passed, the methods of enforcement, the education and training drivers receive, the engineering and maintenance of Iowa's road, and the people who travel our interstates, highways, city streets, and gravel roads.

REFERENCES

- AAA Foundation for Traffic Safety. (2008, December). *Cell phones and driving: Research update*. Washington, DC: AAA Foundation for Traffic Safety. Retrieved from <http://www.aaafoundation.org/pdf/CellPhonesandDrivingReport.pdf>
- Baird, M., Albrecht, C., & Gkritza, K. (2011, February). *Improving traffic safety culture in Iowa*. Ames, IA: Institute for Transportation, Iowa State University. Retrieved from http://www.intrans.iastate.edu/reports/safety_culture_report_w_cvr_08-15-11.pdf
- California Office of Traffic Safety. (2011). *2011 Statewide traffic safety survey*. Retrieved from http://www.ots.ca.gov/Media_and_Research/Press_Room/2011/doc/Traffic_Safety_Survey_Data.pdf
- Harris Interactive. (2010, May). *Driving while distracted (DWD) research results*. Retrieved from <http://static.nationwide.com/pdf/dwd-2010-survey.pdf>
- Iowa Department of Transportation. (2007, April). *Iowa comprehensive highway safety plan*. Retrieved from http://www.iowadot.gov/traffic/chsp/pdfs/chsp_final_20070420.pdf
- Iowa Department of Transportation, Motor Vehicle Division, Office of Driver Services (2012, June). *2012 Iowa traffic fatality count for 06/12/12*. Retrieved from <http://www.iowadot.gov/mvd/ods/stats/daily.pdf>
- Lutz, G. M., Gonnerman, M. E., & Losch, M. E. (2000, October). *Iowa strategic highway safety plan goals and strategies: Statewide survey of adults*. Cedar Falls, IA: University of Northern Iowa, Center for Social and Behavioral Research. Report prepared for the Iowa Department of Transportation and Safety Management System.
- PublicMind, Fairleigh Dickinson University. (2007, June). *Survey of driver attitudes and behavior: Summary of findings*. Retrieved from www.nj.gov/oag/newsreleases07/hts-summary-findings-07.pdf
- Stowell-Ritter, A. & Binette, J. (2008, May). *2007 Colorado transportation survey: Statewide*. Retrieved from http://assets.aarp.org/rgcenter/il/co_transport_07_1.pdf
- Tison, J., Chaudhary, N., & Cosgrove, L. (2011, December). *National phone survey on distracted driving attitudes and behaviors. (Report No. DOT HS 811 555)*. Washington, DC: National Highway Traffic Safety Administration. Retrieved from <http://www.nhtsa.gov/DOT/NHTSA/NRD/Multimedia/PDFs/Crash%20Avoidance/2006/810580.pdf>

- U.S. Department of Transportation, National Highway Traffic Safety Administration. (2003, November). *National survey of speeding and unsafe driving attitudes and behaviors: 2002*. Retrieved from http://www.nhtsa.dot.gov/people/injury/drowsy_driving1/speed_voIII_finding/SpeedVolumellFindingsFinal.pdf
- U.S. Department of Transportation, National Highway Traffic Safety Administration. (2006, March). *Analysis of red light violation data collected from intersections equipped with red light photo enforcement cameras. (Report No. DOT HS 810 580)*. Retrieved from <http://www.nhtsa.gov/DOT/NHTSA/NRD/Multimedia/PDFs/Crash%20Avoidance/2006/810580.pdf>
- U.S. Department of Transportation, National Highway Traffic Safety Administration. (2010, August). *National survey of drinking and driving attitudes and behaviors. (Report No. Traffic Tech 392)*. Retrieved from www.nhtsa.gov/staticfiles/traffic_tech/tt392.pdf
- U.S. Department of Transportation, National Highway Traffic Safety Administration. (2010, September). *Distracted driving 2009. (Report No. DOT HS 811 379)*. Retrieved from <http://www-nrd.nhtsa.dot.gov/Pubs/811379.pdf>
- U.S. Department of Transportation, National Highway Traffic Safety Administration. (2012, May). *Occupant protection. (Report No. DOT HS 811 619)*. Retrieved from <http://www-nrd.nhtsa.dot.gov/Pubs/811619.pdf>
- U.S. Department of Transportation, National Highway Traffic Safety Administration. (2012, June). *Blueprint for ending distracted driving. (Report No. DOT HS 811 629)*. Retrieved from www.nhtsa.gov/staticfiles/nti/distracted_driving/pdf/811629.pdf
- Vachal, K., Benson, L., & Kubas, A. (2011, August). *North Dakota statewide traffic safety survey, 2011: Traffic safety performance measures for states and federal agencies*. Retrieved from <http://www.ugpti.org/resources/reports/details.php?id=701>
- WYSAC. (2011). *Wyoming drivers survey, 2011*, by Harnish, B., Anatchkova, B. (WYSAC Technical Report No. SRC-1107). Laramie: Wyoming Survey & Analysis Center, University of Wyoming. Retrieved from http://www.jrsa.org/pubs/sac-digest/documents/wy_driving_behaviors_survey-2011.pdf

APPENDIX A: QUESTIONNAIRE

Introduction

HELLO, I am calling for the Iowa Department of Transportation from the University of Northern Iowa. My name is (name). We are gathering information from the public about traffic safety in Iowa. Your telephone number has been chosen randomly, and I would like to ask some questions.

Consent

I will not ask for your last name, address, or other personal information that can identify you. You do not have to answer any question you do not want to, and you can stop the interview at any time. For most people the interview takes about 20 minutes, but it can vary from person to person. There are no direct benefits to you and any risks of participating are similar to those typically encountered in your day to day life. Your individual answers are grouped with those of others to maintain your confidentiality. If you have any questions about the study, I will provide a telephone number for you to call to get more information.

Q1

Have you driven in the past year?

1. Yes
2. No [SKIP TO Q5]
7. Don't know/Not sure
9. Refused

Q2

During the last year, in a typical 7-day week, about how many miles did you drive?

11. None
12. Less than 20 miles
13. 20-99 miles
14. 100-199 miles
15. 200-499 miles
16. 500-999 miles
17. 1000 miles or more
77. Don't know/Not sure
99. Refused

Note. The screening questions needed to confirm phone number and to select the respondent are excluded from this appendix. Respondents in the cell phone sample were asked "Is this a safe time to talk with your now or are you driving?" to avoid interviewing respondents while driving.

Q3

Overall, do you think driving in Iowa feels safer, less safe, or about the same as it did 5 years ago?

1. Safer
2. About the same
3. Less safe
6. Driving in Iowa, less than 1 year
7. Don't know/Not sure
9. Refused

Q4

How safe do you feel when driving a licensed motor vehicle on...

- a. rural gravel roads in Iowa?
- b. city streets in Iowa?
- c. highways and interstates in Iowa?

Would you say...

1. Very safe,
2. Somewhat safe, or
3. Not at all safe?
6. I do not drive on [...] in Iowa
7. Don't know/Not sure
9. Refused

Q5

Have you made a specific effort to improve or maintain your driving skills in the last 5 years, such as reading about safe driving, looking at the official Iowa driver's manual, or taking a refresher class?

1. Yes
2. No
6. Haven't driven in the last 5 years
7. Don't know/Not sure
9. Refused

Q6

Thinking about ways to improve driving skills and habits...

- a. Do you think drivers renewing their license should be required to spend 10 to 15 minutes reviewing safe driving tips and updates on laws and road design?
- b. Do you think drivers renewing their license should be required to pass a written test?
- c. Do you think drivers renewing their license should be required to pass a driving test?
- d. Should there be an insurance discount or other incentive for all licensed drivers to take a refresher class to improve their driving skills and knowledge?

1. Yes
2. No
7. Don't know/Not sure
9. Refused

[Q1=2, skip to Q8a]

Q7

Would you take such a driving class, either online or in person, if you received an insurance discount or other incentive for doing so?

Would you say...

1. Definitely yes,
2. Probably yes,
3. Probably not, or
4. Definitely not?
7. Don't know/Not sure
9. Refused

Q8a

The Iowa Department of Transportation provides information about road conditions through the Iowa 511 traveler information system. Have you ever used DOT resources to learn about any of the following?

Road driving conditions,
Construction zones,
Road closures and detours, or
Weather, winds and temperatures?

1. Yes
2. No
7. Don't know/Not sure
9. Refused

[If 8a=2, skip to Q9a]

Q8b

Did you use the Iowa 511 resources to make your trip faster or to make your trip safer?

1. Faster
2. Safer
3. Both **(DO NOT READ)**
7. Don't know/Not sure
9. Refused

Q9a

Which of the following do you think would be most effective in making driving in Iowa safer?

1. Engineering, such as road signs and road design
2. Education, such as driver's education, refresher classes, or public service messages
3. Enforcement, such as fines and penalties for speeding or sending text messages
7. Don't know/Not sure
9. Refused

Q9b

Which of the following do you think would be least effective in making driving in Iowa safer?

1. Engineering, such as road signs and road design
2. Education, such as driver's education, refresher classes, or public service messages
3. Enforcement, such as fines and penalties for speeding or sending text messages
7. Don't know/Not sure
9. Refused

Q10

**How well do you think the state of Iowa has done in the following areas:
(Randomize)**

- a. Reducing alcohol-related accidents
- b. Increasing safety belt use
- c. Improving motorcycle safety
- d. Improving the condition and safety of roads
- e. Enforcing the speed limit
- f. Reducing distracted driving
- g. Increasing commercial vehicle safety
- h. Improving emergency medical services
- i. Improving young driver safety
- j. Improving older driver safety

Would you say...

1. Excellent,
2. Good,
3. Fair, or
4. Poor?
7. Don't know/Not sure
9. Refused
11. Thinking of response times and quality of care, how satisfied are you with the emergency medical services in your area?

Would you say...

1. Very satisfied,
2. Somewhat satisfied, or
3. Not very satisfied?
7. Don't know/Not sure
9. Refused

Q12

Do you support or oppose...

(Randomize)

- a. Having high-visibility law enforcement operations
- b. Increasing the dollar amount of fines for speeding
- c. Requiring OWI repeat offenders to use ignition interlock devices for extended periods of time
- d. Requiring motorcycle riders to complete more extensive training
- e. Reinstating a law that requires motorcyclists to wear a helmet
- f. Having a graduated licensing system for motorcyclists that is based on engine size

[Interviewer note: Ignition Interlock devices are similar to breathalyzers. They are installed to a vehicle's dashboard. Before the motor can be started, the driver breathes into the device. If the breath alcohol concentration is over a pre-set limit, the device prevents the engine from being started. The device requires additional breath samples during driving. If samples are not provided or the alcohol level is too high, the device will log the event and start an alarm until the engine is turned off.]

1. Support
2. Oppose

7. Don't know/Not sure
9. Refused

Q13a

The next few questions are about Iowa's graduated driver licensing system, or GDL. In Iowa, drivers go through three levels of licensing: instruction permit with supervised driving, intermediate license with some restrictions, and the full license. In Iowa, teens can get an instruction permit at age 14. In some states, the age for a first license is older. Do you think 14 is ok, or what other age do you think it should be?

[] = age (if respondent says "ok" insert 14)

77. Don't know/Not sure
99. Refused

Q13b

Iowa requires teens to have an instruction permit for six months before they are allowed to drive without an adult in the car. Some states require teens to have an instruction permit for 12 months. Do you think Iowa should increase the permit length to 12 months?

1. Yes
2. No

7. Don't know/Not sure
9. Refused

Q13c

Some states limit the number of young passengers that newly licensed teens can have. Do you think Iowa should limit newly licensed teen drivers to no more than one teen passenger?

1. Yes
2. No

7. Don't know/Not sure
9. Refused

Q13d

Iowa currently allows newly licensed teens to drive until 12:30 am. Some states prohibit driving after 10 pm. Do you think Iowa should limit driving after 10 pm for newly licensed teen drivers?

1. Yes
2. No
7. Don't know/Not sure
9. Refused

Q14

Is it legal or illegal for drivers under 18 to use a cell phone for any purpose while driving in Iowa?

[Interviewer note: electronic devices that are installed into the car are not considered cell phones for this question.]

1. Legal
2. Illegal
7. Don't know/Not sure
9. Refused

Q15

For adults, is it legal or illegal to read, write, or send a text message while driving in Iowa?

1. Legal
2. Illegal
7. Don't know/Not sure
9. Refused

Q16

The use of automated enforcement techniques such as speed cameras and red-light cameras is increasing in Iowa.

- a. Do you support or oppose using cameras to automatically ticket speeding drivers on major highways?
- b. Do you support or oppose using cameras to automatically ticket speeding drivers on city streets?
- c. Do you support or oppose using cameras to automatically ticket drivers who drive through red lights?

1. Support
2. Oppose
7. Don't know/Not sure
9. Refused

Q17

In your opinion, would drivers be more careful if they knew that speed and red light cameras were in place?

1. Yes
2. No
7. Don't know/Not sure
9. Refused

Q18

I'm going to read a list of issues involving traffic safety. For each one, I'd like to know how serious a threat to traffic safety you think it is.

(Randomize)

- a. People driving after drinking too much alcohol
- b. People running red lights
- c. Excessive speeding
- d. Aggressive driving
- e. Distracted driving
- f. Drowsy driving
- g. Elderly drivers
- h. Young drivers
- i. Drivers using cell phones
- j. People not wearing seatbelts

Would you say ...

- 1. Very serious threat to traffic safety
- 2. Somewhat serious
- 3. Slightly serious
- 4. Not at all serious
- 7. Don't know/Not sure
- 9. Refused

Q19

How acceptable do you personally think it is for a driver to...?

(Randomize)

- a. Drive when they think they may have had too much to drink?
- b. Drive when they're so sleepy that they have trouble keeping their eyes open?
- c. Drive 10 mph over the speed limit on a city street?
- d. Send text messages or emails while driving?
- e. Drive through a light that just turned red, when they could have stopped easily?
- f. Drive without wearing their seatbelt?
- g. Drive 10 mph over the speed limit on a freeway?
- h. Talk on a hand-held cell phone while driving?
- i. Talk on a hands-free cell phone while driving?
- j. Drive through a stop sign if the way looks clear?
- k. Make a right turn at a red light without stopping?
- l. Drive 10 mph over the speed limit on a rural gravel road?

Would you say...

- 1. Always acceptable,
- 2. Sometimes acceptable,
- 3. Seldom acceptable, or
- 4. Never acceptable?
- 7. Don't know/Not sure
- 9. Refused

Q20

Please tell me how often you have seen other drivers in your area do the following...

(Randomize)

- a. Talk on a cell phone while driving
- b. Honk at other drivers
- c. Speed through a yellow traffic light
- d. Drive 10 miles per hour over the speed limit on a major highway
- e. Drive 10 miles per hour over the speed limit on a city street
- f. Drive through red lights on purpose
- g. Drive while tired or sleepy
- h. Tailgate other vehicles
- i. Read or send a text message or email while driving
- j. Become visibly angry at something another driver did
- k. Drive while seeming to be impaired by drug or alcohol use
- l. Drive through a stop sign
- m. Turn right at a red light without stopping
- n. Drive 10 mph over the speed limit on a rural gravel road

Would you say...

- 1. Every day,
- 2. A few times a week,
- 3. A few times a month,
- 4. Once a month or less, or
- 5. Never?
- 7. Don't know/Not sure
- 9. Refused

[If Q1=2 skip to Q22]

Q21

In the past 30 days, as the driver of a vehicle, have you...?

Seatbelt use

- a. Allowed passengers to ride in the back seat of your car without wearing their seatbelts
- b. Allowed passengers to ride in the front seat of your car without wearing their seatbelts
- c. Driven without wearing your seatbelt
- d. Asked passengers to wear a seatbelt

Speeding

- e. Been asked by a passenger to slow down or drive more carefully while driving
- f. Driven 10 mph over the speed limit on a highway or interstate
- g. Driven 10 mph over the speed limit on a city street
- h. Felt pressure from other drivers to drive faster
- i. Driven 10 mph over the speed limit on a rural gravel road

Lights/stop signs

- j. Driven through a light that has just turned red, when you could have stopped safely
- k. Sped up to get through a yellow light before it changed
- l. Turned right at a red light without stopping
- m. Driven through a stop sign

Drinking

- n. Driven when you thought your blood alcohol content was above the legal limit
- o. Driven when you thought your blood alcohol content was a little below the legal limit

Cell phone use

- p. Talked on any kind of cell phone while you were driving
- q. Read or sent a text message or email while you were driving

Other

- r. Driven with an expired license
- s. Driven when you were so tired that you had a hard time keeping your eyes open
- t. Tailgated another vehicle
- u. Became extremely angry at something another driver did
- v. Honked at other drivers
- w. Tried to avoid driving on a certain road because you felt it was dangerous

- 1. Yes
- 2. No
- 7. Don't know/Not sure
- 9. Refused

Q22

If you have driven 10 mph or more over the speed limit in the past 5 years, was it usually because you...

1. enjoyed the thrill of driving fast,
2. were running late,
3. were not paying attention to your speed, or
4. were keeping up with the flow of traffic
5. or something else? [SPECIFY]
8. Didn't drive 10 mph over in past 5 years
7. Don't know/Not sure
9. Refused

Q23a

What do you think the speed limit is on rural gravel roads?

___ ___ Miles per hour

- 76 76 mph or higher
77 Don't know/Not sure
88 Depends on time of day
99 Refused

[IF Q23a <> 88, SKIP TO Q24]

Q23b

[INTERVIEWER: ENTER DAYTIME LIMIT BELOW]

___ ___ Daytime Limit

- 76 76 mph or higher
77 Don't know/Not sure
99 Refused

Q23c

[INTERVIEWER: ENTER NIGHTTIME LIMIT BELOW]

___ ___ Nighttime Limit

- 76 76 mph or higher
77 Don't know/Not sure
99 Refused

Q24

I'm going to read a list of things that might be distracting for some drivers. Please tell me whether you find it very distracting, somewhat distracting, or not at all distracting to...

(Randomize)

- a. To have the radio on or music playing.
- b. To have passengers in your car having conversations or interacting.
- c. To have children sitting in the backseat.
- d. To drive through an area with a lot of commercial signage such as billboards.
- e. To use a GPS device while driving.
- f. To make or receive cell phone calls.
- g. To send or read text messages or e-mails.

Would you say it is...

1. Very distracting,
2. Somewhat distracting, or
3. Not at all distracting?
6. I have never been in that situation
7. Don't know/Not sure
9. Refused

Q25

In the past 30 days, have you been required or expected to talk on your cell phone while driving because of work?

1. Yes
2. No
7. Don't know/Not sure
9. Refused

Q26

In the past 30 days, have you been required or expected to send or receive a text message or e-mail on your cell phone while driving because of work?

1. Yes
2. No
7. Don't know/Not sure
9. Refused

Q27

When you ride a bicycle, do you usually wear a helmet?

1. Yes
2. No
6. I do not ride a bicycle
7. Don't know/Not sure
9. Refused

Q28

When you ride a motorcycle, do you usually wear a helmet?

1. Yes
2. No
6. I do not ride a motorcycle
7. Don't know/Not sure
9. Refused

Q29

About how many people do you think died last year from motor vehicle accidents in Iowa? Even if you don't know the exact number, please give me your best guess.

_____ (Range 0-999,995)

- 999,996-999,999 or more
999,997. Don't know/Not sure
999,999. Refused

Q30

Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements.

- a. There isn't much chance of an accident if you are careful when speeding.
- b. There isn't much chance of an accident if you are careful when driving after drinking alcohol.
- c. Driving when you are tired increases the chance you might have an accident.
- d. Driving while talking on a cell phone increases the chance you might have an accident.
- e. Driving while eating or drinking increases the chance you might have an accident.
- f. The chance of being caught is small for not wearing a seatbelt.
- g. The chance of being caught is small for driving after drinking alcohol.
- h. The chance of being caught is small for speeding.
- i. The chance of being caught is small for running a red light.
- j. The chance of being caught is small for sending or receiving a text message while driving.

Would you...

1. Strongly agree,
2. Agree,
3. Disagree, or
4. Strongly disagree?
7. Don't know/Not sure
9. Refused

Q31

Which one of the following most motivates you to drive safer? Is it ...

1. Your own safety
2. Safety of others
3. Fear of getting caught driving recklessly, or
4. Setting a good example?
8. None of these
7. Don't know/Not sure
9. Refused

Q32

I have just a few questions left about your background and we'll be finished. What types of vehicles do you drive?

(Check all that apply)

1. Car
2. Pickup truck or van
3. Motorcycle
4. Commercial vehicle
5. Other [Specify:]
8. No vehicles
7. Don't know/Not sure
9. Refused

Q33

Do you have a valid motor vehicle driver's license?

1. Yes
2. No, do not have a license
3. No, current license suspended **[SKIP TO Q35]**
7. Don't know/Not sure
9. Refused

Q34

Has your license ever been suspended or revoked?

1. Yes
2. No
7. Don't know/Not sure
9. Refused

Q35

How many traffic tickets, if any, have you gotten in the past 2 years for moving violations, including any that were reduced or dismissed?

_____ # 0-24

25. 25 or more
77. Don't know/Not sure
99. Refused

Q36

During the past 2 years, how many accidents have you been in while you were driving?

_____ # 0-24

25. 25 or more
77. Don't know/Not sure
99. Refused

[If 36 = 0, skip to 38]

Q37

In how many of these accidents did distracted driving play a role?

[INTERVIEWER NOTE: Estimate if necessary]

_____ # 0-24

25. 25 or more

77. Don't know/Not sure

99. Refused

Q38

And you are...

1. Male?

2. Female?

Q39

What is your current age?

_____ [range 18-96]

96. 96 or older

97. Don't know/Not sure

99. Refused

Q40a

How many children under age 5 currently live in your household?

[] children under 5

77. Don't know/Not sure

99. Refused

Q40b

How many children ages 5 through 17 currently live in your household?

[] children 5-17

77. Don't know/Not sure

99. Refused

Q41

What is the highest level of education you have completed?

11. Never attended school or only attended kindergarten
12. Grades 1-8 (elementary)
13. Grades 9-11 (some high school)
14. Grade 12 or GED (high school graduate)
15. College 1 year to 3 years (some college or technical school)
16. College 4 years or more (college grad with BA/BS, etc.)
17. Graduate degree completed (MA, MS, MFA, MBA, MD, PhD, etc.)
77. Don't know/Not sure

Q42

Which of the following best describes where you live? Do you live...

1. On a farm or in an open rural area,
2. In a small town of less than 5,000 persons,
3. In a large town of 5,000 to less than 25,000 persons,
4. In a city of 25,000 to less than 50,000 persons, or
5. In a city of 50,000 or more persons?
7. Don't know/Not sure
9. Refused

Q43

Which of the following best describes where you work? Do you work...

1. On a farm or in an open rural area,
2. In a small town of less than 5,000 persons,
3. In a large town of 5,000 to less than 25,000 persons,
4. In a city of 25,000 to less than 50,000 persons,
5. In a city of 50,000 or more persons, or
6. Do you work on the road, such as in sales, delivery, utility, bus or truck driving, law enforcement, road worker, repair calls, and so forth?
8. Not currently working
7. Don't know/Not sure
9. Refused

Q44

What is your annual household income from all sources?

Is it...

1. Less than \$25K,
2. \$25K to less than \$50K,
3. \$50K to less than \$75K,
4. \$75k to less than \$100k, or
5. \$100k or more?
7. Don't know/Not sure
9. Refused

Q45

Are you of Hispanic, Latino, or Spanish origin?

- 1. Yes
- 2. No
- 7. Don't know/Not sure
- 9. Refused

Q46

Which of the following best describes your race? Would you say...

[SELECT ONLY ONE]

- 1. White,
- 2. African American or Black,
- 3. Asian,
- 4. American Indian or Alaska Native,
- 5. Native Hawaiian or Other Pacific Islander, or
- 6. Other [Specify:_____]
- 7. Don't know/Not sure
- 9. Refused

Q47

What county do you live in?

_____ County

Q48

What is your ZIP Code?

[_____]

77777. Don't know/Not sure

99999. Refused

Q49 (Landline).

How many landline telephone numbers are used in your household to make or receive phone calls?

— Residential telephone numbers [6 = 6 or more]

7 Don't know / Not sure

9 Refused

Q50 (Landline).

Do you have a cell phone for personal use? Please include cell phones used for both business and personal use.

1 Yes

2 No

7 Don't know / Not sure

9 Refused

[If Q50 (landline)=2, skip to remarks]

Q51 (Landline).

Thinking about all the phone calls that you receive on your landline and cell phone, what percent, between 0 and 100, are received on your cell phone?

---	Enter percent (1 to 100)
8 8 8	Zero
7 7 7	Don't know / Not sure
9 9 9	Refused

Q49 (Cell Phone).

How many landline telephone numbers are used in your household to make or receive phone calls?

-	Residential telephone numbers [6 = 6 or more]
7	Don't know / Not sure
9	Refused

[If Q49 (cell phone)=0 skip to remarks]

Q50 (Cell Phone).

Thinking about all the phone calls that you receive on your landline and cell phone, what percent, between 0 and 100, are received on your cell phone?

---	Enter percent (1 to 100)
8 8 8	Zero
7 7 7	Don't know / Not sure
9 9 9	Refused

REMARKS

Is there anything else that you would like to say about Highway Safety in Iowa?

Closing Statement

That is my last question. Everyone's answers will be combined to give us information about the opinions of people in Iowa. Thank you very much for your time and help with this study.

[Space Left Blank Intentionally]

APPENDIX B: TECHNICAL NOTES

Sample and Sample Efficiency

The study was designed in consultation with the Office of Traffic Safety at the Iowa Department of Transportation and with the Institute for Transportation at Iowa State University to ensure that the questionnaire was focused on gathering information on the traffic safety goals and priority areas, public attitudes, traffic-related experiences, and driving behaviors deemed most relevant for the current study goals. The field period for data collection was from October 5, 2011, through December 11, 2011. A dual-frame sampling methodology was used to include both landline and cell phone numbers. The decision to use a dual frame methodology was made in consultation with the study sponsor, InTrans at Iowa State, and Dr. Mansour Fahimi, a statistical consultant at Marketing Systems Group (the vendor providing the samples and constructed the case weights). The inclusion of cell phone numbers increased the study's coverage by allowing people living in cell phone only households to participate in the survey. A total of 8,165 numbers (4,316 landline and 3,849 cell phone) were attempted and yielded 1,088 completed interviews (684 landline and 404 cell phone). The Response Rate (AAPOR RR3) was 37% for the total sample (35% landline sample, 41% cell phone sample), and the Cooperation Rate (AAPOR CR3) was 69% for the total sample (67% landline sample, 72% cell phone sample).

Landline vs. Cell Phone

The dual sampling frame was used to include "cell phone only" households in the study and also to increase the number of interviews completed with younger adults. A total of 8,165 numbers (4,316 landline and 3,849 cell phone) were attempted and yielded 1,088 completed interviews (684 landline and 404 cell phone). About two-thirds of the completed interviews were completed with numbers from the landline sample (63% landline sample, 37% cell phone sample). Of the 1,088 completed interviews, 10% were by respondents living in landline only households and 16% by respondents living in cell phone only households. In the present study, nearly two-thirds (64%) of the interviews completed with adults 18 to 39 years old came from the cell phone sample. In comparison, 36% of completed interviews for adults 40 to 64 years old and 22% for adults 65 and older came from the cell phone sample.

In summary, the phone status of respondents who completed interviews was as follows: landline only ($n = 110$, 10% of respondents, 7% of weighted data), cell phone only ($n = 168$, 16% of respondents, 23% of weighted data), and landline plus cell phone household ($n = 809$, 74% of respondents, 70% of weighted data). Household phone status was unable to be determined for one respondent. The greater weight for cell phone only households is due, in part, to the age distribution of these respondents. Because of the increased difficulty in completing interviews with younger adults relative to older adults, it is common for younger adult respondents to have higher case weights (i.e., each respondent needs to represent a larger number of adults in the general population).

Weights

The report describing the weighting methodology prepared by Dr. Mansour Fahimi of MSG for CSBR is provided below.

WEIGHTING METHODOLOGY REPORT TRAFFIC SAFETY CULTURE SURVEY - 2011

Design Overview:

This study has secured a total of 1,088 interviews with adults 18 or older residing in Iowa. In order to provide a probability-based sample representative of all adults, a dual-frame random digit dial (RDD) sampling methodology was used, whereby both landline and cellular telephone numbers were included in the sample. As summarized in the following table, two main strata were used for sample selection. It should be noted that all landline telephone numbers were first screened to remove nonworking and business numbers.

Table 1. Sampling design summary and completed interviews by stratum

Stratum	Universe	Sample	Interviews
Landline Numbers	3,390,800	14,300	684
Cellular Numbers	4,031,000	3,850	404
Total	7,421,800	18,150	1,088

Weighting:

Virtually, all survey data are weighted before they can be used to produce reliable estimates of population parameters. While reflecting the selection probabilities of sampled units, weighting also attempts to compensate for practical limitations of a sample survey, such as differential nonresponse and undercoverage. The weighting process for this survey essentially entailed two major steps. The first step consisted of computation of *base weights* to reflect unequal selection probabilities and selection of one adult per household. In the second step, base weights were adjusted so that the resulting final weights aggregate to reported totals for the target population.

For the second step, final weights were adjusted using the method of *Raking*, whereby design weights were simultaneously adjusted along several dimensions using the *WgtAdjust* procedure of SUDAAN. It should be noted that survey data for a number of demographic questions, such as race, age, and education, included missing values. All such missing values were first imputed using a *hot-deck* procedure before construction of the survey weights. As such, respondent counts reflected in the following tables correspond to the post-imputation step. The needed population totals for weighting have been obtained from the latest March supplement of the Current Population Survey (CPS).

Table 2. First raking dimension for weight adjustments by race/ethnicity

Demographic	Interviews		Universe	
Hispanic	12	1.1%	105,346	4.7%
Non-Hispanic White	1,046	96.1%	2,023,514	90.0%
Non-Hispanic Black	11	1.0%	50,788	2.3%
All Others	19	1.7%	68,916	3.1%
Total	1,088	100.0%	2,248,564	100.0%

Table 3. Second raking dimension for weight adjustments by gender and age

Gender	Age	Interviews		Universe	
Male	18 to 24	32	2.9%	136,525	6.1%
	25 to 34	48	4.4%	197,417	8.8%
	35 to 44	74	6.8%	167,111	7.4%
	45 to 54	80	7.4%	222,296	9.9%
	55 to 64	91	8.4%	211,501	9.4%
	65 to 74	74	6.8%	81,905	3.6%
	75 to 84	44	4.0%	53,005	2.4%
	85+	12	1.1%	14,107	0.6%
Female	18 to 24	24	2.2%	165,349	7.4%
	25 to 34	50	4.6%	199,758	8.9%
	35 to 44	79	7.3%	156,282	7.0%
	45 to 54	132	12.1%	225,453	10.0%
	55 to 64	135	12.4%	209,991	9.3%
	65 to 74	93	8.5%	108,218	4.8%
	75 to 84	91	8.4%	65,962	2.9%
	85+	29	2.7%	33,684	1.5%
Total		1,088	100.0%	2,248,564	100.0%

Table 4. Third raking dimension for weight adjustments by gender and education

Gender	Education	Interviews		Universe	
Male	Less than high school diploma	14	1.3%	137,129	6.1%
	High school diploma or GED	136	12.5%	386,629	17.2%
	Some college/ technical school/ associates degree	136	12.5%	324,143	14.4%
	Bachelors degree	120	11.0%	165,779	7.4%
	Graduate/Professional degree or more	49	4.5%	70,187	3.1%
Female	Less than high school diploma	20	1.8%	121,338	5.4%
	High school diploma or GED	189	17.4%	365,775	16.3%
	Some college/ technical school/ associates degree	215	19.8%	391,356	17.4%
	Bachelors degree	145	13.3%	209,608	9.3%
	Graduate/Professional degree or more	64	5.9%	76,620	3.4%
Total		1,088	100.0%	2,248,564	100.0%

Table 5. Fourth raking dimension for weight adjustments by telephone status

Cell-Only	Intervie		Universe	
Cell-only	168	15.4%	509,412	22.7%
All Others	920	84.6%	1,739,152	77.3%
Total	1,088	100.0%	2,248,564	100.0%

Variance Estimation for Weighted Data:

Survey estimates can only be interpreted properly in light of their associated sampling errors. Since weighting often increases variances of estimates, use of standard variance calculation formulae with weighted data can result in misleading statistical inferences. With weighted data, two general approaches for variance estimation can be distinguished. One method is *Taylor Series linearization* and the second is *replication*. There are several statistical software packages that can be used to produce design-proper estimates of variances using linearization or replication methodologies, including:

- ▣ SAS: <http://www.sas.com>
- ▣ SUDAAN: <http://www.rti.org/sudaan>
- ▣ WesVar: http://www.westat.com/westat/statistical_software/wesVar
- ▣ Stata: <http://www.stata.com>

An Approximation Method for Variance Estimation can be used to avoid the need for special software packages. Researchers who do not have access to such tools for design-proper estimation of standard errors can approximate the resulting variance inflation due to weighting and incorporate that in subsequent calculations of confidence intervals and tests of significance. With w_i representing the final weight of the i^{th} respondent, the inflation due to weighting, which is commonly referred to as *Design Effect*, can be approximated by:

$$\delta = 1 + \frac{\sum_{i=1}^n \frac{(w_i - \bar{w})^2}{n-1}}{\bar{w}^2}$$

For calculation of a confidence interval for an estimated percentage, \hat{p} , one can obtain the conventional variance of the given percentage $S^2(\hat{p})$, multiply it by the approximated design effect, δ , and use the resulting quantity as adjusted variance. That is, the adjusted variance $\hat{S}^2(\hat{p})$ would be given by:

$$\hat{S}^2(\hat{p}) \approx \frac{\hat{p}(1-\hat{p})}{n-1} \left(\frac{N-n}{N} \right) \times \delta$$

Subsequently, the $(100-\alpha)$ percent confidence interval for P would be given by:

$$\hat{p} - z_{\alpha/2} \sqrt{\frac{\hat{p}(1-\hat{p})}{n-1} \left(\frac{N-n}{N} \right) \times \delta} \leq P \leq \hat{p} + z_{\alpha/2} \sqrt{\frac{\hat{p}(1-\hat{p})}{n-1} \left(\frac{N-n}{N} \right) \times \delta}$$

[Space Left Blank Intentionally]

APPENDIX C: FREQUENCY TABLES

The tables in this section have been presented in the order they appeared in the questionnaire. The subgroup data included in the frequency tables are presented as descriptive statistical summaries and between-group analyses were not conducted to determine which (if any) of the subgroups were differed from one another based on inferential statistical tests. Percentages above zero but less than 1.0 are reported as "<1%", values between 1.0 and 1.49 are reported as "01%," and values between 1.50 and 2.5 are reported as "02%."

Q1. Have you driven in the past year?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	1,043	2,120,872	94	94	93	96	92	97	94	93	96	96	94
No	44	125,237	06	06	07	04	08	03	06	07	04	04	06
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
Prefer not to answer	00	0	00	--	--	--	--	--	--	--	--	--	--

Q2. During the last year, in a typical 7-day week, about how many miles did you drive?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
None	03	3,670	<1	<1	<1	<1	<1	00	<1	<1	<1	00	<1
19 or Fewer	78	189,006	08	09	04	14	13	06	09	08	10	10	09
20-99	351	645,087	29	31	23	38	26	30	46	37	25	23	36
100-199	246	505,415	22	24	22	26	29	22	21	26	23	29	21
200-499	231	472,481	21	23	28	17	19	26	17	18	27	22	23
500-999	55	126,368	06	06	10	03	08	06	03	07	05	08	05
1,000 or More	58	147,892	07	07	13	02	06	10	03	04	10	08	06
Don't Know	22	33,408	02	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Note. This question was not asked of respondents who said they have not driven in the past year.

Q3. Overall, do you think driving in Iowa feels safer, less safe, or about the same as it did 5 years ago?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Safer	115	239,428	11	12	11	12	12	11	12	13	10	09	13
About the Same	650	1,345,991	60	65	67	63	73	62	56	66	64	72	61
Less Safe	257	483,994	22	23	22	25	15	26	32	20	26	19	26
Don't Know	12	23,837	01	--	--	--	--	--	--	--	--	--	--
Driving in Iowa for less than 1 year	09	28,035	01	--	--	--	--	--	--	--	--	--	--
No Response	01	2,042	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Note. This question was not asked of respondents who said they have not driven in the past year.

Q4A. How safe do you feel when driving a licensed motor vehicle on rural gravel roads in Iowa?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Very Safe	297	660,105	29	33	39	27	36	32	27	34	32	38	30
Somewhat safe	599	1,219,087	54	61	58	63	61	59	64	58	63	58	63
Not safe at all	69	127,578	06	06	03	10	03	08	10	08	05	04	08
Don't Know	07	10,783	<1	--	--	--	--	--	--	--	--	--	--
Do not drive on rural gravel roads	70	103,718	05	--	--	--	--	--	--	--	--	--	--
No Response	02	2,055	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Note. This question was not asked of respondents who said they have not driven in the past year.

Q4B. How safe do you feel when driving a licensed motor vehicle on city streets in Iowa?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Very Safe	433	917,473	41	43	37	49	51	41	34	48	39	51	38
Somewhat safe	577	1,143,550	51	54	60	48	47	56	62	49	58	48	58
Not safe at all	29	57,873	03	03	03	03	02	03	04	03	03	01	04
Don't Know	03	3,114	<1	--	--	--	--	--	--	--	--	--	--
Do not drive on city streets	02	1,316	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Note. This question was not asked of respondents who said they have not driven in the past year.

Q4C. How safe do you feel when driving a licensed motor vehicle on highways and interstates in Iowa?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Very Safe	480	984,983	44	47	51	43	50	47	38	52	42	48	46
Somewhat safe	507	1,048,862	47	50	47	52	46	49	59	45	54	49	50
Not safe at all	40	69,416	03	03	02	04	03	03	03	03	03	02	04
Don't Know	06	7,946	<1	--	--	--	--	--	--	--	--	--	--
Do not drive on highways/Interstates	09	7,983	<1	--	--	--	--	--	--	--	--	--	--
No Response	02	4,137	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Note. This question was not asked of respondents who said they have not driven in the past year.

Q5. Have you made a specific effort to improve or maintain your driving skills in the last 5 years, such as reading about safe driving, looking at the official Iowa driver's manual, or taking a refresher class?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	299	618,326	28	28	30	26	26	30	26	27	28	29	26
No	789	1,630,238	72	72	70	74	74	70	74	73	72	71	74
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q6A. Thinking about ways to improve driving skills and habits...

Do you think drivers renewing their license should be required to spend 10 to 15 minutes reviewing safe driving tips and updates on laws and road design?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	744	1,607,365	72	74	73	75	81	70	70	75	73	75	73
No	307	567,875	25	26	27	25	19	30	30	25	27	25	27
Don't Know	36	69,249	03	--	--	--	--	--	--	--	--	--	--
No Response	01	4,075	<1	--	--	--	--	--	--	--	--	--	--

Q6B. Do you think drivers renewing their license should be required to pass a written test?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	299	700,359	31	32	34	31	35	30	31	33	31	35	30
No	754	1,486,376	66	68	66	69	65	70	69	67	69	65	70
Don't Know	33	60,370	03	--	--	--	--	--	--	--	--	--	--
No Response	02	1,459	<1	--	--	--	--	--	--	--	--	--	--

Q6C. Do you think drivers renewing their license should be required to pass a driving test?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	342	812,293	36	37	38	35	43	31	41	34	39	34	39
No	719	1,394,077	62	63	62	65	57	69	59	66	61	66	61
Don't Know	26	40,981	02	--	--	--	--	--	--	--	--	--	--
No Response	01	1,213	<1	--	--	--	--	--	--	--	--	--	--

Q6D. Should there be an insurance discount or other incentive for all licensed drivers to take a refresher class to improve their driving skills and knowledge?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	778	1,664,982	74	76	73	79	83	74	65	78	75	79	74
No	271	518,521	23	24	27	21	17	26	35	22	25	21	26
Don't Know	36	62,838	03	--	--	--	--	--	--	--	--	--	--
No Response	03	2,223	<1	--	--	--	--	--	--	--	--	--	--

Q7. Would you take such a driving class, either online or in person, if you received an insurance discount or other incentive for doing so?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Definitely Yes	434	916,713	41	44	42	44	50	45	26	51	36	48	41
Probably Yes	458	940,177	42	45	46	44	44	42	52	35	54	44	45
Probably Not	92	166,816	07	08	07	09	04	08	17	09	06	04	10
Definitely Not	46	84,052	04	04	05	03	02	05	05	05	03	04	04
Don't Know	13	14,631	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	939	<1	--	--	--	--	--	--	--	--	--	--

Q8A. The Iowa Department of Transportation provides information about road conditions through the Iowa 511 traveler information system. Have you ever used DOT resources to learn about any of the following: Road driving conditions, construction zones, road closures and detours, or weather, winds and temperatures?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	629	1,208,945	54	54	52	55	46	64	42	52	55	59	50
No	458	1,038,288	46	46	48	45	54	36	58	48	45	41	50
Don't Know	01	1,330	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q8B. Did you use Iowa 511 resources to make your trip faster or to make your trip safer?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Faster	36	90,638	04	08	10	06	09	08	01	07	08	10	06
Safer	512	970,040	43	83	78	87	86	79	92	85	80	80	84
Both (Not Read)	63	114,201	05	10	12	07	05	13	07	08	12	10	10
Don't Know	19	35,397	02	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q9A. Which of the following do you think would be most effective in making driving in Iowa safer? Engineering (such as road signs and road design), education (such as driver's education, refresher classes, or public service messages), or enforcement (such as fines and penalties for speeding or sending text messages)?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Engineering	269	632,117	28	28	29	28	32	27	19	27	29	28	28
Education	286	679,438	30	30	36	25	35	29	24	34	27	35	27
Enforcement	498	870,249	39	39	32	45	31	41	52	37	40	35	42
Don't Know	31	56,599	02	02	03	02	02	02	05	02	03	02	03
No Response	04	10,162	<1	--	--	--	--	--	--	--	--	--	--

Q9B. Which of the following do you think would be least effective in making driving in Iowa safer?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Engineering	360	774,708	34	34	36	33	37	34	30	35	34	41	30
Education	307	568,414	25	25	19	31	22	26	32	24	26	20	29
Enforcement	329	743,140	33	33	39	28	36	32	28	34	32	34	33
Don't Know	87	159,039	07	07	06	08	05	08	10	06	08	05	08
No Response	05	3,262	<1	--	--	--	--	--	--	--	--	--	--

Q10. How well do you think the state of Iowa has done in the following areas?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Reducing Alcohol-Related Accidents													
Excellent	109	237,811	11	11	14	08	10	11	10	11	10	13	09
Good	494	1,089,263	48	48	53	44	53	47	42	47	50	48	49
Fair	303	616,686	27	28	22	33	27	27	29	26	29	27	28
Poor	117	187,513	08	08	06	11	05	09	14	09	08	06	10
Don't Know	64	113,482	05	05	06	05	04	06	05	06	04	07	04
No Response	01	3,809	<1	--	--	--	--	--	--	--	--	--	--
Increasing Safety-Belt Use													
Excellent	320	686,082	30	31	35	27	31	31	31	34	28	30	31
Good	585	1,159,615	52	52	50	54	49	53	53	50	53	50	53
Fair	138	306,516	14	14	13	14	15	14	12	12	15	17	12
Poor	15	40,449	02	02	<1	03	02	02	01	02	02	01	02
Don't Know	27	48,555	02	02	02	02	03	01	03	02	02	02	02
No Response	03	7,347	<1	--	--	--	--	--	--	--	--	--	--
Improving Motorcycle Safety													
Excellent	49	144,026	06	06	09	04	10	05	02	06	06	05	07
Good	329	718,722	32	32	33	31	36	30	31	32	32	36	30
Fair	336	674,181	30	30	28	32	25	34	33	26	34	30	30
Poor	177	341,135	15	15	14	16	15	14	18	17	13	11	18
Don't Know	194	360,420	16	16	16	16	15	16	14	18	14	18	15
No Response	03	10,081	<1	--	--	--	--	--	--	--	--	--	--
Improving the Condition and Safety of Roads													
Excellent	80	177,824	08	08	08	08	11	06	07	11	05	10	07
Good	466	931,707	41	42	43	40	40	40	49	45	38	36	45
Fair	382	788,296	35	35	32	38	35	37	29	32	38	40	32
Poor	146	333,410	15	15	16	13	14	17	13	12	17	14	15
Don't Know	13	15,692	<1	<1	<1	<1	<1	<1	01	<1	<1	<1	<1
No Response	01	1,634	<1	--	--	--	--	--	--	--	--	--	--
Enforcing the Speed Limit													
Excellent	138	292,470	13	13	13	13	15	12	13	17	10	13	13
Good	552	1,189,235	53	53	55	51	54	52	50	50	56	51	54
Fair	308	620,902	28	28	27	28	28	27	28	27	28	33	24
Poor	81	138,845	06	06	05	07	03	08	08	06	06	03	08
Don't Know	09	7,112	<1	<1	<1	<1	00	<1	01	<1	<1	<1	<1
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Reducing Distracted Driving													
Excellent	64	136,934	06	06	06	06	08	05	05	06	06	03	08
Good	285	630,577	28	28	27	29	33	25	26	28	28	32	26
Fair	437	953,798	42	42	40	44	48	38	42	41	44	46	40
Poor	252	455,034	20	20	23	18	10	27	23	22	19	17	22
Don't Know	50	72,221	03	03	04	03	01	04	05	03	04	02	04
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q10. How well do you think the state of Iowa has done in the following areas?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Increasing Commercial Vehicle Safety													
Excellent	86	206,612	09	09	13	06	11	07	10	10	08	09	09
Good	467	1,078,989	48	48	49	48	55	43	44	46	51	50	47
Fair	305	604,007	27	27	25	29	24	29	29	27	27	27	27
Poor	71	117,928	05	05	05	05	01	08	05	05	05	03	06
Don't Know	156	233,198	10	10	08	13	08	12	12	12	09	11	10
No Response	03	7,830	<1	--	--	--	--	--	--	--	--	--	--
Improving Emergency Vehicle Services													
Excellent	207	461,018	20	20	22	20	23	18	23	23	18	18	22
Good	590	1,215,810	54	54	56	52	53	56	52	50	58	54	54
Fair	143	335,536	15	15	12	18	18	13	16	14	16	19	12
Poor	22	47,318	02	02	03	02	02	03	<1	02	02	02	02
Don't Know	125	188,103	08	08	08	09	04	10	09	10	07	07	09
No Response	01	780	<1	--	--	--	--	--	--	--	--	--	--
Improving Young Driver Safety													
Excellent	74	151,940	07	07	07	06	08	06	06	08	05	06	07
Good	418	881,423	39	39	42	36	42	37	41	37	41	41	38
Fair	391	826,904	37	37	34	39	40	35	34	36	37	42	34
Poor	111	232,339	10	10	08	12	07	14	08	11	10	06	13
Don't Know	92	151,606	07	07	08	06	04	08	10	07	07	04	08
No Response	02	4,352	<1	--	--	--	--	--	--	--	--	--	--
Improving Older Driver Safety													
Excellent	36	83,322	04	04	05	03	04	03	04	03	04	01	06
Good	319	615,485	27	28	28	27	23	24	52	25	30	23	31
Fair	401	837,853	37	37	37	38	38	38	31	35	40	41	35
Poor	195	450,754	20	20	20	20	22	24	06	24	17	23	18
Don't Know	134	253,681	11	11	10	12	12	12	08	13	09	12	11
No Response	03	7,468	<1	--	--	--	--	--	--	--	--	--	--

Q11. Thinking of response times and quality of care, how satisfied are you with the emergency medical services in your area?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Very Satisfied	661	1,299,289	58	58	54	62	53	59	66	57	58	59	57
Somewhat Satisfied	317	729,518	32	32	37	28	34	31	30	31	34	29	35
Not at all Satisfied	34	75,257	03	03	04	03	04	04	<1	03	04	03	04
Don't Know	76	144,500	06	06	06	07	08	06	04	09	04	09	05
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q12. Do you support or oppose... (presented in random order)													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Having High-Visibility Law Enforcement Operations													
Support	936	1,912,939	85	85	80	90	85	85	88	87	83	84	86
Oppose	120	272,220	12	12	16	09	13	12	10	10	14	13	12
Don't Know	30	59,879	03	03	04	02	02	03	02	03	02	03	02
No Response	02	3,526	<1	--	--	--	--	--	--	--	--	--	--
Increasing the Dollar Amount of Fines for Speeding													
Support	457	847,988	38	38	31	44	37	37	44	37	38	36	39
Oppose	589	1,345,943	60	60	67	53	62	61	51	61	59	63	58
Don't Know	41	52,046	02	02	02	03	<1	03	05	02	03	02	03
No Response	01	2,587	<1	--	--	--	--	--	--	--	--	--	--
Requiring OWI Repeat Offenders to Use Ignition Interlock Devices for Extended Periods of Time													
Support	976	1,999,441	89	89	85	93	89	90	88	90	88	89	89
Oppose	84	206,180	09	09	14	05	11	09	08	08	10	10	09
Don't Know	25	35,776	02	02	01	02	<1	02	04	01	02	02	02
No Response	03	7,167	<1	--	--	--	--	--	--	--	--	--	--
Requiring Motorcycle Riders to Complete More Extensive Training													
Support	616	1,262,174	56	56	49	63	57	53	62	58	55	55	57
Oppose	341	812,275	36	36	47	26	39	38	25	36	37	38	35
Don't Know	126	165,548	07	07	04	10	04	09	12	07	08	07	08
No Response	05	8,567	<1	--	--	--	--	--	--	--	--	--	--
Having a Graduated Licensing System for Motorcyclists That is Based on Engine Size													
Support	539	1,137,283	51	51	42	58	56	46	54	52	50	52	50
Oppose	329	774,021	34	35	48	22	34	39	24	34	36	34	35
Don't Know	215	328,768	15	15	09	20	10	15	22	15	15	14	15
No Response	05	8,493	<1	--	--	--	--	--	--	--	--	--	--
Reinstating a Law that Requires Motorcyclists to Wear a Helmet													
Support	799	1,520,594	68	68	55	80	67	63	84	71	66	62	72
Oppose	248	647,968	29	29	43	16	30	34	14	27	31	34	26
Don't Know	36	67,175	03	03	03	03	02	04	03	03	03	04	02
No Response	05	12,826	<1	--	--	--	--	--	--	--	--	--	--

Q13A. The next few questions are about Iowa's graduated driver licensing system, or GDL. In Iowa, drivers go through three levels of licensing: instruction permit with supervised driving, intermediate license with some restrictions, and the full license.

In Iowa, teens can get an instruction permit at age 14. In some other states, the age for a first license is older. Do you think 14 is ok, or what other age do you think it should be?

(Ages volunteered by respondent, no categories were read)

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Less than 14	2	11,111	<1	<1	01	00	01	<1	00	<1	<1	01	<1
14 (Current age)	602	1,307,138	58	58	66	52	62	58	49	59	58	62	56
15	111	213,337	10	10	08	10	09	11	06	08	11	10	09
16	333	576,520	26	26	20	31	17	27	42	29	23	19	30
17	11	23,069	01	01	02	<1	<1	02	01	<1	01	<1	02
18	24	108,646	05	05	03	07	10	02	01	03	07	07	03
Don't Know	04	7,525	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	1,219	<1	--	--	--	--	--	--	--	--	--	--

Q13B. Iowa requires teens to have an instruction permit for six months before they are allowed to drive without an adult in the car. Some states require teens to have an instruction permit for 12 months. Do you think Iowa should increase the permit length to 12 months?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	672	1,390,261	62	62	53	72	60	64	62	61	63	59	64
No	396	836,252	37	38	47	28	40	36	38	39	37	41	36
Don't Know	19	21,373	01	--	--	--	--	--	--	--	--	--	--
No Response	01	677	<1	--	--	--	--	--	--	--	--	--	--

Q13C. Do you think Iowa should limit newly license teen drivers to no more than one teen passenger?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	820	1,605,871	71	72	63	81	67	76	78	70	74	74	71
No	249	611,673	27	28	37	19	33	24	22	30	26	26	29
Don't Know	17	27,795	01	--	--	--	--	--	--	--	--	--	--
No Response	02	3,225	<1	--	--	--	--	--	--	--	--	--	--

Q13D. Iowa currently allows newly licensed teens to drive until 12:30 am. Some states prohibit driving after 10 pm. Do you think Iowa should limit driving after 10 pm for newly licensed teen drivers?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes, Prohibit	640	1,236,397	55	55	49	61	48	57	70	60	51	52	58
No, Allow	438	994,509	44	45	51	39	52	43	30	40	49	48	42
Don't Know	09	15,839	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	1,819	<1	--	--	--	--	--	--	--	--	--	--

Q14. Is it legal or illegal for drivers under 18 to use a cell phone for any purpose while driving in Iowa?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Think is Legal	142	270,246	12	13	13	14	12	14	14	12	15	12	14
Think is Illegal	814	1,757,125	78	87	87	86	88	86	86	88	85	88	86
Don't Know	130	217,868	10	--	--	--	--	--	--	--	--	--	--
No Response	02	3,326	<1	--	--	--	--	--	--	--	--	--	--
Including Don't Know													
Think is Legal	142	270,246	12	12	12	12	11	13	12	11	13	11	13
Think is Illegal	814	1,757,125	78	78	80	77	80	78	73	79	77	79	78
Don't Know	130	217,868	10	10	08	11	08	09	15	10	09	10	09
No Response	02	3,326	<1	--	--	--	--	--	--	--	--	--	--

Q15. For adults, is it legal or illegal to read, write, or send a text message while driving in Iowa?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Think is Legal	129	240,435	11	11	11	11	11	10	14	11	12	10	12
Think is Illegal	896	1,903,511	85	89	89	89	89	90	86	89	88	90	88
Don't Know	62	102,852	05	--	--	--	--	--	--	--	--	--	--
No Response	01	1,767	<1	--	--	--	--	--	--	--	--	--	--
Including Don't Know													
Think is Legal	129	240,435	11	11	11	11	11	10	13	10	11	10	12
Think is Illegal	896	1,903,511	85	85	85	85	87	84	79	85	85	87	83
Don't Know	62	102,852	05	05	04	05	02	06	08	05	04	04	05
No Response	01	1,767	<1	--	--	--	--	--	--	--	--	--	--

Question 16A & Q16B: The use of automated enforcement techniques such as speeds cameras and red light cameras is increasing in Iowa. Do you support or oppose using cameras to automatically ticket speeding drivers on major highways? Do you support or oppose using cameras to automatically ticket speeding drivers on city streets?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Major Highways													
Support	594	1,206,343	54	55	49	61	58	47	73	56	55	50	58
Oppose	458	987,680	44	45	51	39	42	53	27	44	45	50	42
Don't Know	31	47,480	02	--	--	--	--	--	--	--	--	--	--
No Response	05	7,062	<1	--	--	--	--	--	--	--	--	--	--
City Streets													
Support	607	1,242,493	55	56	50	62	57	50	73	54	59	54	58
Oppose	449	959,346	43	44	50	38	43	50	27	46	41	46	42
Don't Know	28	38,398	02	--	--	--	--	--	--	--	--	--	--
No Response	04	8,327	<1	--	--	--	--	--	--	--	--	--	--

Question 16C: Do you support or oppose using cameras to automatically ticket speeding drivers who drive through red lights?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M	W	18-39	40-64	65+	U	R	Yes	No
					%	%	%	%	%	%	%	%	%
Support	787	1,577,257	70	71	64	77	72	64	86	70	72	68	73
Oppose	283	649,548	29	29	36	23	28	36	14	30	28	32	27
Don't Know	14	15,550	<1	--	--	--	--	--	--	--	--	--	--
No Response	04	6,210	<1	--	--	--	--	--	--	--	--	--	--

Question 17: In your opinion, would drivers be more careful if they knew that speed and red light cameras were in place?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M	W	18-39	40-64	65+	U	R	Yes	No
					%	%	%	%	%	%	%	%	%
Yes	908	1,850,691	82	84	81	87	85	80	94	81	87	82	85
No	157	355,940	16	16	19	13	15	20	06	19	13	18	15
Don't Know	23	41,933	02	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q18. I'm going to read a list of issues involving traffic safety. For each one, I'd like to know how serious a threat to traffic safety you think it is.													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M	W	18-39	40-64	65+	U	R	Yes	No
					%	%	%	%	%	%	%	%	%
People Driving after Drinking Too Much Alcohol													
Very Serious	1,007	2,063,347	92	92	88	96	91	91	94	92	91	91	92
Somewhat	63	138,701	06	06	09	04	06	07	05	05	07	06	06
Slightly	15	42,846	02	02	03	<1	02	02	<1	02	01	03	01
Not at All	03	3,670	<1	<1	<1	<1	00	<1	<1	<1	<1	<1	<1
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
People Running Red Lights													
Very Serious	913	1,871,586	83	83	81	85	79	84	92	80	86	76	88
Somewhat	135	288,992	13	13	13	12	17	12	06	16	10	18	10
Slightly	28	59,156	03	03	04	02	03	03	01	03	02	05	01
Not at All	09	24,567	01	01	02	<1	02	01	<1	<1	02	01	01
Don't Know	03	4,264	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Excessive Speeding													
Very Serious	761	1,488,684	66	66	59	74	58	70	74	67	66	61	70
Somewhat	267	580,971	26	26	32	20	30	25	21	27	24	28	24
Slightly	46	115,353	05	05	08	02	07	04	04	04	06	06	05
Not at All	10	58,539	03	03	<1	04	06	<1	01	01	04	05	01
Don't Know	02	2,808	<1	--	--	--	--	--	--	--	--	--	--
No Response	02	2,209	<1	--	--	--	--	--	--	--	--	--	--
Aggressive Driving													
Very Serious	723	1,486,742	66	66	61	71	59	68	76	63	70	59	71
Somewhat	301	636,078	28	28	31	26	34	27	19	32	25	34	25
Slightly	46	95,250	04	04	06	03	05	04	04	04	04	05	04
Not at All	13	27,150	01	01	02	<1	01	01	<1	<1	02	02	<1
Don't Know	04	2,031	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	1,313	<1	--	--	--	--	--	--	--	--	--	--

Q18. I'm going to read a list of issues involving traffic safety. For each one, I'd like to know how serious a threat to traffic safety you think it is.

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M	W	18-39	40-64	65+	U	R	Yes	No
					%	%	%	%	%	%	%	%	%
Distractions Driving													
Very Serious	788	1,612,588	72	72	65	78	67	75	74	74	70	72	71
Somewhat	255	538,912	24	24	29	20	29	21	22	22	26	22	26
Slightly	38	70,032	03	03	04	02	02	04	04	02	04	04	03
Not at All	06	24,521	01	01	02	<1	02	<1	<1	02	<1	02	<1
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	01	2,511	<1	--	--	--	--	--	--	--	--	--	--
Drowsy Driving													
Very Serious	760	1,566,892	70	70	63	76	65	71	78	68	71	66	73
Somewhat	267	553,980	25	25	29	21	30	23	17	26	24	27	23
Slightly	44	98,690	04	04	06	03	05	04	04	05	04	07	03
Not at All	10	19,236	<1	<1	01	<1	00	01	02	<1	<1	<1	01
Don't Know	07	9,765	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Elderly Drivers													
Very Serious	187	485,776	22	22	17	26	28	19	18	22	22	26	19
Somewhat	617	1,220,334	54	55	54	56	52	59	54	55	55	50	58
Slightly	191	342,353	15	15	18	13	12	16	20	14	16	14	16
Not at All	69	168,944	08	08	11	05	09	07	09	09	06	10	06
Don't Know	19	23,451	01	--	--	--	--	--	--	--	--	--	--
No Response	05	7,706	<1	--	--	--	--	--	--	--	--	--	--
Young Drivers													
Very Serious	200	454,303	20	20	15	26	22	18	26	17	24	19	22
Somewhat	623	1,253,062	56	56	55	58	50	62	56	60	54	57	56
Slightly	202	427,665	19	19	25	14	25	16	15	20	18	22	18
Not at All	43	89,114	04	04	05	03	04	04	02	03	05	03	05
Don't Know	18	18,383	<1	--	--	--	--	--	--	--	--	--	--
No Response	02	6,037	<1	--	--	--	--	--	--	--	--	--	--
Drivers Using Cell Phones													
Very Serious	671	1,293,427	58	58	53	62	47	59	77	58	58	49	63
Somewhat	334	718,328	32	32	34	30	36	34	18	34	30	40	27
Slightly	66	185,446	08	08	10	07	14	06	03	06	11	08	08
Not at All	15	47,008	02	02	03	02	03	01	02	03	02	02	02
Don't Know	02	4,355	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
People Not Wearing Seatbelts													
Very Serious	539	1,053,999	47	47	36	57	44	44	61	52	42	42	51
Somewhat	342	733,295	33	33	37	28	36	33	28	29	36	32	33
Slightly	118	278,235	12	12	15	10	12	14	09	12	13	15	11
Not at All	80	169,538	08	08	11	04	08	09	03	06	09	11	06
Don't Know	07	10,712	<1	--	--	--	--	--	--	--	--	--	--
No Response	02	2,783	<1	--	--	--	--	--	--	--	--	--	--

Q19. How acceptable do you personally think it is for a driver to...													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Drive When They Think They May Have Had Too Much To Drink													
Always Acceptable	7	11,522	<1	<1	<1	<1	<1	<1	01	<1	<1	00	<1
Sometimes	15	40,302	02	02	01	02	03	01	<1	<1	03	01	02
Seldom	30	70,388	03	03	04	02	05	02	03	02	04	02	04
Never Acceptable	1,035	2,125,621	94	95	94	95	91	97	96	96	93	97	93
Don't Know	01	730	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive When They Are So Sleepy That They Have Trouble Keeping Their Eyes Open													
Always Acceptable	06	17,837	<1	<1	02	<1	<1	01	00	<1	01	02	<1
Sometimes	22	84,307	04	04	04	04	07	02	<1	04	04	04	03
Seldom	58	107,830	05	05	06	04	06	03	05	05	05	04	05
Never Acceptable	1,002	2,038,591	91	91	89	93	86	94	94	91	90	90	91
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a City Street													
Always Acceptable	10	20,825	<1	<1	01	<1	<1	01	<1	01	<1	02	<1
Sometimes	116	270,974	12	12	14	10	14	12	09	13	12	14	11
Seldom	128	239,412	11	11	11	10	14	09	08	12	09	12	10
Never Acceptable	832	1,715,173	76	76	74	79	72	78	83	74	78	73	78
Don't Know	01	1,400	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	780	<1	--	--	--	--	--	--	--	--	--	--
Send Text Messages or Emails While Driving													
Always Acceptable	12	30,600	01	01	01	02	02	01	<1	01	01	<1	02
Sometimes	27	103,210	05	05	05	04	10	02	01	04	06	04	05
Seldom	63	127,752	06	06	07	04	08	05	04	07	04	06	05
Never Acceptable	985	1,985,364	88	88	86	90	80	92	95	88	89	89	88
Don't Know	01	1,638	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive Through A Light That Just Turned Red, When They Could Have Stopped													
Always Acceptable	07	19,813	<1	<1	02	<1	02	<1	<1	<1	01	02	<1
Sometimes	89	184,872	08	08	08	08	09	07	08	09	08	06	10
Seldom	110	220,400	10	10	10	10	12	10	05	11	08	13	08
Never Acceptable	881	1,822,896	81	81	80	82	77	83	87	80	83	80	82
Don't Know	01	582	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive Without Wearing Their Seatbelt													
Always Acceptable	43	112,993	05	05	07	04	08	04	02	04	06	09	03
Sometimes	167	391,058	17	18	20	15	18	20	08	15	20	20	16
Seldom	116	240,217	11	11	14	08	11	11	08	13	09	13	09
Never Acceptable	754	1,482,552	66	67	59	73	63	65	82	68	65	58	72
Don't Know	08	21,745	01	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q19. How acceptable do you personally think it is for a driver to...													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Drive 10 mph Over the Speed Limit on a Freeway													
Always Acceptable	76	205,580	09	09	12	06	15	07	02	11	08	13	06
Sometimes	450	986,643	44	44	50	39	42	47	38	44	45	45	43
Seldom	164	293,292	13	13	11	15	13	13	14	12	14	15	12
Never Acceptable	391	754,359	34	34	27	40	29	33	47	33	34	26	38
Don't Know	06	6,648	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	2,042	<1	--	--	--	--	--	--	--	--	--	--
Talk on a Hand-Held Cell Phone While Driving													
Always Acceptable	31	72,220	03	03	03	04	05	03	<1	03	04	04	02
Sometimes	352	802,698	36	36	35	37	43	36	20	35	37	41	33
Seldom	169	343,972	15	15	16	15	18	14	09	17	14	19	13
Never Acceptable	532	1,020,619	45	46	46	45	34	47	70	45	46	36	52
Don't Know	03	5,571	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	3,484	<1	--	--	--	--	--	--	--	--	--	--
Talk on a Hands-Free Cell Phone While Driving													
Always Acceptable	196	442,754	20	20	22	18	26	20	06	22	18	26	16
Sometimes	546	1,163,758	52	52	54	51	54	52	46	49	55	50	54
Seldom	126	234,072	10	10	08	13	08	13	10	12	09	09	11
Never Acceptable	209	389,264	17	18	16	19	12	15	38	17	18	15	19
Don't Know	08	12,384	<1	--	--	--	--	--	--	--	--	--	--
No Response	03	6,332	<1	--	--	--	--	--	--	--	--	--	--
Drive Through a Stop Sign if the Way Looks Clear													
Always Acceptable	04	8,128	<1	<1	<1	<1	<1	<1	<1	<1	<1	<1	<1
Sometimes	74	188,588	08	08	06	11	12	06	05	04	12	12	06
Seldom	76	167,312	07	07	10	05	10	06	06	09	06	10	06
Never Acceptable	932	1,883,461	84	84	83	84	76	88	88	86	81	78	87
Don't Know	01	377	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	699	<1	--	--	--	--	--	--	--	--	--	--
Make a Right Turn at a Red Light Without Stopping													
Always Acceptable	16	31,493	01	01	01	02	01	02	02	02	01	01	02
Sometimes	131	337,018	15	15	17	13	19	14	08	12	18	17	14
Seldom	84	165,240	07	07	09	06	09	07	05	09	06	08	07
Never Acceptable	856	1,714,231	76	76	73	79	71	77	85	78	75	73	78
Don't Know	01	582	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a Rural Gravel Road													
Always Acceptable	24	73,669	03	03	04	02	06	02	01	04	03	05	02
Sometimes	194	482,719	22	22	27	16	28	19	14	18	25	24	20
Seldom	157	291,400	13	13	14	12	16	12	11	14	12	16	11
Never Acceptable	702	1,377,672	61	62	54	69	49	67	74	64	60	56	66
Don't Know	11	23,105	01	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q20. Please tell me how often you have seen other drivers in your area do the following...													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Talk on a Cell Phone While Driving													
Every day	705	1,611,138	72	72	78	66	79	74	48	74	69	80	67
Few times a week	242	413,234	18	18	16	21	13	19	31	16	21	13	22
Few times a month	70	98,992	04	04	03	06	02	04	08	04	05	03	05
Once month or less	39	73,777	03	03	01	05	04	02	07	03	03	02	04
Never	28	48,678	02	02	03	02	02	02	05	03	01	02	02
Don't Know	04	2,745	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Honk at Other Drivers													
Every day	109	317,122	14	14	17	12	22	11	06	18	10	16	13
Few times a week	193	463,772	21	21	24	18	21	23	14	23	19	22	20
Few times a month	242	522,888	23	23	21	26	26	22	18	25	22	24	23
Once month or less	390	669,529	30	30	28	32	22	34	40	26	34	29	30
Never	145	260,492	12	12	11	13	09	10	22	08	16	09	13
Don't Know	08	14,383	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	377	<1	--	--	--	--	--	--	--	--	--	--
Speed Through a Yellow Light													
Every day	323	796,228	35	36	40	31	47	31	24	41	31	39	33
Few times a week	316	601,435	27	27	26	27	24	29	26	31	23	26	28
Few times a month	209	394,671	18	18	16	20	15	18	22	17	19	18	18
Once month or less	172	301,144	13	14	14	13	08	16	19	08	18	09	16
Never	55	137,201	06	06	04	08	06	05	08	03	09	07	05
Don't Know	13	17,886	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a Major Highway													
Every day	472	1,087,212	48	49	57	42	53	51	31	53	46	55	45
Few times a week	290	554,828	25	25	24	26	22	26	31	27	23	23	26
Few times a month	169	329,962	15	15	11	19	14	14	17	11	18	16	14
Once month or less	108	218,819	10	10	08	12	10	07	17	08	11	06	13
Never	24	30,212	01	01	<1	02	<1	02	04	01	02	<1	02
Don't Know	23	26,442	01	--	--	--	--	--	--	--	--	--	--
No Response	02	1,089	<1	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a City Street													
Every day	286	637,978	28	29	31	26	35	26	21	34	24	31	27
Few times a week	277	575,772	26	26	27	25	24	28	24	28	23	27	25
Few times a month	180	349,310	16	16	16	16	16	14	17	15	16	14	16
Once month or less	240	492,335	22	22	20	24	20	23	25	14	29	22	22
Never	93	173,774	08	08	06	10	05	08	13	08	07	06	09
Don't Know	11	16,370	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	3,025	<1	--	--	--	--	--	--	--	--	--	--
Drive Through Red Lights on Purpose													
Every day	64	163,313	07	07	10	05	09	07	07	08	07	06	08
Few times a week	139	276,669	12	12	16	09	10	15	11	14	11	12	13
Few times a month	164	364,812	16	16	15	18	20	14	16	20	13	20	14
Once month or less	397	815,391	36	37	33	40	36	36	39	33	40	39	36
Never	294	591,368	26	27	26	28	24	28	28	26	28	23	29
Don't Know	30	37,011	02	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive While Tired or Sleepy													
Every day	44	156,430	07	08	10	07	14	06	02	08	09	09	08
Few times a week	82	171,090	08	09	11	08	11	08	10	08	10	07	11
Few times a month	148	353,562	16	19	21	17	24	17	12	19	19	22	17
Once month or less	342	722,633	32	39	40	38	36	43	36	40	38	38	40
Never	243	446,295	20	24	17	30	15	26	41	24	24	24	24
Don't Know	225	380,852	17	--	--	--	--	--	--	--	--	--	--
No Response	04	17,701	<1	--	--	--	--	--	--	--	--	--	--

Q20. Please tell me how often you have seen other drivers in your area do the following...													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Tailgate Other Vehicles													
Every day	330	788,831	35	35	42	29	42	33	28	40	32	38	34
Few times a week	266	556,262	25	25	27	23	24	29	17	26	24	23	26
Few times a month	191	367,225	16	16	11	22	16	16	17	13	20	18	16
Once month or less	205	363,608	16	16	14	19	14	15	27	13	19	14	18
Never	80	150,083	07	07	06	07	05	07	11	08	06	06	07
Don't Know	16	22,555	01	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Read or Send a Text Message or Email While Driving													
Every day	309	750,874	33	35	44	26	43	32	22	39	31	38	33
Few times a week	270	634,447	28	30	31	28	32	29	24	27	32	33	27
Few times a month	146	288,735	13	13	10	17	11	15	13	14	13	12	15
Once month or less	128	210,893	09	10	05	14	06	11	18	07	12	08	11
Never	155	262,098	12	12	09	15	08	13	22	12	12	09	14
Don't Know	77	98,869	04	--	--	--	--	--	--	--	--	--	--
No Response	03	2,648	<1	--	--	--	--	--	--	--	--	--	--
Become Visibly Angry at Something Another Driver Did													
Every day	98	302,241	13	14	17	10	20	12	04	15	13	14	13
Few times a week	179	458,472	20	21	22	19	27	18	14	24	17	22	20
Few times a month	220	446,035	20	20	20	20	20	21	17	19	21	19	21
Once month or less	428	783,183	35	35	31	39	25	39	47	33	37	36	35
Never	148	239,121	11	11	09	12	08	11	17	09	12	09	12
Don't Know	15	19,512	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive While Seeming to be Impaired by Drug or Alcohol Use													
Every day	21	51,543	02	02	02	03	04	02	<1	03	02	03	02
Few times a week	76	178,853	08	09	10	07	10	07	08	09	08	07	10
Few times a month	133	327,475	15	16	18	14	18	16	09	19	13	16	15
Once month or less	456	943,788	42	45	46	44	40	52	39	44	46	42	47
Never	288	582,022	26	28	23	33	27	24	43	25	30	31	26
Don't Know	111	161,722	07	--	--	--	--	--	--	--	--	--	--
No Response	03	3,162	<1	--	--	--	--	--	--	--	--	--	--
Drive Through a Stop Sign													
Every day	109	258,786	12	12	15	09	13	11	11	11	12	12	11
Few times a week	179	370,673	16	17	20	13	16	17	18	15	18	14	18
Few times a month	230	488,753	22	22	24	20	25	20	18	25	19	20	23
Once month or less	403	755,454	34	34	27	40	28	37	42	32	35	34	34
Never	154	356,029	16	16	14	18	18	16	11	16	16	21	13
Don't Know	13	18,870	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Turn Right at a Red Light Without Stopping													
Every day	122	303,520	14	14	19	09	18	12	09	15	12	13	14
Few times a week	211	448,940	20	20	24	17	16	22	24	23	18	19	21
Few times a month	226	448,817	20	20	16	24	22	20	15	22	18	22	19
Once month or less	361	666,864	30	30	28	32	25	31	38	26	34	31	29
Never	157	367,823	16	16	13	19	19	15	15	15	18	15	17
Don't Know	11	12,600	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive 10 mph Over the Speed Limit on a Rural Gravel Road													
Every day	103	229,538	10	11	14	08	14	11	07	06	16	11	12
Few times a week	103	260,756	12	13	14	12	17	11	08	12	14	14	12
Few times a month	143	331,954	15	16	22	11	17	15	18	14	18	19	15
Once month or less	304	616,776	27	30	30	31	30	30	30	34	28	28	32
Never	304	586,576	26	29	20	37	21	33	37	34	25	28	30
Don't Know	127	218,573	10	--	--	--	--	--	--	--	--	--	--
No Response	04	4,390	<1	--	--	--	--	--	--	--	--	--	--

Q21. In the past 30 days, as the driver of a vehicle, have you... [Seatbelt Use]													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Asked Passengers to Wear a Seatbelt													
Yes	677	1,440,108	64	68	66	70	72	66	64	70	66	73	65
No	362	677,503	30	32	34	30	28	34	36	30	34	27	35
Don't Know	04	5,059	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Allowed Passengers to Ride in the Back Seat of Your Car Without Wearing Their Seatbelts													
Yes	303	676,012	30	32	38	27	35	30	31	32	32	24	37
No	723	1,420,851	63	68	62	73	65	70	69	68	68	76	63
Don't Know	15	21,641	01	--	--	--	--	--	--	--	--	--	--
No Response	03	4,823	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Driven Without Wearing Your Seatbelt													
Yes	152	346,242	15	16	19	14	19	14	14	11	22	16	17
No	890	1,771,607	79	84	81	86	81	86	86	89	78	84	83
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	02	5,477	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Allowed Passengers to Ride in the Front Seat of Your Car Without Wearing Their Seatbelts													
Yes	65	150,249	07	07	09	05	10	06	03	04	10	08	07
No	976	1,970,534	88	93	91	95	90	94	97	96	90	92	93
Don't Know	02	1,887	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Q21. In the past 30 days, as the driver of a vehicle, have you...[Speeding]													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Driven 10 mph Over the Speed Limit on a Highway or Interstate													
Yes	426	1,025,828	46	48	58	39	60	48	25	48	48	58	42
No	616	1,094,467	49	52	42	61	40	52	75	52	52	42	58
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	02	3,033	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Felt Pressure from Other Drivers to Drive Faster													
Yes	482	1,024,782	46	48	47	49	53	48	39	51	46	48	48
No	559	1,096,293	49	52	53	51	47	52	61	49	54	52	52
Don't Know	01	657	<1	--	--	--	--	--	--	--	--	--	--
No Response	02	1,595	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Been Asked By a Passenger to Slow Down or Drive More Carefully While Driving													
Yes	135	353,540	16	17	23	11	21	14	16	16	17	20	15
No	907	1,768,151	79	83	77	89	79	86	84	84	83	80	85
Don't Know	01	979	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Driven 10 mph Over the Speed Limit on a Rural Gravel Road													
Yes	98	302,046	13	14	22	07	26	09	05	09	19	18	12
No	935	1,803,853	80	86	78	93	74	91	95	91	81	82	88
Don't Know	10	16,770	01	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Driven 10 mph Over the Speed Limit on a City Street													
Yes	118	256,971	11	12	14	10	17	10	05	14	11	14	11
No	924	1,862,213	83	88	86	90	83	90	95	86	89	86	89
Don't Know	01	3,486	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Q21. In the past 30 days, as the driver of a vehicle, have you... [Traffic Lights & Stop Signs]													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Sped Up to Get Through a Yellow Light Before it Changed													
Yes	527	1,075,875	48	51	54	48	60	48	37	55	47	51	51
No	513	1,041,553	46	49	46	52	40	52	63	45	53	49	49
Don't Know	02	2,252	<1	--	--	--	--	--	--	--	--	--	--
No Response	02	3,647	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Driven Through a Stop Sign													
Yes	91	203,258	09	10	10	09	13	09	05	07	12	09	10
No	952	1,919,412	85	90	90	91	87	91	95	93	88	91	90
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Driven Through a Light that has Just Turned Red, When You Could Have Stopped Safely													
Yes	78	186,858	08	09	10	08	11	09	05	10	08	04	12
No	963	1,933,432	86	91	90	92	89	91	95	90	92	96	88
Don't Know	02	2,381	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Turned Right at a Red Light Without Stopping													
Yes	61	163,802	07	08	11	05	11	07	02	07	08	07	08
No	980	1,956,990	87	92	89	95	89	93	98	93	92	93	92
Don't Know	02	1,878	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Q21. In the past 30 days, as the driver of a vehicle, have you... [Alcohol-Related Behaviors]													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Driven When You Thought Your Blood Alcohol Content Was a Little Below the Legal Limit													
Yes	118	319,483	14	15	20	10	24	12	05	15	15	18	13
No	923	1,799,625	80	85	80	90	76	88	95	85	85	82	87
Don't Know	02	3,562	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Driven When You Thought Your Blood Alcohol Content Was Above the Legal Limit													
Yes	28	108,181	05	05	07	04	11	02	02	05	05	05	05
No	1,013	2,010,440	89	95	93	96	89	98	98	95	95	95	95
Don't Know	01	2,282	<1	--	--	--	--	--	--	--	--	--	--
No Response	02	2,424	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Q21. In the past 30 days, as the driver of a vehicle, have you... [Cell Phone Use]													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Talked on Any Kind of Cell Phone While You Were Driving													
Yes	622	1,416,767	63	67	70	64	81	69	27	65	69	78	59
No	420	704,265	31	33	30	36	19	31	73	35	31	22	41
Don't Know	01	1,638	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Read or Sent a Text Message or Email While You Were Driving													
Yes	135	404,976	18	19	21	17	36	12	<1	18	20	22	17
No	907	1,716,712	76	81	79	83	64	88	99	82	80	78	83
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	02	1,639	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Q21. In the past 30 days, as the driver of a vehicle, have you... [Other Driving-Related Behaviors]													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Tried to Avoid Driving on a Certain Road Because You Felt it Was Dangerous													
Yes	370	754,188	34	36	34	37	29	40	36	37	35	31	39
No	670	1,363,905	61	64	66	63	71	60	64	63	65	69	61
Don't Know	03	4,577	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Became Extremely Angry at Something Another Driver Did													
Yes	294	716,257	32	34	40	28	41	30	30	38	30	34	34
No	748	1,405,870	62	66	60	72	59	70	70	62	70	66	66
Don't Know	01	543	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Honked at Other Drivers													
Yes	210	515,826	23	24	30	19	30	23	17	30	19	28	22
No	832	1,606,000	71	76	70	81	70	77	83	70	81	72	78
Don't Know	01	843	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Driven When You Were So Tired You Had a Hard Time Keeping Your Eyes Open													
Yes	108	256,160	11	12	16	09	14	11	11	09	14	09	14
No	935	1,866,510	83	88	84	91	86	89	89	91	86	91	86
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Tailgated Another Vehicle													
Yes	96	233,070	10	11	14	08	14	11	06	10	12	11	11
No	945	1,887,461	84	89	86	92	86	89	94	90	88	89	89
Don't Know	01	1,286	<1	--	--	--	--	--	--	--	--	--	--
No Response	02	1,509	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--
Driven With an Expired License													
Yes	17	73,862	03	04	04	03	08	01	<1	03	04	03	04
No	1,026	2,048,808	91	96	96	97	92	99	99	97	96	97	96
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	44	125,237	06	--	--	--	--	--	--	--	--	--	--

Q22. If you have driven 10 mph or more over the speed limit in the past 5 years, was it usually because you enjoyed the thrill of driving fast, were running late, were not paying attention to your speed, or were keeping up with the traffic flow, or something else?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Enjoyed thrill	09	24,866	01	01	02	<1	01	02	12	<1	02	01	01
Running late	173	395,133	18	20	16	24	28	15	22	19	21	24	18
Not paying attention	195	348,425	16	18	17	18	14	20	62	19	16	14	21
Keeping up with traffic flow	496	1,054,920	47	54	56	51	51	54	<1	56	51	53	54
Something else	24	44,306	02	02	03	01	02	03	00	02	02	03	02
Emergency (other)	15	45,737	02	02	02	03	03	02	<1	<1	04	02	03
Save time/Get there faster (Other)	10	23,142	01	01	01	01	<1	02	00	<1	02	02	<1
Passing another vehicle (Other)	13	22,630	01	01	02	<1	00	02	03	01	01	01	01
Don't Know	12	17,125	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	621	<1	--	--	--	--	--	--	--	--	--	--
Have not driven 10 mph over speed limit in past 5 years	140	271,658	12	--	--	--	--	--	--	--	--	--	--

Q23. What do you think the speed limit is on rural gravel roads?

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Less than 20 MPH	14	59,739	03	03	<1	04	06	<1	01	02	04	04	02
20 to 25 MPH	79	168,189	08	08	04	11	11	05	05	12	04	07	08
30 to 40 MPH	230	451,542	20	20	18	22	19	22	16	24	16	19	21
45 MPH	252	557,522	25	25	28	22	30	26	12	21	29	27	23
50 MPH	133	229,174	10	10	12	08	04	14	16	08	13	08	12
55 MPH	273	547,574	24	24	27	22	19	25	35	22	27	20	27
60 MPH	01	887	<1	<1	<1	00	00	00	<1	<1	00	00	<1
Depends on Time of Day	03	12,010	<1	<1	<1	<1	01	<1	00	<1	<1	<1	<1
Don't Know	103	221,927	10	10	08	12	11	07	14	12	08	14	07
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Note. One of the three respondents who said it depends on the time of day correctly stated the daytime and nighttime speed limits.

Q24. I'm going to read a list of things that might be distracting for some drivers. Please tell me whether you find it very distracting, somewhat distracting, or not at all distracting to...

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Send or Read Text Messages or Emails													
Very Distracting	869	1,791,986	80	84	83	86	75	91	87	84	84	83	85
Somewhat	94	253,263	11	12	13	11	20	08	05	12	12	15	10
Not at All	31	79,428	04	04	04	04	05	02	08	03	04	02	05
Never in Situation	92	121,831	05	--	--	--	--	--	--	--	--	--	--
Don't Know	02	2,056	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Make or Receive Cell Phone Calls													
Very Distracting	426	776,182	34	36	35	36	26	39	52	40	32	26	42
Somewhat	513	1,152,176	51	53	52	53	56	53	43	51	55	59	48
Not at All	102	258,400	12	12	12	11	19	08	05	10	14	15	10
Never in Situation	45	56,399	02	--	--	--	--	--	--	--	--	--	--
Don't Know	02	5,407	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Use a GPS device While Driving													
Very Distracting	108	211,354	09	11	10	12	10	11	14	11	10	10	11
Somewhat	460	973,432	43	50	53	47	46	54	47	50	50	51	49
Not at All	322	767,089	34	39	37	42	45	34	39	39	40	39	40
Never in Situation	191	283,108	13	--	--	--	--	--	--	--	--	--	--
Don't Know	07	13,581	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Have Children in the Backseat													
Very Distracting	77	172,389	08	08	08	08	12	06	06	09	07	11	06
Somewhat	527	1,055,350	47	49	49	49	48	52	43	45	52	45	51
Not at All	435	941,958	42	43	44	43	40	43	51	46	41	44	43
Never in Situation	44	67,905	03	--	--	--	--	--	--	--	--	--	--
Don't Know	05	10,963	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Drive Through an Area with Lots of Commercial Signage such as Billboards													
Very Distracting	126	282,985	13	13	15	11	12	14	10	12	14	14	12
Somewhat	489	985,162	44	44	44	44	41	47	42	43	45	47	42
Not at All	459	966,955	43	43	42	45	47	39	48	45	42	38	46
Never in Situation	11	11,634	<1	--	--	--	--	--	--	--	--	--	--
Don't Know	03	1,828	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Have Passengers in Your Car Having Conversations or Interacting													
Very Distracting	20	46,106	02	02	02	02	02	02	04	03	02	02	02
Somewhat	464	957,916	43	43	41	44	41	45	40	40	45	43	43
Not at All	598	1,237,511	55	55	57	54	57	53	56	57	54	55	55
Never in Situation	04	4,671	<1	--	--	--	--	--	--	--	--	--	--
Don't Know	02	2,360	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Have the Radio on or Music Playing													
Very Distracting	13	27,432	01	01	01	01	02	<1	01	<1	02	02	<1
Somewhat	217	450,282	20	20	21	19	19	19	26	17	24	21	19
Not at All	848	1,761,359	78	79	78	80	79	80	72	83	75	77	80
Never in Situation	08	7,661	<1	--	--	--	--	--	--	--	--	--	--
Don't Know	02	1,830	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Note. The percentage that said they have never been in these situations was about 1% or less except for using a GPS device while driving (13%), sending/reading text message or emails (5%), or having children in the backseat (3%).

Q25: In the past 30 days, have you been required or expected to talk on your cell phone while driving because of work?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Among All Respondents													
Yes	210	503,139	22	22	33	13	26	24	08	18	26	28	18
No	873	1,737,784	77	78	67	87	74	76	92	82	74	72	82
Don't Know	04	6,984	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	657	<1	--	--	--	--	--	--	--	--	--	--
Among Those Currently Working													
Yes	201	480,552	28	29	38	18	28	28	31	24	33	30	27
No	498	1,197,819	71	71	62	82	72	72	69	76	67	70	73
Don't Know	02	5,792	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q26: In the past 30 days, have you been required or expected to send or receive a text message or email your cell phone while driving because of work?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Among All Respondents													
Yes	40	110,632	05	05	06	04	09	03	<1	04	06	07	04
No	1,043	2,117,073	94	95	94	96	91	97	99	96	94	93	96
Don't Know	03	6,000	<1	--	--	--	--	--	--	--	--	--	--
No Response	02	14,859	<1	--	--	--	--	--	--	--	--	--	--
Among Those Currently Working													
Yes	39	109,894	06	06	07	06	10	04	03	06	07	08	06
No	661	1,569,460	93	94	93	94	90	96	97	94	93	92	94
Don't Know	01	4,809	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q27. When you ride a bicycle, do you usually wear a helmet?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Total Sample Percentages													
Yes	204	420,113	19	--	20	18	20	20	11	20	17	22	16
No	413	1,036,659	46	--	53	40	56	48	17	46	46	52	42
Don't Know	01	1,521	<1	--	<1	00	00	<1	00	<1	00	<1	00
No Response	00	0	00	--	00	00	00	00	00	00	00	00	00
Do not ride bicycle	470	790,271	35	--	27	42	24	32	72	33	37	25	42
Subgroup Percentages													
Yes	204	420,113	19	29	27	31	26	30	39	31	27	30	28
No	413	1,036,659	46	71	73	69	74	70	61	69	73	70	72
Don't Know	01	1,521	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Do not ride bicycle	470	790,271	35	--	--	--	--	--	--	--	--	--	--

Q28. When you ride a motorcycle, do you usually wear a helmet?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Total Sample Percentages													
Yes	244	614,592	27	55	27	28	34	27	15	27	28	29	26
No	179	499,401	22	45	30	15	28	23	06	20	25	27	19
Don't Know	02	5,452	<1	--	<1	<1	00	<1	00	00	<1	<1	<1
No Response	0	0	00	--	00	00	00	00	00	00	00	00	00
Do not ride a motorcycle	663	1,129,119	50	--	43	57	38	49	78	54	47	44	54
Subgroup Percentages													
Yes	244	614,592	27	55	47	65	54	54	71	58	53	51	58
No	179	499,401	22	45	53	35	46	46	29	42	47	49	42
Don't Know	02	5,452	<1	--	--	--	--	--	--	--	--	--	--
No Response	0	0	00	--	--	--	--	--	--	--	--	--	--
Do not ride a motorcycle	663	1,129,119	50	--	--	--	--	--	--	--	--	--	--
Motorcycle Drivers Only													
Yes	25	55,294	27	28									
No	38	143,878	71	72									
Don't Know	00	0	00	--									
No Response	00	0	00	--									
Do not ride a motorcycle	02	4,152	02	--									

Note. Cells shaded gray were not reported due to small sub-group sample sizes.

Q29. About how many people do you think died last year from motor vehicle accidents in Iowa? Even if you don't know the exact number, please give me your best guess.													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Less than 300	503	1,093,877	49	51	46	56	53	48	52	48	53	49	52
300-499	219	422,058	19	20	19	20	15	21	23	18	21	18	20
500 or More	301	641,128	28	30	35	24	31	30	24	33	26	33	27
Don't Know	59	82,382	04	--	--	--	--	--	--	--	--	--	--
No Response	06	9,119	<1	--	--	--	--	--	--	--	--	--	--

Q30. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements... [Beliefs About the Chances of Having an Accident]

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Driving When You Are Tired Increases the Chance You Might Have an Accident													
Strongly Agree	324	640,153	28	28	25	32	24	33	25	29	28	27	30
Agree	690	1,434,640	64	64	69	59	66	63	61	64	64	62	65
Disagree	41	107,865	05	05	04	06	07	02	08	03	07	07	03
Strongly Disagree	30	63,225	03	03	02	04	02	02	06	04	02	04	02
Don't Know	03	2,681	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Driving While Talking on Cell Phone Increases the Chance You Might Have an Accident													
Strongly Agree	239	420,854	19	19	20	18	13	23	21	20	17	16	21
Agree	758	1,601,481	71	72	72	71	73	71	70	73	71	71	72
Disagree	75	189,260	08	08	08	09	14	05	05	05	12	12	06
Strongly Disagree	09	25,368	01	01	<1	02	<1	<1	04	02	<1	02	<1
Don't Know	07	11,601	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
Driving While Eating or Drinking Increases the Chance you Might Have an Accident													
Strongly Agree	137	242,988	11	11	12	10	06	14	12	11	11	10	11
Agree	832	1,733,746	77	78	80	75	80	75	79	79	76	76	79
Disagree	112	256,162	11	11	08	15	14	10	09	10	13	13	10
Strongly Disagree	03	4,932	<1	<1	00	<1	<1	<1	<1	<1	00	<1	<1
Don't Know	04	10,736	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	--	--	--	--	--	--	--	--	--	--	--
There Isn't Much Chance of an Accident if you are Careful When Speeding													
Strongly Agree	35	67,039	03	03	03	03	02	03	06	03	03	02	04
Agree	287	674,243	30	30	33	27	37	28	21	26	34	35	27
Disagree	548	1,048,638	47	47	46	48	44	47	54	48	46	48	46
Strongly Disagree	214	448,509	20	20	18	22	18	21	19	23	17	15	23
Don't Know	04	10,135	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
There Isn't Much Chance of an Accident if you are Careful When Driving after Drinking Alcohol													
Strongly Agree	11	16,570	<1	<1	01	<1	<1	01	01	<1	<1	<1	<1
Agree	48	129,284	06	06	07	05	08	04	05	04	08	03	08
Disagree	426	887,152	40	40	40	40	39	37	51	37	43	40	40
Strongly Disagree	595	1,201,896	54	54	52	56	53	58	43	59	49	57	52
Don't Know	08	13,662	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q30. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements...[Beliefs About Chance of Being Caught]

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
The Chances of Being Caught is Small For Sending or Receiving A Text While Driving													
Strongly Agree	112	226,321	10	10	13	08	10	12	08	11	10	10	10
Agree	645	1,391,562	62	64	66	62	66	62	60	59	68	66	62
Disagree	251	498,437	22	23	17	28	22	22	28	27	19	21	24
Strongly Disagree	43	70,349	03	03	04	03	01	04	05	03	04	03	04
Don't Know	34	56,826	02	--	--	--	--	--	--	--	--	--	--
No Response	03	5,069	<1	--	--	--	--	--	--	--	--	--	--
The Chance of Being Caught is Small for Not Wearing a Seat Belt													
Strongly Agree	51	100,948	04	05	05	04	04	06	04	05	04	04	05
Agree	418	854,018	38	39	42	37	37	38	47	38	40	37	40
Disagree	485	1,022,437	46	47	43	50	50	47	41	48	46	52	43
Strongly Disagree	94	208,191	09	10	10	09	10	10	07	10	10	06	12
Don't Know	40	62,970	03	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--
The Chance is Small For Being Caught Running a Red Light													
Strongly Agree	29	56,022	02	02	03	02	01	04	01	03	02	01	03
Agree	472	919,202	41	42	47	36	33	44	51	43	40	38	44
Disagree	488	1,065,557	47	48	40	55	57	44	41	48	49	54	44
Strongly Disagree	76	175,290	08	08	10	06	09	08	07	07	09	08	08
Don't Know	22	29,015	01	--	--	--	--	--	--	--	--	--	--
No Response	01	3,479	<1	--	--	--	--	--	--	--	--	--	--
The Chance is Small For Being Caught Speeding													
Strongly Agree	30	56,014	02	02	03	02	02	04	02	03	02	02	03
Agree	402	785,578	35	35	40	31	29	39	41	29	41	36	35
Disagree	548	1,161,756	52	52	47	57	57	48	51	59	46	53	52
Strongly Disagree	91	222,065	10	10	10	10	12	09	06	09	11	10	10
Don't Know	14	18,162	<1	--	--	--	--	--	--	--	--	--	--
No Response	03	4,989	<1	--	--	--	--	--	--	--	--	--	--
The Chance of Being Caught is Small For Driving After Drinking Alcohol													
Strongly Agree	38	68,274	03	03	02	04	03	03	04	02	04	02	04
Agree	334	647,475	29	30	34	26	23	29	44	27	32	24	33
Disagree	542	1,121,847	50	51	48	54	56	51	44	53	49	59	46
Strongly Disagree	134	350,777	16	16	16	16	18	17	08	18	15	15	17
Don't Know	37	55,275	02	--	--	--	--	--	--	--	--	--	--
No Response	03	4,916	<1	--	--	--	--	--	--	--	--	--	--

Q31. Which one of the following most motivates you to drive safer? Is it...

Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Your Own Safety	480	929,435	41	42	43	41	33	47	47	45	39	32	48
Safety of Others	338	706,929	31	32	32	32	36	32	24	32	32	39	27
Fear of Getting Caught	40	84,894	04	04	05	03	05	03	04	03	05	03	04
Driving Recklessly													
Setting a Good Example	208	494,123	22	22	20	24	26	19	25	20	24	26	20
None of These	09	10,260	<1	--	--	--	--	--	--	--	--	--	--
Don't Know	12	19,899	<1	--	--	--	--	--	--	--	--	--	--
No Response	01	3,025	<1	--	--	--	--	--	--	--	--	--	--

Q32. What type of vehicles do you drive?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Car	778	1,601,202	71	71	70	73	70	69	78	73	70	67	74
Pickup truck or van	562	1,204,827	54	54	67	41	51	58	46	44	63	57	52
Motorcycle	65	203,324	09	09	18	01	10	11	02	07	11	10	08
Commercial vehicles	51	136,053	06	06	12	01	04	09	03	03	09	08	05
Other*	143	297,987	13	13	16	11	12	16	08	12	14	15	12
None	23	52,885	02	02	02	02	02	02	03	04	01	02	02
Don't Know	00	00	00	00	00	00	00	00	00	00	00	00	00
No Response	01	2,587	<1	<1	00	<1	00	<1	00	00	<1	<1	00
Not Asked*	00	0	00	--	--	--	--	--	--	--	--	--	--

Note. Responses can sum to more than 100% because some people drive more than one type of vehicle. * SUV (11%), tractor (1%), bus (<1%), and miscellaneous other (<1%).

Q33. Do you have a valid motor vehicle driver's license?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	1,041	2,071,364	92	92	90	94	85	97	95	92	92	94	91
No, Do Not Have a License	41	134,699	06	06	08	04	11	03	05	06	06	04	07
No, Current License Suspended	06	42,501	02	02	02	02	04	<1	<1	02	02	02	02

Q34. Has your license ever been suspended or revoked?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	133	401,562	18	18	30	07	23	18	07	21	16	20	17
No	949	1,804,502	80	82	70	93	77	82	93	79	84	80	83
Not Asked	06	42,501	02	--	--	--	--	--	--	--	--	--	--

Q34. License been suspended or revoked in past or present (Calculated variable Q33 & Q34)													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes, license is or has been suspended or revoked	139	444,062	20	20	32	09	26	18	07	22	17	22	19
No	949	1,804,502	80	80	68	91	74	82	93	78	83	78	81

Q35. How many traffic tickets, if any, have you gotten in the past 2 years for moving violations, including any that were reduced or dismissed?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M	W	18-39	40-64	65+	U	R	Yes	No
					%	%	%	%	%	%	%	%	%
0	905	1,825,325	81	81	77	85	74	85	88	78	84	80	82
1	129	274,226	12	12	13	11	15	11	11	14	10	12	12
2	36	84,851	04	04	06	01	04	04	<1	04	03	04	04
3	06	16,889	<1	<1	<1	01	02	<1	<1	<1	<1	02	<1
4	04	17,940	<1	<1	<1	<1	02	00	00	--	02	01	<1
5	05	24,193	01	01	02	00	03	<1	00	02	<1	02	<1
6 or More	02	2,553	<1	<1	<1	00	<1	<1	00	<1	--	<1	<1
Don't Know	00	0	00	--	--	--	--	--	--	--	--	--	--
No Response	01	2,587	<1	--	--	--	--	--	--	--	--	--	--

Q36. During the past 2 years, how many accidents have you been in while you were driving?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M	W	18-39	40-64	65+	U	R	Yes	No
					%	%	%	%	%	%	%	%	%
0	950	1,942,706	86	86	83	90	82	89	89	84	89	84	88
1	110	238,380	11	11	13	08	12	10	10	12	09	12	10
2	21	54,553	02	02	03	02	05	01	<1	03	02	03	02
3 or More	06	12,171	<1	<1	<1	<1	<1	<1	<1	<1	<1	<1	<1
Don't Know	01	753	<1	--	--	--	--	--	--	--	--	--	--
No Response	00	0	00	--	--	--	--	--	--	--	--	--	--

Q37. In how many of these accidents did distracted driving play a role?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M	W	18-39	40-64	65+	U	R	Yes	No
					%	%	%	%	%	%	%	%	%
0	95	213,192	10	72	66	80	76	66	64	67	78	74	70
1	30	59,224	03	20	23	15	11	28	35	23	16	19	20
2	07	15,682	<1	05	05	06	07	04	01	08	01	03	07
3 or More	03	10,002	<1	03	06	00	05	02	00	02	05	04	03
Don't Know	03	7,757	<1	--	--	--	--	--	--	--	--	--	--
Not Asked	950	1,942,706	86	--	--	--	--	--	--	--	--	--	--

Q38. [Gender] And you are...													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M	W	18-39	40-64	65+	U	R	Yes	No
					%	%	%	%	%	%	%	%	%
Male	455	1,083,867	48	48	100	0	48	50	42	48	49	49	48
Female	633	1,164,697	52	52	0	100	52	50	58	52	51	51	52

Q39. [AGE] What is your current age?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
18-39	220	839,910	37	38	38	38	100	00	00	40	36	60	23
40-64	520	1,035,751	46	46	49	44	00	100	00	44	49	39	52
65 and older	340	355,018	16	16	14	18	00	00	100	16	16	01	26
Don't Know	01	1,040	<1	--	--	--	--	--	--	--	--	--	--
No Response	07	16,846	<1	--	--	--	--	--	--	--	--	--	--

Q40a. How many children under age 5 currently live in your household?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
0	962	1,823,265	81	81	81	81	58	93	99	81	81	52	100
1	79	220,664	10	10	11	09	21	04	<1	09	10	25	00
2	34	135,957	06	06	06	06	14	02	00	08	04	15	00
3	11	30,446	01	01	02	01	03	<1	00	01	01	03	00
4	01	2,084	<1	<1	00	<1	00	<1	00	<1	--	<1	00
5	01	36,148	02	02	00	03	04	00	00	00	03	04	00

Q40b. How many children ages 5 through 17 currently live in your household?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
0 Children	828	1,524,851	68	68	67	69	52	70	97	67	68	18	100
1	118	335,748	15	15	15	15	21	14	03	16	14	38	00
2	88	230,538	10	10	12	08	14	11	<1	12	09	26	00
3	42	134,138	06	06	04	07	12	03	00	05	07	15	00
4	09	16,002	<1	<1	<1	<1	<1	<1	00	01	<1	02	00
5	01	1,405	<1	<1	00	<1	00	<1	00	00	<1	<1	00
6	01	2,904	<1	<1	<1	00	00	<1	00	00	<1	<1	00
7	01	2,976	<1	<1	<1	00	<1	00-	00-	00	<1	<1	00
Number of children in household (Calculated Variable Q40a, Q40b).													
0 Children	773	1,356,984	61	61	60	61	37	67	97	61	61	00	100
1	110	280,353	12	12	13	12	14	15	03	11	14	32	00
2	117	326,977	14	14	15	14	25	11	00	15	14	37	00
3	56	152,006	07	07	08	06	12	04	<1	07	06	17	00
4	21	58,391	03	03	04	01	05	02	00	04	01	06	00
5	07	21,419	01	01	<1	02	02	<1	00	01	<1	02	00
6	01	1,405	<1	<1	00	<1	<1	00	00	<1	00	<1	00
7	00	0	00	00	00	00	00	00	00	00	00	00	00
8	01	36,148	02	02	00	03	04	00	00	00	03	04	00
9	02	5,880	<1	<1	<1	00	<1	<1	00	00	<1	<1	00

Q41. EDUCATION: What is the highest level of education you have completed?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Grades 1-8 (elementary)	13	63,120	03	03	03	03	03	<1	10	03	03	02	04
Grades 9-11 (some high school)	21	195,347	09	09	10	08	15	02	13	06	11	08	09
Grades 12 or GED (high school graduate)	325	752,404	34	34	36	31	27	36	40	32	35	32	35
College 1 year to 3 years (some college or technical school)	349	711,346	32	32	30	34	32	34	23	30	33	28	34
College 4 years or more (college grad with BA/BS, etc.)	265	375,387	17	17	15	18	19	18	10	20	14	22	13
Graduate degree completed (MA, MS, MFA, MBA, MD, PhD, etc.)	113	146,807	06	06	06	07	04	09	05	09	05	09	05
No Response	02	4,153	<1	--	--	--	--	--	--	--	--	--	--

Q42. [SIZE COMMUNITY LIVE] Which of the following best describes where you live?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
On a farm or in an open rural area	246	490,296	22	22	24	20	17	26	24	00	43	22	22
In a small town of less than 5,000 persons	302	659,232	29	29	28	31	32	29	26	00	57	29	30
In a large town of 5,000 to less than 25,000 persons	183	379,842	17	17	15	19	19	14	21	35	00	17	17
In a city of 25,000 to less than 50,000 persons	109	240,724	11	11	11	10	12	10	08	22	00	12	10
In a city of 50,000 or more persons	242	472,115	21	21	22	20	20	21	21	43	00	20	22
Don't Know	06	6,355	<1	--	--	--	--	--	--	--	--	--	--

Q43. [SIZE COMMUNITY WORK] Which of the following best describes where you work?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
On a farm or in an open rural area	69	137,862	06	08	10	07	08	07	23	<1	15	09	07
In a small town of less than 5,000 persons	158	403,212	18	24	20	28	24	25	15	05	41	24	24
In a large town of 5,000 to less than 25,000 persons	133	328,885	15	20	17	22	21	18	20	28	12	19	20
In a city of 25,000 to less than 50,000 persons	84	194,365	09	12	12	11	12	12	05	18	06	12	11
In a city of 50,000 or more persons	207	479,475	21	28	27	30	29	28	24	42	17	26	31
Work on the road (e.g., sales, delivery, utility, bus or truck driving, law enforcement, road worker, repair calls)	50	140,364	06	08	15	01	06	10	12	07	10	11	06
Don't Know	04	7,278	<1	--	--	--	--	--	--	--	--	--	--
Not Currently Working	380	539,383	24	--	--	--	--	--	--	--	--	--	--
No Response	03	17,740	<1	--	--	--	--	--	--	--	--	--	--

Q44. [INCOME] What is your annual household income from all sources?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Less than \$25K	196	416,249	18	20	16	24	25	12	34	22	19	15	24
\$25K to less than \$50K	264	548,152	24	27	27	26	27	24	36	23	31	26	28
\$50K to less than \$75K	204	463,879	21	23	24	21	24	22	16	25	21	19	25
\$75K to less than \$100K	150	318,163	14	16	13	18	13	20	07	15	16	19	13
\$100K or more	153	291,779	13	14	19	10	10	21	06	16	12	21	10
Don't Know	35	71,581	03	--	--	--	--	--	--	--	--	--	--
No Response	86	138,760	06	--	--	--	--	--	--	--	--	--	--

Q45. [ETHNICITY] Are you Hispanic, Latino, or Spanish Origin?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
Yes	12	105,346	05	05	05	04	12	<1	<1	03	07	08	03
No	1,074	2,137,524	95	95	95	96	88	99	100	97	93	92	97
Don't Know	02	5,694	<1	--	--	--	--	--	--	--	--	--	--

Q46. [RACE] Which of the following best describes your race?													
Response Options	n	Pop. Est.	Total %	Sub-group %	Gender		Age Group			Urban/Rural		Children in Household	
					M %	W %	18-39 %	40-64 %	65+ %	U %	R %	Yes %	No %
White	1,055	2,065,038	92	92	92	92	88	95	97	90	94	91	93
African American or Black	11	50,788	02	02	02	03	01	02	02	05	00	01	03
Asian	07	25,918	01	01	02	<1	02	01	00	02	<1	02	<1
American Indian or Alaska Native	06	17,507	<1	<1	<1	01	00	01	01	02	00	00	01
Native Hawaiian or Other Pacific Islander	01	10,220	<1	<1	<1	00	01	00	00	<1	00	01	00
Other [Specify]	04	66,193	03	03	03	03	08	00	00	<1	06	05	02
Don't Know	01	3,160	<1	--	--	--	--	--	--	--	--	--	--
No Response	03	9,740	<1	--	--	--	--	--	--	--	--	--	--

Contact Information

For additional information about this project contact:

Mary Stahlhut, Office of Traffic and Safety
Iowa Department of Transportation
800 Lincoln Way
Ames, IA 50010
mary.stahlhut@dot.iowa.gov; 515-239-1169

For additional information about this report, contact:

Gene Lutz., Director
Center for Social and Behavioral Research
University of Northern Iowa
Cedar Falls, IA 50614-0402
gene.lutz@uni.edu; 319-273-2105

Recommended Citation: Gonnerman, M. E., Jr., Lutz, G. M. & Cornish, D. L. (2012) *A Survey of Traffic Safety Culture Among Iowa Adults*. Cedar Falls, IA: University of Northern Iowa, Center for Social and Behavioral Research.