Final Report

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Highway Safety Drivers Survey

Prepared for
Missouri Department of Transportation
Organizational Results

By

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HEARTLAND
MARKET RESEARCH LLC

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The opinions, findings, and conclusions expressed in this publication are those of the principal investigators and the Missouri Department of Transportation. They are not necessarily those of the U.S. Department of Transportation, Federal Highway Administration. This report does not constitute a standard or regulation.

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16. Abstract

Missouri drivers were surveyed to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding issues, cell phone use while driving, and alcohol impaired driving. The results are presented for the entire state, and by district (stratified), and weighted proportionally to the region distribution in terms of geographic, gender, and age distributions. Results are also compared to that of previous years.

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Executive Summary

Highway Safety Findings

This research project surveyed 2,510 adult Missouri drivers in March 2013 to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding issues, cell phone use while driving, and alcohol impaired driving. The research was designed so that in addition to providing a statewide result, statistically useful information was also available at the district level.

Special emphasis was placed on ensuring that the sample reflected Missouri's geographic, age, and gender diversity. People were surveyed from all of Missouri's counties as well as the independent city of St. Louis. Residents from 674 different zip codes are represented. The standard phone survey practice of alternatively asking for either the oldest or youngest adult was not employed. Instead, the calling center was given specific goals for each age group and gender within various geographic areas to ensure the most representative sample possible.

Seat belt findings: 82.7% of Missouri drivers claimed they always used their seat belts when they drove a car, van, SUV, or pickup. This finding was statistically identical to the results from the previous two years. In 2013 those least likely to wear seat belts were males, between the ages of 18 and 29, whose primary vehicle was a pickup truck or other type of truck. As was also the case last year, those who were the least likely to wear seat belts were the most likely to be aware of seat belt enforcement publicity, but were the least likely to believe that people would receive a ticket if they did not wear their seat belt. Also similar to last year, those who lived in very rural areas were also less likely to always buckle up than those living in other communities.

A slight majority (52.5%) of the respondents prefer to keep Missouri's seat belt law a secondary law and 51.9% preferred to leave the penalty for violating the law unchanged. Out of the minority who favored increasing the fine, a plurality (36.5%) thought the fine should range from $25 to $49. The second largest group (22.9%) thought the fine should range from $50 to $74. These were also the two largest groups the last three years out of the minority who wished to increase the fine. Over two-thirds of the respondents (78.7%) were not aware of any publicity concerning seat belt law enforcement. This continues a downward trend in awareness for the last four years and the drop from 2012 to 2013 is statistically significant. Opinions varied greatly concerning the likelihood of getting a ticket when driving without a seat belt, but a plurality (35.2%) thought people who did not wear their seat belt would only rarely get a ticket. 44.7% of the respondents thought people would be caught at least half of the time.

Speeding findings: 71.8% of Missouri drivers stated they never or rarely drive more than 35 mph when the speed limit is 30 mph, similar to the findings from recent years. 87.6% of Missouri drivers stated they never or rarely drive more than 75 mph when the speed limit is 70 mph on local roads. There was a statistically significant increase in the number of people who stated they never drove more than 75 mph. In 2013, women between 30 to 39 years of age were more likely to speed than other groups on both local roads with speed limits of 30 mph and faster roads with speed limits of 70 mph. Similar to last year, women 65 and older were the least likely to speed under both 30 and 70 mph limits. Also similar to last year, all segments were more likely to speed on local roads with a speed limit of 30 mph than on local roads with speed limits of 70 mph.

Motorcyclists continue to be the most prevalent speeders on roads with speed limits of 30 mph, followed by drivers of SUVS/crossover vehicles. As has been the case in the past, truck (non-pickup) drivers were the least likely to speed on roads with speed limits of 30 mph, but the most likely to speed on local roads with speed limits of 70 mph.

As was the case since this study was completed in 2010, there was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught. The majority (71.6%) of Missouri drivers were unaware of any recent publicity regarding speed enforcement. This was the lowest publicity awareness recorded in the last four years and is a statistically significant change. Approximately two-thirds (68.6%) of Missouri drivers thought their chances of receiving a ticket if they speed were at least fifty percent. No significant changes from the previous year were measured.

Cell phone findings: 86.9% of Missouri drivers stated they rarely or never talk on a cell phone while driving. 12.6% of Missourians talk at least half of the time they drive. 98.7% of Missouri drivers stated they rarely or never text on a cell phone while driving.

91.2% of Missouri drivers favored some type of restriction on how people could use cell phones while driving. 28.9% favored banning all cell phone use by drivers, while a majority (62.3%) wanted to ensure drivers could still use cell phones for talking while seeing the need for some restrictions. Several trends continued from previous years. **Less Missourians than ever were willing to consider a complete ban on talking or texting while driving, while more were willing to consider hands-free options only**.

Women 65 and older were the least likely to talk on a cell phone while driving. Females between 30 to 39 continue to be the most likely group to talk on a cell phone while driving with 24.3% of this segment stating they do so fifty percent of the time or more. This segment was also most likely to text while driving, but only 3.4% texted at least half the time they were driving.

DUI findings: 87.3% of Missouri drivers stated that they had not driven a vehicle within two hours of consuming an alcoholic beverage anytime in the last sixty days. This is significantly lower than the 2012 measurement, with most of the change coming from an increase in the number of people who refused to answer this question. 7.2% of Missouri drivers admitted to having done so at least once in the last sixty days, including a few who stated they did so every day. Another 5.5% refused to answer the question.

Heartland Market Research concluded that approximately 12.7% of Missouri drivers have driven under the influence of alcohol in the last sixty days. Considering the margin of error, this is similar to the findings that have been measured most years of this study (11.5% in 2010, 18.7% in 2011, and 8.3% in 2012). Out of those who admitted to drinking before driving, the average driver did so about four times in the last sixty days (average of 3.6 times). This is the lowest average recorded in the last four years. It compares to an average of 5.5 times in 2012, 6.2 times in 2011 and an average of 5.2 times in 2010.

Those most likely to drive under the influence of alcohol were males 50 to 64 years of age and older. Men were much more likely to drive after drinking than women. As was the case in 2012, men 18 to 29 stated they drove after drinking less than the other male segments, but this group was still more likely to drive under the influence than women 30 to 39 (the female age range most likely to drink and drive). Drivers of pickup trucks were more likely to drive under the influence than drivers of other vehicles followed by drivers of SUVs/crossovers. In a change from the previous year, drivers of other types of truck were the least likely to drive after drinking. While awareness of DUI enforcement was not correlated with stated behavior, the expectation of being ticketed reduced the likelihood of driving under the influence similar to the results in 2011.

Approximately half (52.0%) of Missouri drivers were aware of recent publicity regarding DUI enforcement. This was statistically similar to the findings of the previous three years. The timing of this survey made these results intriguing. In the past, this survey has been conducted in the summer (typically in June). This year the survey was conducted in March while the Missouri Coalition for Roadway Safety was conducting a “Buzzed Driving is Drunk Driving” campaign using St. Patrick themed posters, mirror clings, and coasters in Missouri restaurants and bars. 72.2% of the respondents expected people who drove after drinking would be arrested at least half of the time, statistically identical to that of the last three measurements.

Introduction

The Missouri Department of Transportation (MoDOT) desired to know more regarding attitudes and awareness concerning impaired driving, seat belt use, and speeding from Missouri adults. Following standard practice, MoDOT requested bids from qualified research organizations by posting a request for proposals on their public website. Heartland Market Research LLC was selected from this competitive process as having the best research proposal and was awarded the research contract. The research was conducted during March 2013 using a phone survey instrument.

Objective

The primary objective of this research project was to survey adult Missouri drivers to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding, cell phone use while driving, and alcohol impaired driving while minimizing the margin of error. The research was designed so that in addition to providing a statewide result, statistically useful information was also available at the district level. Special emphasis was placed on ensuring that the sample reflected Missouri's geographic, age, and gender diversity.

Technical Approach

The survey questions were provided by MoDOT and were similar to the questions used in the 2010 and 2011 Highway Safety studies and identical to the questions asked in 2012. In 2012 additional questions were added pertaining to cell phone and texting usage while driving and these were also employed in 2013.

Starting on March 18 and ending on March 29, 2013, Quancor Virtual Sales and Marketing (QVSM) placed 109,623 calls in the State of Missouri. During this process, they reached 6,565 persons, of whom 2,510 completed the survey. The operators were instructed to mention MoDOT only if the respondent asked who had commissioned the survey. A copy of the operator script appears in Appendix B.

Special efforts were made to make the phone survey as representative as possible, especially in terms of the research objectives (geographic, gender, and age). People were surveyed from all of the 114 counties as well as the independent city of St. Louis. Residents from 674 different zip codes are represented. The standard phone survey practice of alternatively asking for either the oldest or youngest adult was not employed. Instead, the calling center was given specific goals for each age group and gender within various geographic areas to ensure the most representative sample possible within the constraints of the project.

The survey results were weighted proportionally to the actual population in terms of geographic, gender, and age distributions. Information from 2010 Census was used for this purpose as this was the most recent complete information available. The weighted results from the three previous phone surveys are also shown for comparative purposes and this information was taken from the 2012 Highway Safety Driver Survey report. All years compared utilized the exact same weights from the 2010 Census.

Results and Discussion (Evaluation)

In surveying, it is usually not reasonable to survey everyone in the population of interest. Therefore, a portion of the population is surveyed and this portion is called the sample. Since the sample is usually much smaller than the population of interest, the mean of the population may vary from the mean of the sample. The expected error depends upon the size of the sample and the desired level of confidence. As the sample size increases, the margin of error decreases. The general formula for computing the margin of error at the 95% level of confidence is .98 divided by the square root of the sample size. The following table shows the margin of error for the most recent Highway Safety surveys.

Table 1: Survey Margin of Error

	2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
Responses	3,010	1,207	2,616	2,510
Margin of Error	1.79%	2.82%	1.92%	1.96%

Thus with an overall sample size of 2,510 we can be 95% certain that the sample mean is within 1.96% of the population mean. Thus if 26.53% of our sample is aware of any recent publicity concerning seat belt law enforcement, we can be 95% certain that between 24.57% and 28.49% of the adult driving population in Missouri would actually be aware of any recent publicity. These statistics assume honest answers by the respondents. Research has shown that people tend to answer surveys honestly unless the answer is perceived to have an appropriate answer. For example, most people believe that wearing seatbelts is the socially correct thing to do, so the answer to the seat belt question may be slightly inflated. Likewise, most people believe that driving under the influence of alcohol is socially incorrect, so the answers to these questions may be slightly deflated. In these cases, the most important factor is to look for statistically significant changes from year to year.

The results from the previous two surveys are provided along with this year's survey so that changes over time may also be reviewed. When comparing surveys, the margins of error are cumulative. Therefore, we can be 95% confident there has been a significant change in the attitudes of Missourian from 2012 to 2013 if the survey results differ by more than 3.9%.

The statewide results have been weighted proportionally to the actual population in terms of geographic, gender, and age distributions.

Seat Belt Usage

Depending upon their opinions, respondents answered five to six questions pertaining to their behavior and thoughts concerning seat belts.

Question 1: *How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?*

In 2013, 82.7% of Missouri drivers claimed to always use their seat belts, statistically identical to the results from the previous three years. This is higher than the 75% average observed seat belt use Pickrell and Ye (2008) documented for states with secondary enforcement laws. Similarly, between 2004 and 2009, MoDOT reported an observed seat belt use ranging from 75% and 77%.

Table 2: Statewide Seatbelt Usage

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?	Always	82.0%	84.1%	84.2%	82.7%
	Most of the time	9.2%	7.7%	8.6%	9.6%
	Half of the time	3.2%	3.4%	3.0%	2.9%
	Rarely	2.4%	2.6%	1.9%	2.5%
	Never	3.1%	2.1%	2.1%	2.1%
	Refused	0.1%	0.1%	0.2%	0.2%

In 2013 those least likely to wear seat belts were males, between the ages of 18 and 29, whose primary vehicle was a pickup truck or other type of truck. As was also the case last year, those who were the least likely to wear seat belts were the most likely to be aware of seat belt enforcement publicity, but were the least likely to believe that people would receive a ticket if they did not wear their seat belt. Also similar to last year, those who lived in very rural areas were also less likely to always buckle up than those living in other communities.

In 2012 those least likely to wear seat belts were males, between the ages of 50 and 64, whose primary vehicle was a pickup truck or a motorcycle. In 2012 those who were the least likely to wear seat belts were the most likely to be aware of seat belt enforcement publicity, but were also the least likely to believe that people would receive a ticket if they did not wear their seat belt. This was a change from the findings from the previous two years. Those who lived in very rural areas were also less likely to buckle up than those living in other communities.

In 2011 the results were similar with one major difference. While those least likely to wear seat belts were still males between the ages of 30 and 64 who drive a pickup truck, those who drove some other type of truck wear their seat belts “always” or “most of the time”. In 2011, there was no correlation between seat belt usage and any publicity about law enforcement activities. While smaller than the 2010 impact, those with a higher expectation of receiving a ticket if they did not wear their seat belt were more likely to wear one.

In 2010 those least likely to wear seat belts were males, between the ages of 30 and 64, who drove some type of truck (e.g, either a pickup truck or "other type of truck"). There was no correlation between seat belt usage and any publicity about law enforcement activities; however, those more likely to think they would receive a ticket for not wearing a seat belt were more likely to comply with the law.

Question 2: *Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled over or ticketed if the officer clearly observes you are not wearing your seat belt?*

A slight majority (52.5%) of the respondents prefer to keep Missouri's seat belt law a secondary law, similar to the findings from recent years.

Table 3: Secondary vs. Primary Law

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
Do you favor keeping Missouri's seat belt law as a "secondary law" - where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law" - where you can be pulled over or ticketed if the officer clearly observes you are not wearing your seat belt?	Keep "secondary law"	54.7%	51.4%	51.0%	52.5%
	Change to "primary law"	41.1%	38.5%	41.2%	36.7%
	No Opinion/Refused	4.2%	10.0%	7.8%	10.8%

Question 3: *Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation?*

As with question 2, a slight majority (51.9%) preferred to leave the penalty for violating the law unchanged. All responses were statistically identical to those from the previous year.

Table 4: Statewide Support for Increasing Fine for Violating Seat Belt Law

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation?	Yes	46.6%	45.8%	43.7%	44.3%
	No	51.7%	50.1%	52.9%	51.9%
	No Opinion/Refused	1.8%	4.1%	3.4%	3.8%

Question 3b: *In your opinion, what should the fine associated with violating Missouri's seat belt law be?*

Question 3b was only asked of 1,071 respondents who supported an increase in the fine associated with not wearing a seatbelt (Question 3). Since the number of respondents for this question is smaller than for the other questions, the margin of error is slightly larger (3.0%).

Out of the minority who favored increasing the fine, a plurality (36.5%) thought the fine should range from $25 to $49. The second largest group (22.9%) thought the fine should range from $50 to $74. These were also the two largest groups the last three years out of the minority who wished to increase the fine.

Table 5: Respondent Input on Increasing Fine

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
In your opinion, what should the fine associated with violating Missouri's seat belt law be?	Under $25	14.1%	17.0%	14.5%	17.3%
	$25 to $49	38.8%	31.0%	35.6%	36.5%
	$50 to $74	25.9%	21.6%	24.5%	22.9%
	$75 to $100	12.9%	16.1%	13.6%	12.2%
	Over $100	6.7%	11.8%	8.9%	8.7%
	No Opinion/Refused	1.6%	2.5%	2.9%	2.4%
	Margin of Error	2.7%	4.5%	3.0%	3.0%

Question 4: *In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?*

Over two-thirds of the respondents (78.7%) were not aware of any publicity concerning seat belt law enforcement. This continues a downward trend in awareness for the last four years and the drop from 2012 to 2013 is statistically significant.

Table 6: Seat Belt Law Enforcement Publicity Awareness

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
In the past 60 days, have you read, seen, or heard anything about seat belt law enforcement by police?	Yes	31.7%	29.0%	26.5%	20.9%
	No	68.1%	70.3%	73.2%	78.7%
	No Opinion/Refused	0.2%	0.7%	0.2%	0.4%

Question 5: *What do you think the chances are of getting a ticket if you don't wear your safety belt?*

Opinions varied greatly on this issue, but a plurality (35.2%) thought people who did not wear their seat belt would only rarely get a ticket. 44.7% of the respondents thought people would be caught at least half of the time.

The number of people who thought someone would always get a ticket for not wearing a seatbelt was similar to 2012.

Table 7: Perceived Chance of Obtaining Ticket for Violating Seat Belt Laws

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
What do you think the chances are of getting a ticket if you don't wear your seat belt?	Always	12.4%	7.6%	12.9%	12.4%
	Most of the time	16.2%	15.0%	15.1%	15.9%
	Half of the time	21.4%	20.5%	19.7%	16.5%
	Rarely	37.4%	40.8%	36.4%	35.2%
	Never	10.0%	7.1%	8.5%	10.5%
	No Opinion/Refused	2.6%	9.0%	7.4%	9.6%

Speeding Issues

Missouri drivers answered four questions concerning speeding.

Question 6: *On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?*

71.8% of Missouri drivers stated they never or rarely drive more than 35 mph when the speed limit is 30 mph, similar to the findings from recent years.

Table 8: Speeding in 30 MPH Zones

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
On a local road with a speed limit of 30 mph, how often do you travel faster than 35 mph?	Always	4.3%	4.2%	4.2%	3.9%
	Most of the time	9.8%	8.0%	9.5%	10.5%
	Half of the time	13.0%	15.1%	14.9%	12.4%
	Rarely	44.7%	43.8%	39.0%	39.5%
	Never	27.7%	28.2%	31.2%	32.3%
	Refused	0.5%	0.7%	1.3%	1.4%

Question 7: *On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?*

87.6% of Missouri drivers stated they never or rarely drive more than 75 mph when the speed limit is 70 mph on local roads. There was a statistically significant increase in the number of people who stated they never drove more than 75 mph.

Table 9: Speeding in 70 MPH Zones

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
On a local road with a speed limit of 70 mph, how often do you driver faster than 75 mph?	Always	2.6%	1.8%	2.2%	1.9%
	Most of the time	3.5%	3.4%	4.0%	4.0%
	Half of the time	7.2%	9.6%	8.5%	5.9%
	Rarely	32.3%	38.0%	32.7%	31.2%
	Never	54.2%	46.2%	51.7%	56.4%
	Refused	0.2%	1.0%	0.9%	0.6%

In 2013, women between 30 to 39 years of age were more likely to speed than other groups on both local roads with speed limits of 30 mph and faster roads with speed limits of 70 mph. Similar to last year, women 65 and older were the least likely to speed under both 30 and 70 mph limits. Also similar to last year, all segments were more likely to speed on local roads with a speed limit of 30 mph than on local roads with speed limits of 70 mph. Motorcyclists continue to be the most prevalent speeders on roads with speed limits of 30 mph, followed by drivers of SUVS/crossover vehicles. As has been the case in the past, truck (non-pickup) drivers were the least likely to speed on roads with speed limits of 30 mph, but the most likely to speed on local roads with speed limits of 70 mph. As was the case since this study was completed in 2010, there was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught.

In 2012, people between 18 to 29 years of age and males 40 to 49 years of age were most likely to speed on local roads with a speed limit of 30 mph. On roads with speed limits of 70 mph, males between 18 to 49 and females between 30 to 39 were more likely to speed than other groups. Women 65 and older were the least likely to speed under both 30 and 70 mph limits. All segments were more likely to speed on local roads with a speed limit of 30 mph than on local roads with speed limits of 70 mph. Motorcyclists and drivers of other types of trucks (not pickups) were the outlying cases for speeding, but their behavior was the inverse of each other. Motorcyclists said they were the most likely to speed on local roads with speed limits of 30 mph, but the least like to speed on roads where the speed limit was 70 mph. Truck (non-pickup) drivers were the least likely to speed on roads with speed limits of 30 mph, but the most likely to speed on local roads with speed limits of 70 mph. As was the case in the last two years, there was no correlation between awareness of speed enforcement by police and speeding behavior nor between speeding and the respondent's perception of the chance of being caught.

In 2011 the results were similar but varied slightly. Those most likely to speed were anyone between 18 to 29, males 40 to 49, and females 65 and older. Those who stated they drove an "other type of truck" were more likely to speed than drivers of other vehicles followed by motorcyclists. Just like 2010, there was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught.

In 2010 those most likely to speed were either males between 18 to 29 years of age or females between 40 to 49 years of age. Motorcycle drivers were much more likely to speed than other drivers, followed by those who stated they drove an "other type of truck" (i.e., a truck that was neither a pickup truck, a SUV, nor a crossover). There was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught.

Question 8: *In the past 30 days, have you read, seen or heard anything about speed enforcement by police?*

The majority (71.6%) of Missouri drivers were unaware of any recent publicity regarding speed enforcement. This was the lowest publicity awareness recorded in the last four years and is a statistically significant change.

Table 10: Speeding Enforcement Publicity Awareness

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
In the past 30 days, have you read, seen or heard anything about speed enforcement by police?	Yes	37.4%	31.4%	34.6%	28.0%
	No	62.4%	67.9%	65.0%	71.6%
	No Opinion/Refused	0.2%	0.7%	0.4%	0.4%

Question 9: *What do you think the chances are of getting a ticket if you drive over the speed limit?*

Approximately two-thirds (68.6%) of Missouri drivers thought their chances of receiving a ticket if they speed were at least fifty percent. No significant changes from the previous year were measured.

Table 11: Perceived Chance of Obtaining Ticket for Speeding

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
What do you think the chances are of getting a ticket if you drive over the speed limit?	Always	11.3%	8.5%	10.2%	9.9%
	Most of the time	27.4%	26.4%	26.3%	27.3%
	Half of the time	35.3%	32.8%	30.9%	31.4%
	Rarely	21.4%	24.2%	26.3%	23.0%
	Never	3.4%	4.5%	3.6%	4.3%
	No Opinion/Refused	1.3%	3.5%	2.7%	4.1%

Cell Phone Use While Driving

Respondents were asked three questions about cell phone use while driving. The first two questions were added in 2012.

Question 10: *How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?*

86.9% of Missouri drivers stated they rarely or never talk on a cell phone while driving. 12.6% of Missourians talk at least half of the time they drive.

Table 12: Frequency of Talking while Driving

		2012 Phone Survey	2013 Phone Survey
How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?	Always	1.0%	1.0%
	Most of the Time	2.6%	3.5%
	Half of the Time	9.8%	8.1%
	Rarely	44.4%	39.0%
	Never	41.8%	47.9%
	No Opinion/Refused	0.3%	0.5%

Question 11: How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?

98.7% of Missouri drivers stated they rarely or never text on a cell phone while driving.

Table 13: Frequency of Texting while Driving

		2012 Phone Survey	2013 Phone Survey
How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?	Always	0.4%	0.0%
	Most of the Time	0.4%	0.2%
	Half of the Time	1.5%	0.8%
	Rarely	11.0%	7.6%
	Never	86.3%	91.2%
	No Opinion/Refused	0.4%	0.3%

Question 12: *Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?*

91.2% of Missouri drivers favored some type of restriction on how people could use cell phones while driving. 28.9% favored banning all cell phone use by drivers, while a majority (62.3%) wanted to ensure drivers could still use cell phones for talking while seeing the need for some restrictions.

Several trends continued from previous years. Less Missourians were willing to consider a complete ban on talking or texting while driving, while more were willing to consider hands-free options only.

Table 14: Statewide Opinions Regarding Cell Phone Restrictions

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?	Full Restrictions - No Cellular Phone Use Allowed	39.3%	34.2%	34.0%	28.9%
	Ban on Texting While Driving, Phone Use Allowed	24.7%	30.8%	22.8%	21.2%
	Ban on Texting While Driving, Hands-Free Phone Device Allowed	20.1%	16.4%	16.8%	14.2%
	Hands-Free Phone Device Use Only	12.8%	14.0%	19.7%	26.8%
	No Restrictions	2.4%	3.6%	4.4%	5.6%
	No Opinion/Refused	0.7%	1.0%	2.4%	3.1%

In 2013 women 65 and older were the least likely to talk on a cell phone while driving. Females between 30 to 39 continue to be the most likely group to talk on a cell phone while driving with 24.3% of this segment stating they do so fifty percent of the time or more. This segment was also most likely to text while driving, but only 3.4% texted at least half the time they were driving.

In 2012 females between 30 to 39 years of age were much more likely to talk on a cell phone while driving than other groups with 27.8% of this segment stating that they do so at least half of the time they are driving. People between 18 to 29 were more likely to text while driving than other segments, but only about 4% of this segment texted at least half the time they were driving.

Alcohol Impaired Driving

Missouri drivers were asked three questions regarding alcohol impaired driving. When these questions were first asked in 2010, the researchers were concerned that people might not answer these questions honestly considering the legal and ethical implications of driving under the influence. However, the survey operators had the consistent impression that people were either answering these questions honestly or simply refused to answer the question. The same calling center has been used since the 2010 survey and the call center operators have had the identical impression every year they have conducted surveys.

Question 13: *In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?*

87.3% of Missouri drivers stated that they had not driven a vehicle within two hours of consuming an alcoholic beverage anytime in the last sixty days. This is significantly lower than the 2012 measurement, with most of the change coming from an increase in the number of people who refused to answer this question. 7.2% of Missouri drivers admitted to having done so at least once in the last sixty days, including a few who stated they did so every day. Another 5.5% refused to answer the question.

Researchers usually hesitate to draw conclusions from refusals, but after considering the implications for self-incrimination and the impressions of the survey operators, Heartland Market Research concluded that approximately 12.7% of Missouri drivers have driven under the influence of alcohol in the last sixty days. Considering the margin of error, this is similar to the findings that have been measured most years of this study (11.5% in 2010, 18.7% in 2011, and 8.3% in 2012).

Out of those who admitted to drinking before driving, the average driver did so about four times in the last sixty days (average of 3.6 times). This is the lowest average recorded in the last four years. It compares to an average of 5.5 times in 2012, 6.2 times in 2011 and an average of 5.2 times in 2010.

Table 15: Statewide Drinking Behavior before Driving

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
In the past 60 days, how many times have you driven a vehicle within two (2) hours after drinking alcoholic beverages?	0	88.2%	81.3%	91.7%	87.3%
	1	3.2%	4.6%	2.5%	2.2%
	2	3.0%	1.8%	2.1%	2.6%
	3	0.8%	1.1%	0.4%	0.7%
	4	0.6%	2.2%	0.3%	0.6%
	5	0.3%	0.4%	0.6%	0.4%
	6	0.4%	0.0%	0.3%	0.1%
	7	0.0%	0.0%	0.0%	0.1%
	8	0.0%	0.1%	0.1%	0.2%
	10	0.5%	0.4%	0.1%	0.2%
	12	0.1%	0.0%	0.0%	0.1%
	14	0.0%	0.0%	0.1%	0.0%
	15	0.0%	0.3%	0.0%	0.0%
	20	0.1%	0.0%	0.0%	0.0%
	24	0.1%	0.0%	0.0%	0.0%
	25	0.0%	0.0%	0.0%	0.1%
	30	0.1%	0.4%	0.0%	0.0%
	60	0.2%	0.1%	0.3%	0.1%
	Refused	2.2%	7.3%	1.5%	5.5%

In 2013 those most likely to drive under the influence of alcohol were males 50 to 64 years of age and older. Men were much more likely to drive after drinking than women. As was the case in 2012, men 18 to 29 stated they drove after drinking less than the other male segments, but this group was still more likely to drive under the influence than women 30 to 39 (the female age range most likely to drink and drive). Drivers of pickup trucks were more likely to drive under the influence than drivers of other vehicles followed by drivers of SUVs/crossovers. In a change from the previous year, drivers of other types of truck were the least likely to drive after drinking. While awareness of DUI enforcement was not correlated with stated behavior, the expectation of being ticketed reduced the likelihood of driving under the influence similar to the results in 2011.

In 2012 those most likely to drive under the influence of alcohol were males 40 years of age and older. Men were much more likely to drive after drinking than women. Men 18 to 29 stated they drove after drinking less than the other male segments, but this group was still more likely to drive under the influence than women 30 to 39 (the female age range most likely to drink and drive). Drivers of motorcycles, SUVs, and all types of trucks were more likely to drive under the influence than drivers of other vehicles. Neither awareness of DUI enforcement nor expectations of being ticketed was correlated with drinking and driving behavior, similar to 2010 findings.

In 2011 those most likely to drive under the influence of alcohol were again males between 50 to 64 years of age. Males 18 to 29 and females 30 to 39 were also more likely to drive under the influence than other segments. Similar to 2010, neither motorcyclists nor drivers of "other type of truck" stated they had consumed alcohol within two hours of driving, but this year some of the motorcyclists refused to answer the question. While awareness of DUI enforcement was not correlated with stated behavior, in 2011 the expectation of being ticketed reduced the likelihood of driving under the influence.

In 2010 those most likely to drive under the influence of alcohol were males between 50 to 64 years of age. Unlike other risky behavior measured in this survey, drivers of motorcycles and those who stated they drove an "other type of truck" were the least likely to drink before driving. According to the research, not a single motorcycle driver or "other" truck driver stated they had consumed alcohol within two hours of driving.

Question 14: *In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?*

Approximately half (52.0%) of Missouri drivers were aware of recent publicity regarding DUI enforcement. This was statistically similar to the findings of the previous three years. The timing of this survey made these results intriguing. In the past, this survey has been conducted in the summer (typically in June). This year the survey was conducted in March while the Missouri Coalition for Roadway Safety was conducting a "Buzzed Driving is Drunk Driving" campaign using St. Patrick themed posters, mirror clings, and coasters in Missouri restaurants and bars.

Table 16: DUI Enforcement Publicity Awareness

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?	Yes	54.9%	48.4%	49.9%	52.0%
	No	44.8%	50.6%	49.3%	47.1%
	No Opinion/Refused	0.3%	1.0%	0.8%	0.9%

Question 15: *What do you think the chances are of someone getting arrested if they drive after drinking?*

72.2% of the respondents expected people who drove after drinking would be arrested at least half of the time, statistically identical to that of the last three measurements.

Table 17: Perceived Chance of Arrest after DUI

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey
What do you think the chances are of someone getting arrested if they drive after drinking?	Always	16.6%	14.1%	16.9%	17.4%
	Most of the time	21.5%	22.9%	21.9%	24.3%
	Half of the time	34.2%	32.1%	32.5%	30.5%
	Rarely	24.6%	27.4%	24.4%	23.0%
	Never	1.2%	0.7%	1.7%	0.7%
	No Opinion/Refused	2.0%	2.8%	2.7%	4.1%

Principal Investigator and Project Members

Heartland Market Research LLC

Gentry, Lance — Principal Investigator: The Principal Investigator (PI) had the primary responsibility for achieving the objectives of the project, while also ensuring the project complied with the financial, administrative, and legal constraints associated with the project contract. General responsibilities of the PI included the following:

- Complete the project as documented in the contract (e.g., weight and analyze results, write reports, manage subcontractor, etc.) or make changes to the plan as needed to ensure all work is completed in accordance with the research goals and objectives within the original proposal
- Fulfill the project's financial plan as presented in the funded proposal or make changes to the plan as needed to ensure all work is completed within the original budget
- Report project progress to MoDOT to ensure sponsor is kept aware of key activities and benchmarks
- Keep records of all project related expenses

Quancor Virtual Sales and Marketing

Korn, Marie — President and CEO: Responsible for overall operations of the company.

Korn, Steve — Vice-President of Sales: Responsible for ensuring how QVSM's telemarketing merges in with the rest of QVSM's clients' marketing efforts to achieve their sales and marketing goals.

Seuring, Michael — Client Relations Manager: Duties include contacting Heartland Market Research about any issues regarding this project. Helped develop caller scripts and was day-to-day contact regarding the progress of survey. Mike was also responsible for coordinating the work-flow of the QVSM programmer who built the agent screens from the scripts and ensured that QVSM's Operations staff had all the tools they need to complete all jobs and exceed the project goals.

Bitter, Tammy — Operations Manager: Responsible for the day-to-day operations for QVSM.

Doddy, Terry — Traffic Manager: Ensured survey calls were run at the best times to maximize their results. This included watching what days agents called, what times of day they run and which agents made the calls.

Ying, Darral — Quality Manager: Responsible for QVSM's Quality Assurance staff.

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Appendix A

Work Plan

Given the objectives of this project, Heartland proposed a phone survey of Missouri drivers. MoDOT notified Heartland that their proposal was the best of those submitted and that they should proceed on March 7, 2013. Heartland immediately notified Quancor Virtual Sales and Marketing (QVSM) that the project was underway. Once MoDOT provided the final set of questions to Heartland on March 8, it was also forwarded to QVSM.

Quancor Virtual Sales and Marketing immediately started programming the final version of the survey into their call center system. Next their callers and their management team were trained on the new scripts. Each caller was thoroughly tested on the scripts before they were permitted to make any live calls.

Quancor Virtual Sales and Marketing started surveying people on March 18, 2013. All survey answers were recorded and stored for 30 days in case MoDOT wanted to review any of the phone interviews. Quancor Virtual Sales and Marketing delivered 2,510 completed surveys to Heartland on March 30, 2013. Heartland organized the data and provided top line (unweighted) results to MoDOT on April 3, 2013. Heartland analyzed the data and wrote a draft report for MoDOT. In accordance with MoDOT guidelines, the report was written using their Research Report Template to ensure a consistent format with other technical reports.

Heartland provided MoDOT with an initial report on April 9, 2013. MoDOT reviewed the document and provide feedback on the report to Heartland on April 22, 2013. Heartland then delivered the final report to MoDOT on April 22, 2013.

Table 18: Timeline for 2012 Surveys

Schedule of Events	Completion
MoDOT awarded the contract to Heartland	March 7, 2013
MoDOT provided final questions to Heartland	March 8, 2013
Heartland forwarded questions to QVSM	March 8, 2013
QVSM programs survey into call center system and tests program	March 15, 2013
QVSM conducts regional stratified survey starting March 18, 2013	March 29, 2013
QVSM provides all data to Heartland	March 30, 2013
Heartland provides top line results to MoDOT	April 3, 2013
Heartland analyzes data and provides draft report to MoDOT	April 9, 2013
MoDOT provides Heartland with feedback on draft report	April 22, 2013
Heartland completes final report and provides to MoDOT	April 22, 2013

Appendix B

Survey Scripts

Phone Survey Script

Hello, this is (RepName) calling on behalf of Heartland Market Research. We are conducting a brief survey about transportation issues facing people in Missouri. We are not selling anything, this number was selected at random, and no personal information will be gathered. This means your answers will be completely anonymous – we are just interested in the overall opinion of Missouri drivers.

a. Are you a licensed Missouri driver?
    a. Yes
    b. No [end interview]
b. What is your age?
    a. 18-29 years old
    b. 30-39 years old
    c. 40-49 years old
    d. 50-64 years old
    e. 65+ years old

    [If the respondent is under 18 years old, ask respondent if anyone over the age of 18 is available, if not, end interview]
c. Are you male or female?
    a. Male
    b. Female
d. What is your ethnicity?
    a. American Indian or Alaska Native
    b. Asian
    c. Black or African American
    d. Hispanic or Latino
    e. Native Hawaiian or Other Pacific Islander
    f. White

    [Respondent may select multiple categories]
e. Is the vehicle you drive most often a:
    a. Car
    b. Van or Minivan
    c. Motorcycle
    d. Sport Utility Vehicle or Crossover
    e. Pickup Truck
    f. Other type of truck
f. In what county do you currently live?
    a. _____ county name
g. What is your home zip code:
    a. _____ zip code

h. What is your household income?
    a. Under $30,000
    b. $30,000 – $49,999
    c. $50,000 – $69,999
    d. $70,000 or greater
    e. I prefer not to answer [do not ask, only use if respondent volunteers this answer]

1. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?
    a. Always
    b. Most of the Time
    c. Half of the Time
    d. Rarely
    e. Never

2. Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled over or ticketed if the officer clearly observes you are not wearing your seat belt?
    a. Keep "secondary law"
    b. Change to "primary law"

3. Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation?
    a. Yes [Skip to Question 3b]
    b. No [Skip to Question 4]

3b. In your opinion, what should the fine associated with violating Missouri's seat belt law be?
    a. Under $25
    b. $25 - $49
    c. $50 - $74
    d. $75 - $100
    e. Over $100

4. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?
    a. Yes
    b. No

5. What do you think the chances are of getting a ticket if you don't wear your safety belt?
    a. Always
    b. Most of the Time
    c. Half of the Time
    d. Rarely
    e. Never

6. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?
    a. Always
    b. Most of the Time
    c. Half of the Time
    d. Rarely
    e. Never

7. On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?
    a. Always
    b. Most of the Time
    c. Half of the Time
    d. Rarely
    e. Never

8. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?
    a. Yes
    b. No

9. What do you think the chances are of getting a ticket if you drive over the speed limit?
    a. Always
    b. Most of the Time
    c. Half of the Time
    d. Rarely
    e. Never

10. How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?
    a. Always
    b. Most of the Time
    c. Half of the Time
    d. Rarely
    e. Never

11. How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?
    a. Always
    b. Most of the Time
    c. Half of the Time
    d. Rarely
    e. Never

12. Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?
    a. Full Restrictions – No Cellular Phone Use Allowed
    b. Ban on Texting While Driving, Phone Use Allowed
    c. Ban on Texting While Driving, Hands-Free Phone Device Allowed
    d. Hands-Free Phone Device Use Only
    e. No Restrictions

13. In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?
    a. _____ (number) times

14. In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?
    a. Yes
    b. No

15. What do you think the chances are of someone getting arrested if they drive after drinking?
    a. Always
    b. Most of the Time
    c. Half of the Time
    d. Rarely
    e. Never

Thank you very much. Have a great day/night.

Appendix C

Additional Findings: Crosstabs of Interest

The survey results in the main report were weighted proportionally to the actual population in terms of geographic, gender, and age distributions. In this appendix, the results are presented by various variables of interest, such as by district and are unweighted.

The crosstabs that the researchers thought would be of most interest to MoDOT are presented in this appendix (all research questions by district and all research questions by category of residence). Heartland Market Research will gladly provide additional crosstabs upon request.

Research Questions by District

Since the sample size for each district is smaller than the overall survey, the respective margin of error is greater. Margins of error are cumulative, so in order for a change from 2012 to 2013 to be statistically significant, it must be greater than the sum of the district's margin of error for 2012 and 2013. For example, for the St. Louis District, any change from 2012 to 2013 must be greater than 10.2% (5.0% + 5.2%) in order to be 95% certain it is truly a change in opinion or behavior.

Table 19: Margin of Error by District

Location	2010	2011	2012	2013
NW	4.5%	7.0%	5.2%	5.2%
NE	5.0%	7.9%	5.2%	5.2%
KC	5.4%	9.1%	5.1%	5.2%
CD	4.9%	7.5%	5.1%	5.2%
SL	5.7%	9.1%	5.0%	5.2%
SW	4.2%	6.7%	5.0%	5.1%
SE	4.1%	6.4%	5.0%	5.2%
State	1.8%	2.8%	1.9%	2.0%

Table 20: District by Question 1: 2010

Districts * How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up? Crosstabulation

Year				How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2010	Districts	NW	Count	347	65	18	18	21	0	469
			% within Districts	74.0%	13.9%	3.8%	3.8%	4.5%	.0%	100.0%
		NE	Count	283	52	29	10	14	0	388
			% within Districts	72.9%	13.4%	7.5%	2.6%	3.6%	.0%	100.0%
		KC	Count	272	29	10	6	12	0	329
			% within Districts	82.7%	8.8%	3.0%	1.8%	3.6%	.0%	100.0%
		CD	Count	323	41	12	12	7	0	395
			% within Districts	81.8%	10.4%	3.0%	3.0%	1.8%	.0%	100.0%
		SL	Count	263	19	4	6	8	0	300
			% within Districts	87.7%	6.3%	1.3%	2.0%	2.7%	.0%	100.0%
		SW	Count	422	57	26	24	18	1	548
			% within Districts	77.0%	10.4%	4.7%	4.4%	3.3%	.2%	100.0%
		SE	Count	442	69	27	22	18	3	581
			% within Districts	76.1%	11.9%	4.6%	3.8%	3.1%	.5%	100.0%
	Total		Count	2352	332	126	98	98	4	3010
			% within Districts	78.1%	11.0%	4.2%	3.3%	3.3%	.1%	100.0%

Table 21: District by Question 1: 2011

Districts * How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up? Crosstabulation

Year				How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2011	Districts	NW	Count	138	33	11	12	3	0	197
			% within Districts	70.1%	16.8%	5.6%	6.1%	1.5%	.0%	100.0%
		NE	Count	128	15	2	6	1	0	152
			% within Districts	84.2%	9.9%	1.3%	3.9%	.7%	.0%	100.0%
		KC	Count	102	10	2	2	1	0	117
			% within Districts	87.2%	8.5%	1.7%	1.7%	.9%	.0%	100.0%
		CD	Count	140	18	10	2	3	0	173
			% within Districts	80.9%	10.4%	5.8%	1.2%	1.7%	.0%	100.0%
		SL	Count	105	4	5	1	2	0	117
			% within Districts	89.7%	3.4%	4.3%	.9%	1.7%	.0%	100.0%
		SW	Count	164	27	6	12	7	0	216
			% within Districts	75.9%	12.5%	2.8%	5.6%	3.2%	.0%	100.0%
		SE	Count	182	25	5	10	12	1	235
			% within Districts	77.4%	10.6%	2.1%	4.3%	5.1%	.4%	100.0%
	Total		Count	959	132	41	45	29	1	1207
			% within Districts	79.5%	10.9%	3.4%	3.7%	2.4%	.1%	100.0%

Table 22: District by Question 1: 2012

Districts * How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up? Crosstabulation

Year				How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2012	Districts	NW	Count	260	51	15	14	13	2	355
			% within Districts	73.2%	14.4%	4.2%	3.9%	3.7%	.6%	100.0%
		NE	Count	283	42	10	11	13	3	362
			% within Districts	78.2%	11.6%	2.8%	3.0%	3.6%	.8%	100.0%
		KC	Count	314	35	11	2	4	0	366
			% within Districts	85.8%	9.6%	3.0%	.5%	1.1%	.0%	100.0%
		CD	Count	303	38	11	9	11	0	372
			% within Districts	81.5%	10.2%	3.0%	2.4%	3.0%	.0%	100.0%
		SL	Count	340	16	8	9	7	1	381
			% within Districts	89.2%	4.2%	2.1%	2.4%	1.8%	.3%	100.0%
		SW	Count	318	48	13	6	6	0	391
			% within Districts	81.3%	12.3%	3.3%	1.5%	1.5%	.0%	100.0%
		SE	Count	306	49	15	5	13	1	389
			% within Districts	78.7%	12.6%	3.9%	1.3%	3.3%	.3%	100.0%
	Total		Count	2124	279	83	56	67	7	2616
			% within Districts	81.2%	10.7%	3.2%	2.1%	2.6%	.3%	100.0%

Table 23: District by Question 1: 2013

Districts * How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up? Crosstabulation

Year				How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2013	Districts	NW	Count	276	43	11	11	13	0	354
			% within Districts	78.0%	12.1%	3.1%	3.1%	3.7%	.0%	100.0%
		NE	Count	277	51	18	8	6	0	360
			% within Districts	76.9%	14.2%	5.0%	2.2%	1.7%	.0%	100.0%
		KC	Count	298	36	5	9	7	0	355
			% within Districts	83.9%	10.1%	1.4%	2.5%	2.0%	.0%	100.0%
		CD	Count	292	31	16	6	8	2	355
			% within Districts	82.3%	8.7%	4.5%	1.7%	2.3%	.6%	100.0%
		SL	Count	304	31	8	6	7	2	358
			% within Districts	84.9%	8.7%	2.2%	1.7%	2.0%	.6%	100.0%
		SW	Count	301	32	16	12	8	0	369
			% within Districts	81.6%	8.7%	4.3%	3.3%	2.2%	.0%	100.0%
		SE	Count	276	47	13	14	8	1	359
			% within Districts	76.9%	13.1%	3.6%	3.9%	2.2%	.3%	100.0%
	Total		Count	2024	271	87	66	57	5	2510
			% within Districts	80.6%	10.8%	3.5%	2.6%	2.3%	.2%	100.0%

Table 24: District by Question 2: 2010

Districts * Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled

Crosstabulation

Year				Keep "secondary law"	Change to "primary law"	No Opinion/Refused	Total
2010	Districts	NW	Count	279	160	30	469
			% within Districts	59.5%	34.1%	6.4%	100.0%
		NE	Count	245	126	17	388
			% within Districts	63.1%	32.5%	4.4%	100.0%
		KC	Count	185	135	9	329
			% within Districts	56.2%	41.0%	2.7%	100.0%
		CD	Count	207	166	22	395
			% within Districts	52.4%	42.0%	5.6%	100.0%
		SL	Count	157	133	10	300
			% within Districts	52.3%	44.3%	3.3%	100.0%
		SW	Count	295	222	31	548
			% within Districts	53.8%	40.5%	5.7%	100.0%
		SE	Count	329	222	30	581
			% within Districts	56.6%	38.2%	5.2%	100.0%
	Total		Count	1697	1164	149	3010
			% within Districts	56.4%	38.7%	5.0%	100.0%

Table 25: District by Question 2: 2011

Districts * Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled

Crosstabulation

Year				Keep "secondary law"	Change to "primary law"	No Opinion/Refused	Total
2011	Districts	NW	Count	107	72	18	197
			% within Districts	54.3%	36.5%	9.1%	100.0%
		NE	Count	78	58	16	152
			% within Districts	51.3%	38.2%	10.5%	100.0%
		KC	Count	52	51	14	117
			% within Districts	44.4%	43.6%	12.0%	100.0%
		CD	Count	95	65	13	173
			% within Districts	54.9%	37.6%	7.5%	100.0%
		SL	Count	61	44	12	117
			% within Districts	52.1%	37.6%	10.3%	100.0%
		SW	Count	112	72	32	216
			% within Districts	51.9%	33.3%	14.8%	100.0%
		SE	Count	132	83	20	235
			% within Districts	56.2%	35.3%	8.5%	100.0%
	Total		Count	637	445	125	1207
			% within Districts	52.8%	36.9%	10.4%	100.0%

Table 26: District by Question 2: 2012

Districts * Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled

Crosstabulation

Year				Keep "secondary law"	Change to "primary law"	No Opinion/Refused	Total
2012	Districts	NW	Count	200	122	33	355
			% within Districts	56.3%	34.4%	9.3%	100.0%
		NE	Count	231	107	24	362
			% within Districts	63.8%	29.6%	6.6%	100.0%
		KC	Count	173	165	28	366
			% within Districts	47.3%	45.1%	7.7%	100.0%
		CD	Count	195	139	38	372
			% within Districts	52.4%	37.4%	10.2%	100.0%
		SL	Count	172	182	27	381
			% within Districts	45.1%	47.8%	7.1%	100.0%
		SW	Count	219	138	34	391
			% within Districts	56.0%	35.3%	8.7%	100.0%
		SE	Count	224	142	23	389
			% within Districts	57.6%	36.5%	5.9%	100.0%
	Total		Count	1414	995	207	2616
			% within Districts	54.1%	38.0%	7.9%	100.0%

Table 27: District by Question 2: 2013

Districts * Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled

Crosstabulation

Year				Keep "secondary law"	Change to "primary law"	No Opinion/Refused	Total
2013	Districts	NW	Count	201	118	35	354
			% within Districts	56.8%	33.3%	9.9%	100.0%
		NE	Count	195	119	46	360
			% within Districts	54.2%	33.1%	12.8%	100.0%
		KC	Count	184	137	34	355
			% within Districts	51.8%	38.6%	9.6%	100.0%
		CD	Count	181	133	41	355
			% within Districts	51.0%	37.5%	11.5%	100.0%
		SL	Count	173	145	40	358
			% within Districts	48.3%	40.5%	11.2%	100.0%
		SW	Count	198	130	41	369
			% within Districts	53.7%	35.2%	11.1%	100.0%
		SE	Count	207	108	44	359
			% within Districts	57.7%	30.1%	12.3%	100.0%
	Total		Count	1339	890	281	2510
			% within Districts	53.3%	35.5%	11.2%	100.0%

Table 28: District by Question 3: 2010

Districts * Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation? Crosstabulation

Year				Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation?			Total
				Yes	No	No Opinion/Refused	
2010	Districts	NW	Count	175	281	13	469
			% within Districts	37.3%	59.9%	2.8%	100.0%
		NE	Count	150	233	5	388
			% within Districts	38.7%	60.1%	1.3%	100.0%
		KC	Count	156	166	7	329
			% within Districts	47.4%	50.5%	2.1%	100.0%
		CD	Count	178	206	11	395
			% within Districts	45.1%	52.2%	2.8%	100.0%
		SL	Count	153	144	3	300
			% within Districts	51.0%	48.0%	1.0%	100.0%
		SW	Count	251	281	16	548
			% within Districts	45.8%	51.3%	2.9%	100.0%
		SE	Count	213	358	10	581
			% within Districts	36.7%	61.6%	1.7%	100.0%
	Total		Count	1276	1669	65	3010
			% within Districts	42.4%	55.4%	2.2%	100.0%

Table 29: District by Question 3: 2011

Districts * Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation? Crosstabulation

Year				Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation?			Total
				Yes	No	No Opinion/Refused	
2011	Districts	NW	Count	73	119	5	197
			% within Districts	37.1%	60.4%	2.5%	100.0%
		NE	Count	66	83	3	152
			% within Districts	43.4%	54.6%	2.0%	100.0%
		KC	Count	56	59	2	117
			% within Districts	47.9%	50.4%	1.7%	100.0%
		CD	Count	66	97	10	173
			% within Districts	38.2%	56.1%	5.8%	100.0%
		SL	Count	54	57	6	117
			% within Districts	46.2%	48.7%	5.1%	100.0%
		SW	Count	91	115	10	216
			% within Districts	42.1%	53.2%	4.6%	100.0%
		SE	Count	71	151	13	235
			% within Districts	30.2%	64.3%	5.5%	100.0%
	Total		Count	477	681	49	1207
			% within Districts	39.5%	56.4%	4.1%	100.0%

Table 30: District by Question 3: 2012

Districts * Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation? Crosstabulation

Year				Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation?			Total
				Yes	No	No Opinion/Refused	
2012	Districts	NW	Count	113	223	19	355
			% within Districts	31.8%	62.8%	5.4%	100.0%
		NE	Count	137	214	11	362
			% within Districts	37.8%	59.1%	3.0%	100.0%
		KC	Count	179	176	11	366
			% within Districts	48.9%	48.1%	3.0%	100.0%
		CD	Count	144	219	9	372
			% within Districts	38.7%	58.9%	2.4%	100.0%
		SL	Count	189	182	10	381
			% within Districts	49.6%	47.8%	2.6%	100.0%
		SW	Count	149	226	16	391
			% within Districts	38.1%	57.8%	4.1%	100.0%
		SE	Count	160	210	19	389
			% within Districts	41.1%	54.0%	4.9%	100.0%
	Total		Count	1071	1450	95	2616
			% within Districts	40.9%	55.4%	3.6%	100.0%

Table 31: District by Question 3: 2013

Districts * Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation? Crosstabulation

Year				Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation?			Total
				Yes	No	No Opinion/Refused	
2013	Districts	NW	Count	120	219	15	354
			% within Districts	33.9%	61.9%	4.2%	100.0%
		NE	Count	155	191	14	360
			% within Districts	43.1%	53.1%	3.9%	100.0%
		KC	Count	183	151	21	355
			% within Districts	51.5%	42.5%	5.9%	100.0%
		CD	Count	154	190	11	355
			% within Districts	43.4%	53.5%	3.1%	100.0%
		SL	Count	162	187	9	358
			% within Districts	45.3%	52.2%	2.5%	100.0%
		SW	Count	168	187	14	369
			% within Districts	45.5%	50.7%	3.8%	100.0%
		SE	Count	129	212	18	359
			% within Districts	35.9%	59.1%	5.0%	100.0%
	Total		Count	1071	1337	102	2510
			% within Districts	42.7%	53.3%	4.1%	100.0%

Table 32: District by Question 3b: 2010

Districts * In your opinion, what should the fine associated with violating Missouri's seat belt law be? Crosstabulation

Year				In your opinion, what should the fine associated with violating Missouri's seat belt law be?							Total
				0	Under $25	$25 - $49	$50 - $74	$75 - $100	Over $100	No Opinion/Refused	
2010	Districts	NW	Count	294	26	76	35	20	13	5	469
			% within Districts	62.7%	5.5%	16.2%	7.5%	4.3%	2.8%	1.1%	100.0%
		NE	Count	238	32	62	31	16	8	1	388
			% within Districts	61.3%	8.2%	16.0%	8.0%	4.1%	2.1%	.3%	100.0%
		KC	Count	173	29	59	44	17	6	1	329
			% within Districts	52.6%	8.8%	17.9%	13.4%	5.2%	1.8%	.3%	100.0%
		CD	Count	217	26	60	50	24	13	5	395
			% within Districts	54.9%	6.6%	15.2%	12.7%	6.1%	3.3%	1.3%	100.0%
		SL	Count	147	16	60	36	26	11	4	300
			% within Districts	49.0%	5.3%	20.0%	12.0%	8.7%	3.7%	1.3%	100.0%
		SW	Count	297	32	98	65	33	23	0	548
			% within Districts	54.2%	5.8%	17.9%	11.9%	6.0%	4.2%	.0%	100.0%
		SE	Count	368	35	79	58	20	19	2	581
			% within Districts	63.3%	6.0%	13.6%	10.0%	3.4%	3.3%	.3%	100.0%
	Total		Count	1734	196	494	319	156	93	18	3010
			% within Districts	57.6%	6.5%	16.4%	10.6%	5.2%	3.1%	.6%	100.0%

Table 33: District by Question 3b: 2011

Districts * In your opinion, what should the fine associated with violating Missouri's seat belt law be? Crosstabulation

Year				In your opinion, what should the fine associated with violating Missouri's seat belt law be?							Total
				0	Under $25	$25 - $49	$50 - $74	$75 - $100	Over $100	No Opinion/Refused	
2011	Districts	NW	Count	124	22	30	10	6	5	0	197
			% within Districts	62.9%	11.2%	15.2%	5.1%	3.0%	2.5%	.0%	100.0%
		NE	Count	86	10	31	13	6	4	2	152
			% within Districts	56.6%	6.6%	20.4%	8.6%	3.9%	2.6%	1.3%	100.0%
		KC	Count	61	5	14	23	5	6	3	117
			% within Districts	52.1%	4.3%	12.0%	19.7%	4.3%	5.1%	2.6%	100.0%
		CD	Count	107	11	25	20	7	2	1	173
			% within Districts	61.8%	6.4%	14.5%	11.6%	4.0%	1.2%	.6%	100.0%
		SL	Count	63	7	19	11	7	9	1	117
			% within Districts	53.8%	6.0%	16.2%	9.4%	6.0%	7.7%	.9%	100.0%
		SW	Count	125	12	38	17	16	6	2	216
			% within Districts	57.9%	5.6%	17.6%	7.9%	7.4%	2.8%	.9%	100.0%
		SE	Count	164	12	27	14	9	8	1	235
			% within Districts	69.8%	5.1%	11.5%	6.0%	3.8%	3.4%	.4%	100.0%
	Total		Count	730	79	184	108	56	40	10	1207
			% within Districts	60.5%	6.5%	15.2%	8.9%	4.6%	3.3%	.8%	100.0%

Table 34: District by Question 3b: 2012

Districts * In your opinion, what should the fine associated with violating Missouri's seat belt law be? Crosstabulation

Year				In your opinion, what should the fine associated with violating Missouri's seat belt law be?							Total
				0	Under $25	$25 - $49	$50 - $74	$75 - $100	Over $100	No Opinion/Refused	
2012	Districts	NW	Count	242	23	50	17	11	8	4	355
			% within Districts	68.2%	6.5%	14.1%	4.8%	3.1%	2.3%	1.1%	100.0%
		NE	Count	225	24	56	32	16	7	2	362
			% within Districts	62.2%	6.6%	15.5%	8.8%	4.4%	1.9%	.6%	100.0%
		KC	Count	187	19	72	45	20	12	11	366
			% within Districts	51.1%	5.2%	19.7%	12.3%	5.5%	3.3%	3.0%	100.0%
		CD	Count	228	25	52	30	18	16	3	372
			% within Districts	61.3%	6.7%	14.0%	8.1%	4.8%	4.3%	.8%	100.0%
		SL	Count	192	22	66	47	34	17	3	381
			% within Districts	50.4%	5.8%	17.3%	12.3%	8.9%	4.5%	.8%	100.0%
		SW	Count	242	24	52	35	15	18	5	391
			% within Districts	61.9%	6.1%	13.3%	9.0%	3.8%	4.6%	1.3%	100.0%
		SE	Count	229	31	61	33	18	10	7	389
			% within Districts	58.9%	8.0%	15.7%	8.5%	4.6%	2.6%	1.8%	100.0%
	Total		Count	1545	168	409	239	132	88	35	2616
			% within Districts	59.1%	6.4%	15.6%	9.1%	5.0%	3.4%	1.3%	100.0%

Table 35: District by Question 3b: 2013

Districts * In your opinion, what should the fine associated with violating Missouri's seat belt law be? Crosstabulation

Year				In your opinion, what should the fine associated with violating Missouri's seat belt law be?							Total
				0	Under $25	$25 - $49	$50 - $74	$75 - $100	Over $100	No Opinion/Refused	
2013	Districts	NW	Count	234	24	58	24	5	8	1	354
			% within Districts	66.1%	6.8%	16.4%	6.8%	1.4%	2.3%	.3%	100.0%
		NE	Count	205	34	65	32	7	12	5	360
			% within Districts	56.9%	9.4%	18.1%	8.9%	1.9%	3.3%	1.4%	100.0%
		KC	Count	172	35	65	40	18	22	3	355
			% within Districts	48.5%	9.9%	18.3%	11.3%	5.1%	6.2%	.8%	100.0%
		CD	Count	201	30	54	43	11	10	6	355
			% within Districts	56.6%	8.5%	15.2%	12.1%	3.1%	2.8%	1.7%	100.0%
		SL	Count	196	26	50	41	30	13	2	358
			% within Districts	54.7%	7.3%	14.0%	11.5%	8.4%	3.6%	.6%	100.0%
		SW	Count	201	32	71	34	15	9	7	369
			% within Districts	54.5%	8.7%	19.2%	9.2%	4.1%	2.4%	1.9%	100.0%
		SE	Count	230	19	52	22	14	17	5	359
			% within Districts	64.1%	5.3%	14.5%	6.1%	3.9%	4.7%	1.4%	100.0%
	Total		Count	1439	200	415	236	100	91	29	2510
			% within Districts	57.3%	8.0%	16.5%	9.4%	4.0%	3.6%	1.2%	100.0%

Table 36: District by Question 4: 2010

Districts * In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? Crosstabulation

Year				In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2010	Districts	NW	Count	157	311	1	469
			% within Districts	33.5%	66.3%	.2%	100.0%
		NE	Count	131	256	1	388
			% within Districts	33.8%	66.0%	.3%	100.0%
		KC	Count	126	202	1	329
			% within Districts	38.3%	61.4%	.3%	100.0%
		CD	Count	137	258	0	395
			% within Districts	34.7%	65.3%	.0%	100.0%
		SL	Count	74	226	0	300
			% within Districts	24.7%	75.3%	.0%	100.0%
		SW	Count	186	360	2	548
			% within Districts	33.9%	65.7%	.4%	100.0%
		SE	Count	172	407	2	581
			% within Districts	29.6%	70.1%	.3%	100.0%
	Total		Count	983	2020	7	3010
			% within Districts	32.7%	67.1%	.2%	100.0%

Table 37: District by Question 4: 2011

Districts * In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? Crosstabulation

Year				In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2011	Districts	NW	Count	58	138	1	197
			% within Districts	29.4%	70.1%	.5%	100.0%
		NE	Count	51	99	2	152
			% within Districts	33.6%	65.1%	1.3%	100.0%
		KC	Count	28	87	2	117
			% within Districts	23.9%	74.4%	1.7%	100.0%
		CD	Count	56	114	3	173
			% within Districts	32.4%	65.9%	1.7%	100.0%
		SL	Count	40	77	0	117
			% within Districts	34.2%	65.8%	.0%	100.0%
		SW	Count	54	161	1	216
			% within Districts	25.0%	74.5%	.5%	100.0%
		SE	Count	77	157	1	235
			% within Districts	32.8%	66.8%	.4%	100.0%
	Total		Count	364	833	10	1207
			% within Districts	30.2%	69.0%	.8%	100.0%

Table 38: District by Question 4: 2012

Districts * In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? Crosstabulation

Year				In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2012	Districts	NW	Count	115	239	1	355
			% within Districts	32.4%	67.3%	.3%	100.0%
		NE	Count	109	250	3	362
			% within Districts	30.1%	69.1%	.8%	100.0%
		KC	Count	111	254	1	366
			% within Districts	30.3%	69.4%	.3%	100.0%
		CD	Count	82	290	0	372
			% within Districts	22.0%	78.0%	.0%	100.0%
		SL	Count	97	283	1	381
			% within Districts	25.5%	74.3%	.3%	100.0%
		SW	Count	91	300	0	391
			% within Districts	23.3%	76.7%	.0%	100.0%
		SE	Count	93	295	1	389
			% within Districts	23.9%	75.8%	.3%	100.0%
	Total		Count	698	1911	7	2616
			% within Districts	26.7%	73.1%	.3%	100.0%

Table 39: District by Question 4: 2013

Districts * In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? Crosstabulation

Year				In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2013	Districts	NW	Count	98	255	1	354
			% within Districts	27.7%	72.0%	.3%	100.0%
		NE	Count	109	248	3	360
			% within Districts	30.3%	68.9%	.8%	100.0%
		KC	Count	64	290	1	355
			% within Districts	18.0%	81.7%	.3%	100.0%
		CD	Count	98	256	1	355
			% within Districts	27.6%	72.1%	.3%	100.0%
		SL	Count	62	294	2	358
			% within Districts	17.3%	82.1%	.6%	100.0%
		SW	Count	95	273	1	369
			% within Districts	25.7%	74.0%	.3%	100.0%
		SE	Count	67	292	0	359
			% within Districts	18.7%	81.3%	.0%	100.0%
	Total		Count	593	1908	9	2510
			% within Districts	23.6%	76.0%	.4%	100.0%

Table 40: District by Question 5: 2010

Districts * What do you think the chances are of getting a ticket if you don't wear your safety belt? Crosstabulation

Year				What do you think the chances are of getting a ticket if you don't wear your safety belt?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2010	Districts	NW	Count	66	105	104	139	41	14	469
			% within Districts	14.1%	22.4%	22.2%	29.6%	8.7%	3.0%	100.0%
		NE	Count	55	81	97	116	29	10	388
			% within Districts	14.2%	20.9%	25.0%	29.9%	7.5%	2.6%	100.0%
		KC	Count	37	55	85	115	32	5	329
			% within Districts	11.2%	16.7%	25.8%	35.0%	9.7%	1.5%	100.0%
		CD	Count	57	72	84	130	33	19	395
			% within Districts	14.4%	18.2%	21.3%	32.9%	8.4%	4.8%	100.0%
		SL	Count	37	42	54	128	32	7	300
			% within Districts	12.3%	14.0%	18.0%	42.7%	10.7%	2.3%	100.0%
		SW	Count	69	88	114	209	45	23	548
			% within Districts	12.6%	16.1%	20.8%	38.1%	8.2%	4.2%	100.0%
		SE	Count	79	110	125	184	61	22	581
			% within Districts	13.6%	18.9%	21.5%	31.7%	10.5%	3.8%	100.0%
	Total		Count	400	553	663	1021	273	100	3010
			% within Districts	13.3%	18.4%	22.0%	33.9%	9.1%	3.3%	100.0%

Table 41: District by Question 5: 2011

Districts * What do you think the chances are of getting a ticket if you don't wear your safety belt? Crosstabulation

Year				What do you think the chances are of getting a ticket if you don't wear your safety belt?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2011	Districts	NW	Count	23	33	51	44	18	28	197
			% within Districts	11.7%	16.8%	25.9%	22.3%	9.1%	14.2%	100.0%
		NE	Count	12	33	31	41	16	19	152
			% within Districts	7.9%	21.7%	20.4%	27.0%	10.5%	12.5%	100.0%
		KC	Count	7	16	25	52	6	11	117
			% within Districts	6.0%	13.7%	21.4%	44.4%	5.1%	9.4%	100.0%
		CD	Count	18	24	34	68	14	15	173
			% within Districts	10.4%	13.9%	19.7%	39.3%	8.1%	8.7%	100.0%
		SL	Count	6	22	20	43	11	15	117
			% within Districts	5.1%	18.8%	17.1%	36.8%	9.4%	12.8%	100.0%
		SW	Count	20	25	39	94	12	26	216
			% within Districts	9.3%	11.6%	18.1%	43.5%	5.6%	12.0%	100.0%
		SE	Count	30	33	34	96	15	27	235
			% within Districts	12.8%	14.0%	14.5%	40.9%	6.4%	11.5%	100.0%
	Total		Count	116	186	234	438	92	141	1207
			% within Districts	9.6%	15.4%	19.4%	36.3%	7.6%	11.7%	100.0%

Table 42: District by Question 5: 2012

Districts * What do you think the chances are of getting a ticket if you don't wear your safety belt? Crosstabulation

Year				What do you think the chances are of getting a ticket if you don't wear your safety belt?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2012	Districts	NW	Count	48	55	77	110	34	31	355
			% within Districts	13.5%	15.5%	21.7%	31.0%	9.6%	8.7%	100.0%
		NE	Count	43	69	82	113	25	30	362
			% within Districts	11.9%	19.1%	22.7%	31.2%	6.9%	8.3%	100.0%
		KC	Count	52	52	69	136	31	26	366
			% within Districts	14.2%	14.2%	18.9%	37.2%	8.5%	7.1%	100.0%
		CD	Count	38	71	81	118	32	32	372
			% within Districts	10.2%	19.1%	21.8%	31.7%	8.6%	8.6%	100.0%
		SL	Count	49	52	63	152	40	25	381
			% within Districts	12.9%	13.6%	16.5%	39.9%	10.5%	6.6%	100.0%
		SW	Count	43	58	85	139	28	38	391
			% within Districts	11.0%	14.8%	21.7%	35.5%	7.2%	9.7%	100.0%
		SE	Count	48	67	91	127	29	27	389
			% within Districts	12.3%	17.2%	23.4%	32.6%	7.5%	6.9%	100.0%
	Total		Count	321	424	548	895	219	209	2616
			% within Districts	12.3%	16.2%	20.9%	34.2%	8.4%	8.0%	100.0%

Table 43: District by Question 5: 2013

Districts * What do you think the chances are of getting a ticket if you don't wear your safety belt? Crosstabulation

Year				What do you think the chances are of getting a ticket if you don't wear your safety belt?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2013	Districts	NW	Count	54	71	70	92	32	35	354
			% within Districts	15.3%	20.1%	19.8%	26.0%	9.0%	9.9%	100.0%
		NE	Count	47	62	61	125	30	35	360
			% within Districts	13.1%	17.2%	16.9%	34.7%	8.3%	9.7%	100.0%
		KC	Count	43	48	60	128	46	30	355
			% within Districts	12.1%	13.5%	16.9%	36.1%	13.0%	8.5%	100.0%
		CD	Count	38	51	71	134	32	29	355
			% within Districts	10.7%	14.4%	20.0%	37.7%	9.0%	8.2%	100.0%
		SL	Count	43	51	53	128	42	41	358
			% within Districts	12.0%	14.2%	14.8%	35.8%	11.7%	11.5%	100.0%
		SW	Count	49	61	64	127	30	38	369
			% within Districts	13.3%	16.5%	17.3%	34.4%	8.1%	10.3%	100.0%
		SE	Count	45	71	50	123	31	39	359
			% within Districts	12.5%	19.8%	13.9%	34.3%	8.6%	10.9%	100.0%
	Total		Count	319	415	429	857	243	247	2510
			% within Districts	12.7%	16.5%	17.1%	34.1%	9.7%	9.8%	100.0%

Table 44: District by Question 6: 2010

Districts * On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? Crosstabulation

Year				On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2010	Districts	NW	Count	21	41	51	210	143	3	469
			% within Districts	4.5%	8.7%	10.9%	44.8%	30.5%	.6%	100.0%
		NE	Count	15	45	51	149	127	1	388
			% within Districts	3.9%	11.6%	13.1%	38.4%	32.7%	.3%	100.0%
		KC	Count	9	27	42	154	97	0	329
			% within Districts	2.7%	8.2%	12.8%	46.8%	29.5%	.0%	100.0%
		CD	Count	15	25	56	178	120	1	395
			% within Districts	3.8%	6.3%	14.2%	45.1%	30.4%	.3%	100.0%
		SL	Count	16	36	44	131	70	3	300
			% within Districts	5.3%	12.0%	14.7%	43.7%	23.3%	1.0%	100.0%
		SW	Count	27	48	61	240	169	3	548
			% within Districts	4.9%	8.8%	11.1%	43.8%	30.8%	.5%	100.0%
		SE	Count	26	67	66	234	184	4	581
			% within Districts	4.5%	11.5%	11.4%	40.3%	31.7%	.7%	100.0%
	Total		Count	129	289	371	1296	910	15	3010
			% within Districts	4.3%	9.6%	12.3%	43.1%	30.2%	.5%	100.0%

Table 45: District by Question 6: 2011

Districts * On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? Crosstabulation

Year				On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2011	Districts	NW	Count	4	22	24	78	67	2	197
			% within Districts	2.0%	11.2%	12.2%	39.6%	34.0%	1.0%	100.0%
		NE	Count	6	15	15	64	51	1	152
			% within Districts	3.9%	9.9%	9.9%	42.1%	33.6%	.7%	100.0%
		KC	Count	2	9	19	56	30	1	117
			% within Districts	1.7%	7.7%	16.2%	47.9%	25.6%	.9%	100.0%
		CD	Count	10	18	23	75	47	0	173
			% within Districts	5.8%	10.4%	13.3%	43.4%	27.2%	.0%	100.0%
		SL	Count	2	7	13	66	28	1	117
			% within Districts	1.7%	6.0%	11.1%	56.4%	23.9%	.9%	100.0%
		SW	Count	8	19	21	85	78	5	216
			% within Districts	3.7%	8.8%	9.7%	39.4%	36.1%	2.3%	100.0%
		SE	Count	11	21	23	86	89	5	235
			% within Districts	4.7%	8.9%	9.8%	36.6%	37.9%	2.1%	100.0%
	Total		Count	43	111	138	510	390	15	1207
			% within Districts	3.6%	9.2%	11.4%	42.3%	32.3%	1.2%	100.0%

Table 46: District by Question 6: 2012

Districts * On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? Crosstabulation

Year				On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2012	Districts	NW	Count	12	29	31	167	110	6	355
			% within Districts	3.4%	8.2%	8.7%	47.0%	31.0%	1.7%	100.0%
		NE	Count	14	40	43	149	110	6	362
			% within Districts	3.9%	11.0%	11.9%	41.2%	30.4%	1.7%	100.0%
		KC	Count	11	39	52	139	122	3	366
			% within Districts	3.0%	10.7%	14.2%	38.0%	33.3%	.8%	100.0%
		CD	Count	16	44	44	153	114	1	372
			% within Districts	4.3%	11.8%	11.8%	41.1%	30.6%	.3%	100.0%
		SL	Count	15	33	64	147	120	2	381
			% within Districts	3.9%	8.7%	16.8%	38.6%	31.5%	.5%	100.0%
		SW	Count	22	31	58	154	116	10	391
			% within Districts	5.6%	7.9%	14.8%	39.4%	29.7%	2.6%	100.0%
		SE	Count	15	28	51	148	134	13	389
			% within Districts	3.9%	7.2%	13.1%	38.0%	34.4%	3.3%	100.0%
	Total		Count	105	244	343	1057	826	41	2616
			% within Districts	4.0%	9.3%	13.1%	40.4%	31.6%	1.6%	100.0%

Table 47: District by Question 6: 2013

Districts * On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? Crosstabulation

Year				On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2013	Districts	NW	Count	15	38	30	127	143	1	354
			% within Districts	4.2%	10.7%	8.5%	35.9%	40.4%	.3%	100.0%
		NE	Count	8	49	35	147	112	9	360
			% within Districts	2.2%	13.6%	9.7%	40.8%	31.1%	2.5%	100.0%
		KC	Count	17	26	46	159	100	7	355
			% within Districts	4.8%	7.3%	13.0%	44.8%	28.2%	2.0%	100.0%
		CD	Count	11	28	37	141	135	3	355
			% within Districts	3.1%	7.9%	10.4%	39.7%	38.0%	.8%	100.0%
		SL	Count	12	51	53	134	102	6	358
			% within Districts	3.4%	14.2%	14.8%	37.4%	28.5%	1.7%	100.0%
		SW	Count	15	41	33	140	136	4	369
			% within Districts	4.1%	11.1%	8.9%	37.9%	36.9%	1.1%	100.0%
		SE	Count	12	20	36	140	144	7	359
			% within Districts	3.3%	5.6%	10.0%	39.0%	40.1%	1.9%	100.0%
	Total		Count	90	253	270	988	872	37	2510
			% within Districts	3.6%	10.1%	10.8%	39.4%	34.7%	1.5%	100.0%

Table 48: District by Question 7: 2010

Districts * On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph? Crosstabulation

Year				On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2010	Districts	NW	Count	6	19	17	153	274	0	469
			% within Districts	1.3%	4.1%	3.6%	32.6%	58.4%	.0%	100.0%
		NE	Count	8	19	21	109	230	1	388
			% within Districts	2.1%	4.9%	5.4%	28.1%	59.3%	.3%	100.0%
		KC	Count	10	12	23	115	169	0	329
			% within Districts	3.0%	3.6%	7.0%	35.0%	51.4%	.0%	100.0%
		CD	Count	10	9	27	137	211	1	395
			% within Districts	2.5%	2.3%	6.8%	34.7%	53.4%	.3%	100.0%
		SL	Count	9	12	30	98	151	0	300
			% within Districts	3.0%	4.0%	10.0%	32.7%	50.3%	.0%	100.0%
		SW	Count	9	14	36	176	310	3	548
			% within Districts	1.6%	2.6%	6.6%	32.1%	56.6%	.5%	100.0%
		SE	Count	10	18	29	172	349	3	581
			% within Districts	1.7%	3.1%	5.0%	29.6%	60.1%	.5%	100.0%
	Total		Count	62	103	183	960	1694	8	3010
			% within Districts	2.1%	3.4%	6.1%	31.9%	56.3%	.3%	100.0%

Table 49: District by Question 7: 2011

Districts * On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph? Crosstabulation

Year				On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2011	Districts	NW	Count	4	7	6	68	112	0	197
			% within Districts	2.0%	3.6%	3.0%	34.5%	56.9%	.0%	100.0%
		NE	Count	1	4	8	38	101	0	152
			% within Districts	.7%	2.6%	5.3%	25.0%	66.4%	.0%	100.0%
		KC	Count	3	3	4	48	58	1	117
			% within Districts	2.6%	2.6%	3.4%	41.0%	49.6%	.9%	100.0%
		CD	Count	2	8	6	66	89	2	173
			% within Districts	1.2%	4.6%	3.5%	38.2%	51.4%	1.2%	100.0%
		SL	Count	1	3	14	39	58	2	117
			% within Districts	.9%	2.6%	12.0%	33.3%	49.6%	1.7%	100.0%
		SW	Count	2	2	7	71	131	3	216
			% within Districts	.9%	.9%	3.2%	32.9%	60.6%	1.4%	100.0%
		SE	Count	2	15	11	62	144	1	235
			% within Districts	.9%	6.4%	4.7%	26.4%	61.3%	.4%	100.0%
	Total		Count	15	42	56	392	693	9	1207
			% within Districts	1.2%	3.5%	4.6%	32.5%	57.4%	.7%	100.0%

Table 50: District by Question 7: 2012

Districts * On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph? Crosstabulation

Year				On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2012	Districts	NW	Count	3	20	16	98	216	2	355
			% within Districts	.8%	5.6%	4.5%	27.6%	60.8%	.6%	100.0%
		NE	Count	10	9	23	113	201	6	362
			% within Districts	2.8%	2.5%	6.4%	31.2%	55.5%	1.7%	100.0%
		KC	Count	6	14	39	129	176	2	366
			% within Districts	1.6%	3.8%	10.7%	35.2%	48.1%	.5%	100.0%
		CD	Count	15	18	22	126	187	4	372
			% within Districts	4.0%	4.8%	5.9%	33.9%	50.3%	1.1%	100.0%
		SL	Count	7	17	36	114	206	1	381
			% within Districts	1.8%	4.5%	9.4%	29.9%	54.1%	.3%	100.0%
		SW	Count	8	7	24	137	210	5	391
			% within Districts	2.0%	1.8%	6.1%	35.0%	53.7%	1.3%	100.0%
		SE	Count	5	15	29	114	220	6	389
			% within Districts	1.3%	3.9%	7.5%	29.3%	56.6%	1.5%	100.0%
	Total		Count	54	100	189	831	1416	26	2616
			% within Districts	2.1%	3.8%	7.2%	31.8%	54.1%	1.0%	100.0%

Table 51: District by Question 7: 2013

Districts * On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph? Crosstabulation

Year				On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2013	Districts	NW	Count	16	13	16	95	212	2	354
			% within Districts	4.5%	3.7%	4.5%	26.8%	59.9%	.6%	100.0%
		NE	Count	3	17	14	112	212	2	360
			% within Districts	.8%	4.7%	3.9%	31.1%	58.9%	.6%	100.0%
		KC	Count	9	10	23	120	190	3	355
			% within Districts	2.5%	2.8%	6.5%	33.8%	53.5%	.8%	100.0%
		CD	Count	7	13	15	102	218	0	355
			% within Districts	2.0%	3.7%	4.2%	28.7%	61.4%	.0%	100.0%
		SL	Count	4	18	23	123	187	3	358
			% within Districts	1.1%	5.0%	6.4%	34.4%	52.2%	.8%	100.0%
		SW	Count	6	13	20	110	217	3	369
			% within Districts	1.6%	3.5%	5.4%	29.8%	58.8%	.8%	100.0%
		SE	Count	5	9	12	86	244	3	359
			% within Districts	1.4%	2.5%	3.3%	24.0%	68.0%	.8%	100.0%
	Total		Count	50	93	123	748	1480	16	2510
			% within Districts	2.0%	3.7%	4.9%	29.8%	59.0%	.6%	100.0%

Table 52: District by Question 8: 2010

Districts * In the past 30 days, have you read, seen or heard anything about speed enforcement by police? Crosstabulation

Year				In the past 30 days, have you read, seen or heard anything about speed enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2010	Districts	NW	Count	171	296	2	469
			% within Districts	36.5%	63.1%	.4%	100.0%
		NE	Count	159	228	1	388
			% within Districts	41.0%	58.8%	.3%	100.0%
		KC	Count	128	200	1	329
			% within Districts	38.9%	60.8%	.3%	100.0%
		CD	Count	165	230	0	395
			% within Districts	41.8%	58.2%	.0%	100.0%
		SL	Count	118	182	0	300
			% within Districts	39.3%	60.7%	.0%	100.0%
		SW	Count	164	383	1	548
			% within Districts	29.9%	69.9%	.2%	100.0%
		SE	Count	181	397	3	581
			% within Districts	31.2%	68.3%	.5%	100.0%
	Total		Count	1086	1916	8	3010
			% within Districts	36.1%	63.7%	.3%	100.0%

Table 53: District by Question 8: 2011

Districts * In the past 30 days, have you read, seen or heard anything about speed enforcement by police? Crosstabulation

Year				In the past 30 days, have you read, seen or heard anything about speed enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2011	Districts	NW	Count	65	129	3	197
			% within Districts	33.0%	65.5%	1.5%	100.0%
		NE	Count	57	95	0	152
			% within Districts	37.5%	62.5%	.0%	100.0%
		KC	Count	37	78	2	117
			% within Districts	31.6%	66.7%	1.7%	100.0%
		CD	Count	54	117	2	173
			% within Districts	31.2%	67.6%	1.2%	100.0%
		SL	Count	43	73	1	117
			% within Districts	36.8%	62.4%	.9%	100.0%
		SW	Count	38	176	2	216
			% within Districts	17.6%	81.5%	.9%	100.0%
		SE	Count	69	163	3	235
			% within Districts	29.4%	69.4%	1.3%	100.0%
	Total		Count	363	831	13	1207
			% within Districts	30.1%	68.8%	1.1%	100.0%

Table 54: District by Question 8: 2012

Districts * In the past 30 days, have you read, seen or heard anything about speed enforcement by police? Crosstabulation

Year				In the past 30 days, have you read, seen or heard anything about speed enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2012	Districts	NW	Count	131	221	3	355
			% within Districts	36.9%	62.3%	.8%	100.0%
		NE	Count	129	231	2	362
			% within Districts	35.6%	63.8%	.6%	100.0%
		KC	Count	110	256	0	366
			% within Districts	30.1%	69.9%	.0%	100.0%
		CD	Count	120	251	1	372
			% within Districts	32.3%	67.5%	.3%	100.0%
		SL	Count	145	234	2	381
			% within Districts	38.1%	61.4%	.5%	100.0%
		SW	Count	120	268	3	391
			% within Districts	30.7%	68.5%	.8%	100.0%
		SE	Count	131	257	1	389
			% within Districts	33.7%	66.1%	.3%	100.0%
	Total		Count	886	1718	12	2616
			% within Districts	33.9%	65.7%	.5%	100.0%

Table 55: District by Question 8: 2013

Districts * In the past 30 days, have you read, seen or heard anything about speed enforcement by police? Crosstabulation

Year				In the past 30 days, have you read, seen or heard anything about speed enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2013	Districts	NW	Count	106	247	1	354
			% within Districts	29.9%	69.8%	.3%	100.0%
		NE	Count	108	252	0	360
			% within Districts	30.0%	70.0%	.0%	100.0%
		KC	Count	108	245	2	355
			% within Districts	30.4%	69.0%	.6%	100.0%
		CD	Count	109	245	1	355
			% within Districts	30.7%	69.0%	.3%	100.0%
		SL	Count	100	256	2	358
			% within Districts	27.9%	71.5%	.6%	100.0%
		SW	Count	108	259	2	369
			% within Districts	29.3%	70.2%	.5%	100.0%
		SE	Count	68	289	2	359
			% within Districts	18.9%	80.5%	.6%	100.0%
	Total		Count	707	1793	10	2510
			% within Districts	28.2%	71.4%	.4%	100.0%

Table 56: District by Question 9: 2010

Districts * What do you think the chances are of getting a ticket if you drive over the speed limit? Crosstabulation

Year				What do you think the chances are of getting a ticket if you drive over the speed limit?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2010	Districts	NW	Count	44	150	151	99	15	10	469
			% within Districts	9.4%	32.0%	32.2%	21.1%	3.2%	2.1%	100.0%
		NE	Count	36	130	142	66	12	2	388
			% within Districts	9.3%	33.5%	36.6%	17.0%	3.1%	.5%	100.0%
		KC	Count	40	93	113	67	11	5	329
			% within Districts	12.2%	28.3%	34.3%	20.4%	3.3%	1.5%	100.0%
		CD	Count	42	107	134	90	17	5	395
			% within Districts	10.6%	27.1%	33.9%	22.8%	4.3%	1.3%	100.0%
		SL	Count	35	69	120	65	9	2	300
			% within Districts	11.7%	23.0%	40.0%	21.7%	3.0%	.7%	100.0%
		SW	Count	55	152	176	141	13	11	548
			% within Districts	10.0%	27.7%	32.1%	25.7%	2.4%	2.0%	100.0%
		SE	Count	78	190	176	97	30	10	581
			% within Districts	13.4%	32.7%	30.3%	16.7%	5.2%	1.7%	100.0%
	Total		Count	330	891	1012	625	107	45	3010
			% within Districts	11.0%	29.6%	33.6%	20.8%	3.6%	1.5%	100.0%

Table 57: District by Question 9: 2011

Districts * What do you think the chances are of getting a ticket if you drive over the speed limit? Crosstabulation

Year				What do you think the chances are of getting a ticket if you drive over the speed limit?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2011	Districts	NW	Count	17	65	70	36	4	5	197
			% within Districts	8.6%	33.0%	35.5%	18.3%	2.0%	2.5%	100.0%
		NE	Count	12	44	43	36	10	7	152
			% within Districts	7.9%	28.9%	28.3%	23.7%	6.6%	4.6%	100.0%
		KC	Count	9	25	32	43	5	3	117
			% within Districts	7.7%	21.4%	27.4%	36.8%	4.3%	2.6%	100.0%
		CD	Count	17	39	53	45	8	11	173
			% within Districts	9.8%	22.5%	30.6%	26.0%	4.6%	6.4%	100.0%
		SL	Count	7	26	44	29	7	4	117
			% within Districts	6.0%	22.2%	37.6%	24.8%	6.0%	3.4%	100.0%
		SW	Count	20	55	63	55	6	17	216
			% within Districts	9.3%	25.5%	29.2%	25.5%	2.8%	7.9%	100.0%
		SE	Count	23	51	72	65	9	15	235
			% within Districts	9.8%	21.7%	30.6%	27.7%	3.8%	6.4%	100.0%
	Total		Count	105	305	377	309	49	62	1207
			% within Districts	8.7%	25.3%	31.2%	25.6%	4.1%	5.1%	100.0%

Table 58: District by Question 9: 2012

Districts * What do you think the chances are of getting a ticket if you drive over the speed limit? Crosstabulation

Year				What do you think the chances are of getting a ticket if you drive over the speed limit?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2012	Districts	NW	Count	31	91	109	88	16	20	355
			% within Districts	8.7%	25.6%	30.7%	24.8%	4.5%	5.6%	100.0%
		NE	Count	30	102	119	85	12	14	362
			% within Districts	8.3%	28.2%	32.9%	23.5%	3.3%	3.9%	100.0%
		KC	Count	34	91	117	101	11	12	366
			% within Districts	9.3%	24.9%	32.0%	27.6%	3.0%	3.3%	100.0%
		CD	Count	35	108	121	85	12	11	372
			% within Districts	9.4%	29.0%	32.5%	22.8%	3.2%	3.0%	100.0%
		SL	Count	43	95	107	114	19	3	381
			% within Districts	11.3%	24.9%	28.1%	29.9%	5.0%	.8%	100.0%
		SW	Count	39	92	138	97	11	14	391
			% within Districts	10.0%	23.5%	35.3%	24.8%	2.8%	3.6%	100.0%
		SE	Count	41	112	122	81	15	18	389
			% within Districts	10.5%	28.8%	31.4%	20.8%	3.9%	4.6%	100.0%
	Total		Count	253	691	833	651	96	92	2616
			% within Districts	9.7%	26.4%	31.8%	24.9%	3.7%	3.5%	100.0%

Table 59: District by Question 9: 2013

Districts * What do you think the chances are of getting a ticket if you drive over the speed limit? Crosstabulation

Year				What do you think the chances are of getting a ticket if you drive over the speed limit?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2013	Districts	NW	Count	40	111	107	68	14	14	354
			% within Districts	11.3%	31.4%	30.2%	19.2%	4.0%	4.0%	100.0%
		NE	Count	28	101	120	80	16	15	360
			% within Districts	7.8%	28.1%	33.3%	22.2%	4.4%	4.2%	100.0%
		KC	Count	32	96	114	84	16	13	355
			% within Districts	9.0%	27.0%	32.1%	23.7%	4.5%	3.7%	100.0%
		CD	Count	40	86	116	85	9	19	355
			% within Districts	11.3%	24.2%	32.7%	23.9%	2.5%	5.4%	100.0%
		SL	Count	35	87	114	91	14	17	358
			% within Districts	9.8%	24.3%	31.8%	25.4%	3.9%	4.7%	100.0%
		SW	Count	32	105	108	86	21	17	369
			% within Districts	8.7%	28.5%	29.3%	23.3%	5.7%	4.6%	100.0%
		SE	Count	48	102	100	78	20	11	359
			% within Districts	13.4%	28.4%	27.9%	21.7%	5.6%	3.1%	100.0%
	Total		Count	255	688	779	572	110	106	2510
			% within Districts	10.2%	27.4%	31.0%	22.8%	4.4%	4.2%	100.0%

Table 60: District by Question 10: 2012

Districts * How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up? Crosstabulation

				How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?						
		Year		Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	Total
Districts	NW	2012	Count	0	10	28	148	169	0	355
			% within Districts	.0%	2.8%	7.9%	41.7%	47.6%	.0%	100.0%
	NE	2012	Count	3	11	35	181	130	2	362
			% within Districts	.8%	3.0%	9.7%	50.0%	35.9%	.6%	100.0%
	KC	2012	Count	5	10	37	155	159	0	366
			% within Districts	1.4%	2.7%	10.1%	42.3%	43.4%	.0%	100.0%
	CD	2012	Count	4	7	38	164	159	0	372
			% within Districts	1.1%	1.9%	10.2%	44.1%	42.7%	.0%	100.0%
	SL	2012	Count	3	8	30	164	176	0	381
			% within Districts	.8%	2.1%	7.9%	43.0%	46.2%	.0%	100.0%
	SW	2012	Count	5	8	35	179	162	2	391
			% within Districts	1.3%	2.0%	9.0%	45.8%	41.4%	.5%	100.0%
	SE	2012	Count	3	9	34	151	186	6	389
			% within Districts	.8%	2.3%	8.7%	38.8%	47.8%	1.5%	100.0%
Total		2012	Count	23	63	237	1142	1141	10	2616
			% within Districts	.9%	2.4%	9.1%	43.7%	43.6%	.4%	100.0%

This question was first asked in 2012.

Table 61: District by Question 10: 2013

Districts * How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up? Crosstabulation[a]

			How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?						
			Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	Total
Districts	NW	Count	4	6	29	122	188	5	354
		% within Districts	1.1%	1.7%	8.2%	34.5%	53.1%	1.4%	100.0%
	NE	Count	6	12	31	162	149	0	360
		% within Districts	1.7%	3.3%	8.6%	45.0%	41.4%	.0%	100.0%
	KC	Count	8	9	24	151	162	1	355
		% within Districts	2.3%	2.5%	6.8%	42.5%	45.6%	.3%	100.0%
	CD	Count	0	16	18	127	193	1	355
		% within Districts	.0%	4.5%	5.1%	35.8%	54.4%	.3%	100.0%
	SL	Count	1	15	31	131	177	3	358
		% within Districts	.3%	4.2%	8.7%	36.6%	49.4%	.8%	100.0%
	SW	Count	6	14	33	128	186	2	369
		% within Districts	1.6%	3.8%	8.9%	34.7%	50.4%	.5%	100.0%
	SE	Count	1	6	22	135	194	1	359
		% within Districts	.3%	1.7%	6.1%	37.6%	54.0%	.3%	100.0%
Total		Count	26	78	188	956	1249	13	2510
		% within Districts	1.0%	3.1%	7.5%	38.1%	49.8%	.5%	100.0%

a. Year = 2013

Table 62: District by Question 11: 2012

Districts * How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up? Crosstabulation

				How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?						
		Year		Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	Total
Districts	NW	2012	Count	0	0	0	26	329	0	355
			% within Districts	.0%	.0%	.0%	7.3%	92.7%	.0%	100.0%
	NE	2012	Count	1	1	4	27	327	2	362
			% within Districts	.3%	.3%	1.1%	7.5%	90.3%	.6%	100.0%
	KC	2012	Count	0	2	8	49	307	0	366
			% within Districts	.0%	.5%	2.2%	13.4%	83.9%	.0%	100.0%
	CD	2012	Count	3	2	2	37	327	1	372
			% within Districts	.8%	.5%	.5%	9.9%	87.9%	.3%	100.0%
	SL	2012	Count	2	1	8	35	334	1	381
			% within Districts	.5%	.3%	2.1%	9.2%	87.7%	.3%	100.0%
	SW	2012	Count	2	1	0	38	348	2	391
			% within Districts	.5%	.3%	.0%	9.7%	89.0%	.5%	100.0%
	SE	2012	Count	1	2	4	28	349	5	389
			% within Districts	.3%	.5%	1.0%	7.2%	89.7%	1.3%	100.0%
Total		2012	Count	9	9	26	240	2321	11	2616
			% within Districts	.3%	.3%	1.0%	9.2%	88.7%	.4%	100.0%

This question was first asked in 2012.

Table 63: District by Question 11: 2013

Districts * How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?

Crosstabulation[a]

			How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?					
			Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	Total
Districts	NW	Count	2	3	30	316	3	354
		% within Districts	.6%	.8%	8.5%	89.3%	.8%	100.0%
	NE	Count	2	4	43	310	1	360
		% within Districts	.6%	1.1%	11.9%	86.1%	.3%	100.0%
	KC	Count	1	2	26	326	0	355
		% within Districts	.3%	.6%	7.3%	91.8%	.0%	100.0%
	CD	Count	0	2	17	336	0	355
		% within Districts	.0%	.6%	4.8%	94.6%	.0%	100.0%
	SL	Count	0	2	23	331	2	358
		% within Districts	.0%	.6%	6.4%	92.5%	.6%	100.0%
	SW	Count	1	5	28	335	0	369
		% within Districts	.3%	1.4%	7.6%	90.8%	.0%	100.0%
	SE	Count	0	4	21	333	1	359
		% within Districts	.0%	1.1%	5.8%	92.8%	.3%	100.0%
Total		Count	6	22	188	2287	7	2510
		% within Districts	.2%	.9%	7.5%	91.1%	.3%	100.0%

a. Year = 2013

Always does not appear as a column because no respondent answered that option in 2013.

Table 64: District by Question 12: 2010

Districts * Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving? Crosstabulation

Year				Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?						Total
				Full Restrictions - No Cellular Phone Use Allowed	Ban on Texting While Driving, Phone Use Allowed	Ban on Texting While Driving, Hands-Free Phone Device Allowed	Hands-Free Phone Device Use Only	No Restrictions	No Opinion/ Refused	
2010	Districts	NW	Count	186	113	99	49	17	5	469
			% within Districts	39.7%	24.1%	21.1%	10.4%	3.6%	1.1%	100.0%
		NE	Count	157	102	67	44	15	3	388
			% within Districts	40.5%	26.3%	17.3%	11.3%	3.9%	.8%	100.0%
		KC	Count	101	79	68	66	11	4	329
			% within Districts	30.7%	24.0%	20.7%	20.1%	3.3%	1.2%	100.0%
		CD	Count	155	106	72	44	14	4	395
			% within Districts	39.2%	26.8%	18.2%	11.1%	3.5%	1.0%	100.0%
		SL	Count	130	64	68	33	5	0	300
			% within Districts	43.3%	21.3%	22.7%	11.0%	1.7%	.0%	100.0%
		SW	Count	208	150	113	55	19	3	548
			% within Districts	38.0%	27.4%	20.6%	10.0%	3.5%	.5%	100.0%
		SE	Count	242	165	86	66	12	10	581
			% within Districts	41.7%	28.4%	14.8%	11.4%	2.1%	1.7%	100.0%
	Total		Count	1179	779	573	357	93	29	3010
			% within Districts	39.2%	25.9%	19.0%	11.9%	3.1%	1.0%	100.0%

Table 65: District by Question 12: 2011

Districts * Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving? Crosstabulation

Year				Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?						Total
				Full Restrictions - No Cellular Phone Use Allowed	Ban on Texting While Driving, Phone Use Allowed	Ban on Texting While Driving, Hands-Free Phone Device Allowed	Hands-Free Phone Device Use Only	No Restrictions	No Opinion/ Refused	
2011	Districts	NW	Count	83	49	32	25	6	2	197
			% within Districts	42.1%	24.9%	16.2%	12.7%	3.0%	1.0%	100.0%
		NE	Count	77	28	20	24	1	2	152
			% within Districts	50.7%	18.4%	13.2%	15.8%	.7%	1.3%	100.0%
		KC	Count	46	32	21	15	2	1	117
			% within Districts	39.3%	27.4%	17.9%	12.8%	1.7%	.9%	100.0%
		CD	Count	69	33	30	31	6	4	173
			% within Districts	39.9%	19.1%	17.3%	17.9%	3.5%	2.3%	100.0%
		SL	Count	48	27	22	16	4	0	117
			% within Districts	41.0%	23.1%	18.8%	13.7%	3.4%	.0%	100.0%
		SW	Count	106	36	37	33	3	1	216
			% within Districts	49.1%	16.7%	17.1%	15.3%	1.4%	.5%	100.0%
		SE	Count	100	58	25	37	6	9	235
			% within Districts	42.6%	24.7%	10.6%	15.7%	2.6%	3.8%	100.0%
	Total		Count	529	263	187	181	28	19	1207
			% within Districts	43.8%	21.8%	15.5%	15.0%	2.3%	1.6%	100.0%

Table 66: District by Question 12: 2012

Districts * Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving? Crosstabulation

			Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?						Total
			Full Restrictions - No Cellular Phone Use Allowed	Ban on Texting While Driving, Phone Use Allowed	Ban on Texting While Driving, Hands-Free Phone Device Allowed	Hands-Free Phone Device Use Only	No Restrictions	No Opinion/Refu sed	
Districts	NW	Count	127	71	66	73	14	4	355
		% within Districts	35.8%	20.0%	18.6%	20.6%	3.9%	1.1%	100.0%
	NE	Count	112	86	64	74	18	8	362
		% within Districts	30.9%	23.8%	17.7%	20.4%	5.0%	2.2%	100.0%
	KC	Count	126	75	59	81	13	12	366
		% within Districts	34.4%	20.5%	16.1%	22.1%	3.6%	3.3%	100.0%
	CD	Count	124	89	59	72	18	10	372
		% within Districts	33.3%	23.9%	15.9%	19.4%	4.8%	2.7%	100.0%
	SL	Count	147	73	64	72	15	10	381
		% within Districts	38.6%	19.2%	16.8%	18.9%	3.9%	2.6%	100.0%
	SW	Count	134	99	65	65	24	4	391
		% within Districts	34.3%	25.3%	16.6%	16.6%	6.1%	1.0%	100.0%
	SE	Count	146	102	53	69	11	8	389
		% within Districts	37.5%	26.2%	13.6%	17.7%	2.8%	2.1%	100.0%
Total		Count	916	595	430	506	113	56	2616
		% within Districts	35.0%	22.7%	16.4%	19.3%	4.3%	2.1%	100.0%

Table 67: District by Question 12: 2013

2013			Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?						Total
			Full Restrictions - No Cellular Phone Use Allowed	Ban on Texting While Driving, Phone Use Allowed	Ban on Texting While Driving, Hands-Free Phone Device Allowed	Hands-Free Phone Device Use Only	No Restrictions	No Opinion/Refused	
Districts	NW	Count	115	90	42	83	13	11	354
		% within Districts	32.5%	25.4%	11.9%	23.4%	3.7%	3.1%	100.0%
	NE	Count	92	79	53	98	22	16	360
		% within Districts	25.6%	21.9%	14.7%	27.2%	6.1%	4.4%	100.0%
	KC	Count	110	62	67	89	18	9	355
		% within Districts	31.0%	17.5%	18.9%	25.1%	5.1%	2.5%	100.0%
	CD	Count	110	84	42	87	19	13	355
		% within Districts	31.0%	23.7%	11.8%	24.5%	5.4%	3.7%	100.0%
	SL	Count	98	66	56	107	20	11	358
		% within Districts	27.4%	18.4%	15.6%	29.9%	5.6%	3.1%	100.0%
	SW	Count	114	90	45	81	23	16	369
		% within Districts	30.9%	24.4%	12.2%	22.0%	6.2%	4.3%	100.0%
	SE	Count	129	77	31	97	15	10	359
		% within Districts	35.9%	21.4%	8.6%	27.0%	4.2%	2.8%	100.0%
Total		Count	768	548	336	642	130	86	2510
		% within Districts	30.6%	21.8%	13.4%	25.6%	5.2%	3.4%	100.0%

Table 68: District by Question 13: 2010

In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages? * Districts Crosstabulation										
			Districts							
Year			NW	NE	KC	CD	SL	SW	SE	Total
2010	In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?	0	Count	434	361	295	349	249	510	538	2736
			%	15.9%	13.2%	10.8%	12.8%	9.1%	18.6%	19.7%	100.0%
		1	Count	7	8	8	18	14	11	10	76
			%	9.2%	10.5%	10.5%	23.7%	18.4%	14.5%	13.2%	100.0%
		2	Count	9	11	10	12	11	11	14	78
			%	11.5%	14.1%	12.8%	15.4%	14.1%	14.1%	17.9%	100.0%
		3	Count	4	0	3	2	3	2	4	18
			%	22.2%	0.0%	16.7%	11.1%	16.7%	11.1%	22.2%	100.0%
		4	Count	2	1	2	0	4	0	1	10
			%	20.0%	10.0%	20.0%	0.0%	40.0%	0.0%	10.0%	100.0%
		5	Count	2	0	1	2	1	0	1	7
			%	28.6%	0.0%	14.3%	28.6%	14.3%	0.0%	14.3%	100.0%
		6	Count	0	0	1	1	3	0	0	5
			%	0.0%	0.0%	20.0%	20.0%	60.0%	0.0%	0.0%	100.0%
		8	Count	0	0	0	0	0	0	1	1
			%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
		10	Count	0	0	0	1	3	1	1	6
			%	0.0%	0.0%	0.0%	16.7%	50.0%	16.7%	16.7%	100.0%
		12	Count	0	0	0	0	1	0	0	1
			%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		16	Count	0	0	0	0	0	0	1	1
			%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
		20	Count	0	0	0	0	1	0	1	2
			%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
		24	Count	0	0	0	0	1	0	0	1
			%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		30	Count	0	0	1	0	0	1	0	2
			%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	100.0%
		40	Count	0	1	0	1	0	0	0	2
			%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%
		50	Count	0	0	0	1	0	0	0	1
			%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
		60	Count	1	0	0	2	1	1	1	6
			%	16.7%	0.0%	0.0%	33.3%	16.7%	16.7%	16.7%	100.0%
		Refused	Count	10	6	8	6	8	11	8	57
			%	17.5%	10.5%	14.0%	10.5%	14.0%	19.3%	14.0%	100.0%
	Total		Count	469	388	329	395	300	548	581	3010
			%	15.6%	12.9%	10.9%	13.1%	10.0%	18.2%	19.3%	100.0%

Table 69: District by Question 13: 2011

In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages? * Districts Crosstabulation											
				Districts							
Year				NW	NE	KC	CD	SL	SW	SE	Total
2011	In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?	0	Count	169	134	98	144	92	195	204	1036
			%	16.3%	12.9%	9.5%	13.9%	8.9%	18.8%	19.7%	100.0%
		1	Count	3	1	4	4	7	1	2	22
			%	13.6%	4.5%	18.2%	18.2%	31.8%	4.5%	9.1%	100.0%
		2	Count	3	1	0	5	4	4	3	20
			%	15.0%	5.0%	0.0%	25.0%	20.0%	20.0%	15.0%	100.0%
		3	Count	2	0	3	1	2	0	3	11
			%	18.2%	0.0%	27.3%	9.1%	18.2%	0.0%	27.3%	100.0%
		4	Count	1	1	0	1	1	1	0	5
			%	20.0%	20.0%	0.0%	20.0%	20.0%	20.0%	0.0%	100.0%
		5	Count	1	0	1	2	0	0	1	5
			%	20.0%	0.0%	20.0%	40.0%	0.0%	0.0%	20.0%	100.0%
		8	Count	0	0	0	1	0	1	0	2
			%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	100.0%
		10	Count	0	1	0	1	0	1	0	3
			%	0.0%	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%	100.0%
		12	Count	0	0	0	1	0	0	0	1
			%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
		15	Count	0	0	0	0	1	0	0	1
			%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		16	Count	0	0	0	0	0	0	1	1
			%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
		30	Count	0	0	0	1	1	0	0	2
			%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%
		60	Count	0	0	0	2	0	1	0	3
			%	0.0%	0.0%	0.0%	66.7%	0.0%	33.3%	0.0%	100.0%
		Refused	Count	18	14	11	10	9	12	21	95
			%	18.9%	14.7%	11.6%	10.5%	9.5%	12.6%	22.1%	100.0%
	Total		Count	197	152	117	173	117	216	235	1207
			%	16.3%	12.6%	9.7%	14.3%	9.7%	17.9%	19.5%	100.0%

Table 70: District by Question 13: 2012

In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages? * Districts Crosstabulation										
			Districts							
Year			NW	NE	KC	CD	SL	SW	SE	Total
2012	0	Count	335	337	338	341	334	370	370	2425
		%	13.8%	13.9%	13.9%	14.1%	13.8%	15.3%	15.3%	100.0%
	1	Count	9	8	8	13	14	8	5	65
		%	13.8%	12.3%	12.3%	20.0%	21.5%	12.3%	7.7%	100.0%
	2	Count	3	8	7	3	13	4	6	44
		%	6.8%	18.2%	15.9%	6.8%	29.5%	9.1%	13.6%	100.0%
	3	Count	1	0	4	1	1	0	2	9
		%	11.1%	0.0%	44.4%	11.1%	11.1%	0.0%	22.2%	100.0%
	4	Count	0	3	0	1	1	2	0	7
		%	0.0%	42.9%	0.0%	14.3%	14.3%	28.6%	0.0%	100.0%
	5	Count	0	1	3	0	3	2	0	9
		%	0.0%	11.1%	33.3%	0.0%	33.3%	22.2%	0.0%	100.0%
	6	Count	0	1	2	2	1	0	0	6
In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?		%	0.0%	16.7%	33.3%	33.3%	16.7%	0.0%	0.0%	100.0%
	8	Count	0	1	1	0	0	0	0	2
		%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	10	Count	0	0	0	3	0	0	0	3
		%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	12	Count	0	0	0	1	0	0	0	1
		%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	14	Count	0	0	1	0	0	0	0	1
		%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	15	Count	0	0	0	0	0	0	1	1
		%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	16	Count	0	0	0	1	0	0	0	1
		%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	20	Count	1	1	0	0	0	0	0	2
		%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	30	Count	0	0	0	1	0	0	0	1
		%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	45	Count	0	0	0	1	0	0	0	1
		%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	60	Count	1	1	1	1	1	1	0	6
		%	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%	0.0%	100.0%
	Refused	Count	5	1	1	3	13	4	5	32
		%	15.6%	3.1%	3.1%	9.4%	40.6%	12.5%	15.6%	100.0%
	Total	Count	355	362	366	372	381	391	389	2616
		%	13.6%	13.8%	14.0%	14.2%	14.6%	14.9%	14.9%	100.0%

Table 71: District by Question 13: 2013

In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages? * Districts Crosstabulation										
Year			Districts							Total
			NW	NE	KC	CD	SL	SW	SE	
2013	In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?	0	Count	320	327	320	312	291	334	324	2228
			%	14.4%	14.7%	14.4%	14.0%	13.1%	15.0%	14.5%	100.0%
		1	Count	6	7	6	4	15	3	6	47
			%	12.8%	14.9%	12.8%	8.5%	31.9%	6.4%	12.8%	100.0%
		2	Count	7	6	7	12	15	5	5	57
			%	12.3%	10.5%	12.3%	21.1%	26.3%	8.8%	8.8%	100.0%
		3	Count	0	2	0	1	6	1	1	11
			%	0.0%	18.2%	0.0%	9.1%	54.5%	9.1%	9.1%	100.0%
		4	Count	1	2	1	3	3	2	0	12
			%	8.3%	16.7%	8.3%	25.0%	25.0%	16.7%	0.0%	100.0%
		5	Count	0	0	0	2	3	0	0	5
			%	0.0%	0.0%	0.0%	40.0%	60.0%	0.0%	0.0%	100.0%
		6	Count	0	0	0	0	1	0	0	1
			%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		7	Count	0	0	0	0	0	2	0	2
			%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		8	Count	1	0	1	1	1	0	0	4
			%	25.0%	0.0%	25.0%	25.0%	25.0%	0.0%	0.0%	100.0%
		10	Count	0	0	1	2	0	1	0	4
			%	0.0%	0.0%	25.0%	50.0%	0.0%	25.0%	0.0%	100.0%
		12	Count	0	0	0	0	1	1	0	2
			%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%
		25	Count	0	0	0	0	0	1	0	1
			%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		60	Count	0	0	1	1	0	0	0	2
			%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
		Refused	Count	19	16	18	17	22	19	23	134
			%	14.2%	11.9%	13.4%	12.7%	16.4%	14.2%	17.2%	100.0%
	Total		Count	354	360	355	355	358	369	359	2510
			%	14.1%	14.3%	14.1%	14.1%	14.3%	14.7%	14.3%	100.0%

Table 72: District by Question 14: 2010

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

Year				In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2010	Districts	NW	Count	239	228	2	469
			% within Districts	51.0%	48.6%	.4%	100.0%
		NE	Count	240	148	0	388
			% within Districts	61.9%	38.1%	.0%	100.0%
		KC	Count	176	151	2	329
			% within Districts	53.5%	45.9%	.6%	100.0%
		CD	Count	240	154	1	395
			% within Districts	60.8%	39.0%	.3%	100.0%
		SL	Count	159	141	0	300
			% within Districts	53.0%	47.0%	.0%	100.0%
		SW	Count	296	249	3	548
			% within Districts	54.0%	45.4%	.5%	100.0%
		SE	Count	301	279	1	581
			% within Districts	51.8%	48.0%	.2%	100.0%
	Total		Count	1651	1350	9	3010
			% within Districts	54.9%	44.9%	.3%	100.0%

Table 73: District by Question 14: 2011

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

Year				In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2011	Districts	NW	Count	108	85	4	197
			% within Districts	54.8%	43.1%	2.0%	100.0%
		NE	Count	80	69	3	152
			% within Districts	52.6%	45.4%	2.0%	100.0%
		KC	Count	63	53	1	117
			% within Districts	53.8%	45.3%	.9%	100.0%
		CD	Count	101	70	2	173
			% within Districts	58.4%	40.5%	1.2%	100.0%
		SL	Count	61	55	1	117
			% within Districts	52.1%	47.0%	.9%	100.0%
		SW	Count	114	102	0	216
			% within Districts	52.8%	47.2%	.0%	100.0%
		SE	Count	109	122	4	235
			% within Districts	46.4%	51.9%	1.7%	100.0%
	Total		Count	636	556	15	1207
			% within Districts	52.7%	46.1%	1.2%	100.0%

Table 74: District by Question 14: 2012

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

Year				In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2012	Districts	NW	Count	201	147	7	355
			% within Districts	56.6%	41.4%	2.0%	100.0%
		NE	Count	202	159	1	362
			% within Districts	55.8%	43.9%	.3%	100.0%
		KC	Count	189	176	1	366
			% within Districts	51.6%	48.1%	.3%	100.0%
		CD	Count	198	173	1	372
			% within Districts	53.2%	46.5%	.3%	100.0%
		SL	Count	178	197	6	381
			% within Districts	46.7%	51.7%	1.6%	100.0%
		SW	Count	202	188	1	391
			% within Districts	51.7%	48.1%	.3%	100.0%
		SE	Count	202	187	0	389
			% within Districts	51.9%	48.1%	.0%	100.0%
	Total		Count	1372	1227	17	2616
			% within Districts	52.4%	46.9%	.6%	100.0%

Table 75: District by Question 14: 2013

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

Year				In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?			Total
				Yes	No	No Opinion/Refused	
2013	Districts	NW	Count	196	154	4	354
			% within Districts	55.4%	43.5%	1.1%	100.0%
		NE	Count	217	142	1	360
			% within Districts	60.3%	39.4%	.3%	100.0%
		KC	Count	197	155	3	355
			% within Districts	55.5%	43.7%	.8%	100.0%
		CD	Count	196	155	4	355
			% within Districts	55.2%	43.7%	1.1%	100.0%
		SL	Count	178	177	3	358
			% within Districts	49.7%	49.4%	.8%	100.0%
		SW	Count	194	171	4	369
			% within Districts	52.6%	46.3%	1.1%	100.0%
		SE	Count	171	185	3	359
			% within Districts	47.6%	51.5%	.8%	100.0%
	Total		Count	1349	1139	22	2510
			% within Districts	53.7%	45.4%	.9%	100.0%

Table 76: District by Question 15: 2010

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

Year				What do you think the chances are of someone getting arrested if they drive after drinking?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2010	Districts	NW	Count	62	96	177	125	4	5	469
			% within Districts	13.2%	20.5%	37.7%	26.7%	.9%	1.1%	100.0%
		NE	Count	70	99	135	70	6	8	388
			% within Districts	18.0%	25.5%	34.8%	18.0%	1.5%	2.1%	100.0%
		KC	Count	53	76	114	74	6	6	329
			% within Districts	16.1%	23.1%	34.7%	22.5%	1.8%	1.8%	100.0%
		CD	Count	73	79	134	91	8	10	395
			% within Districts	18.5%	20.0%	33.9%	23.0%	2.0%	2.5%	100.0%
		SL	Count	49	61	99	84	2	5	300
			% within Districts	16.3%	20.3%	33.0%	28.0%	.7%	1.7%	100.0%
		SW	Count	99	105	195	129	4	16	548
			% within Districts	18.1%	19.2%	35.6%	23.5%	.7%	2.9%	100.0%
		SE	Count	109	147	180	123	9	13	581
			% within Districts	18.8%	25.3%	31.0%	21.2%	1.5%	2.2%	100.0%
	Total		Count	515	663	1034	696	39	63	3010
			% within Districts	17.1%	22.0%	34.4%	23.1%	1.3%	2.1%	100.0%

Table 77: District by Question 15: 2011

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

Year				What do you think the chances are of someone getting arrested if they drive after drinking?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2011	Districts	NW	Count	22	46	78	45	3	3	197
			% within Districts	11.2%	23.4%	39.6%	22.8%	1.5%	1.5%	100.0%
		NE	Count	17	38	40	43	3	11	152
			% within Districts	11.2%	25.0%	26.3%	28.3%	2.0%	7.2%	100.0%
		KC	Count	13	26	36	40	1	1	117
			% within Districts	11.1%	22.2%	30.8%	34.2%	.9%	.9%	100.0%
		CD	Count	20	27	54	63	1	8	173
			% within Districts	11.6%	15.6%	31.2%	36.4%	.6%	4.6%	100.0%
		SL	Count	12	23	50	30	1	1	117
			% within Districts	10.3%	19.7%	42.7%	25.6%	.9%	.9%	100.0%
		SW	Count	25	38	58	80	3	12	216
			% within Districts	11.6%	17.6%	26.9%	37.0%	1.4%	5.6%	100.0%
		SE	Count	25	56	76	60	2	16	235
			% within Districts	10.6%	23.8%	32.3%	25.5%	.9%	6.8%	100.0%
	Total		Count	134	254	392	361	14	52	1207
			% within Districts	11.1%	21.0%	32.5%	29.9%	1.2%	4.3%	100.0%

Table 78: District by Question 15: 2012

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

Year				What do you think the chances are of someone getting arrested if they drive after drinking?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2012	Districts	NW	Count	54	83	113	83	5	17	355
			% within Districts	15.2%	23.4%	31.8%	23.4%	1.4%	4.8%	100.0%
		NE	Count	43	100	131	70	2	16	362
			% within Districts	11.9%	27.6%	36.2%	19.3%	.6%	4.4%	100.0%
		KC	Count	61	65	114	105	11	10	366
			% within Districts	16.7%	17.8%	31.1%	28.7%	3.0%	2.7%	100.0%
		CD	Count	54	93	135	76	5	9	372
			% within Districts	14.5%	25.0%	36.3%	20.4%	1.3%	2.4%	100.0%
		SL	Count	68	71	131	93	8	10	381
			% within Districts	17.8%	18.6%	34.4%	24.4%	2.1%	2.6%	100.0%
		SW	Count	55	89	131	106	3	7	391
			% within Districts	14.1%	22.8%	33.5%	27.1%	.8%	1.8%	100.0%
		SE	Count	65	103	113	90	6	12	389
			% within Districts	16.7%	26.5%	29.0%	23.1%	1.5%	3.1%	100.0%
	Total		Count	400	604	868	623	40	81	2616
			% within Districts	15.3%	23.1%	33.2%	23.8%	1.5%	3.1%	100.0%

Table 79: District by Question 15: 2013

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

Year				What do you think the chances are of someone getting arrested if they drive after drinking?						Total
				Always	Most of the time	Half of the time	Rarely	Never	No Opinion/Refused	
2013	Districts	NW	Count	62	97	92	84	5	14	354
			% within Districts	17.5%	27.4%	26.0%	23.7%	1.4%	4.0%	100.0%
		NE	Count	63	93	118	69	5	12	360
			% within Districts	17.5%	25.8%	32.8%	19.2%	1.4%	3.3%	100.0%
		KC	Count	64	86	105	85	5	10	355
			% within Districts	18.0%	24.2%	29.6%	23.9%	1.4%	2.8%	100.0%
		CD	Count	65	82	117	71	5	15	355
			% within Districts	18.3%	23.1%	33.0%	20.0%	1.4%	4.2%	100.0%
		SL	Count	48	92	111	88	0	19	358
			% within Districts	13.4%	25.7%	31.0%	24.6%	.0%	5.3%	100.0%
		SW	Count	68	78	111	87	2	23	369
			% within Districts	18.4%	21.1%	30.1%	23.6%	.5%	6.2%	100.0%
		SE	Count	73	75	110	81	5	15	359
			% within Districts	20.3%	20.9%	30.6%	22.6%	1.4%	4.2%	100.0%
	Total		Count	443	603	764	565	27	108	2510
			% within Districts	17.6%	24.0%	30.4%	22.5%	1.1%	4.3%	100.0%

Research Questions by Rural/Urban

Differences between rural and urban communities often show themselves in various research projects. These differences in community are so common that the Nielsen Company has used the US Census data to develop four distinct categories of residence: Highly Urbanized, Relatively Urbanized, Relatively Rural, and Very Rural.

The highly urbanized responses come from the St. Louis area and a few counties adjacent to it. The relatively urbanized responses come from the Kansas City area and a few counties adjacent to it. The rest of the state falls in the categories of relatively rural or very rural. The following table may make this more apparent.

Table 80: District by Nielson Community Type

Districts * Nielsen Crosstabulation

Count

		Nielsen				
		Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	Total
Districts	NW	0	18	39	297	354
	NE	49	0	2	309	360
	KC	0	235	0	120	355
	CD	0	0	41	314	355
	SL	358	0	0	0	358
	SW	0	0	100	269	369
	SE	0	0	15	344	359
Total		407	253	197	1653	2510

It is important to note that some of Nielsen's classifications may not be intuitive for Missourians. For example, most people in Missouri would probably consider Springfield and Jefferson City to be relatively urbanized, but these areas are classified as relatively rural by Nielsen.

The percentages in these tables are by column (not by row as has been the case for most of the tables in this document). This allows readers to quickly see how people in each Nielson Community answered the research questions.

Table 81: Nielson Community Type by Question 1

How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up? * Nielsen Crosstabulation

			Nielsen				
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	Total
How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?	Always	Count	348	219	171	1286	2024
		% within Nielsen	85.5%	86.6%	86.8%	77.8%	80.6%
	Most of the time	Count	35	20	17	199	271
		% within Nielsen	8.6%	7.9%	8.6%	12.0%	10.8%
	Half of the time	Count	8	5	2	72	87
		% within Nielsen	2.0%	2.0%	1.0%	4.4%	3.5%
	Rarely	Count	6	5	4	51	66
		% within Nielsen	1.5%	2.0%	2.0%	3.1%	2.6%
	Never	Count	8	4	3	42	57
		% within Nielsen	2.0%	1.6%	1.5%	2.5%	2.3%
	No Opinion/Refused	Count	2	0	0	3	5
		% within Nielsen	.5%	.0%	.0%	.2%	.2%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 82: Nielson Community Type by Question 2

Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled * Nielsen Crosstabulation

			Nielsen				
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	Total
Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled	Keep "secondary law"	Count	195	130	109	905	1339
		% within Nielsen	47.9%	51.4%	55.3%	54.7%	53.3%
	Change to "primary law"	Count	167	106	76	541	890
		% within Nielsen	41.0%	41.9%	38.6%	32.7%	35.5%
	No Opinion/Refused	Count	45	17	12	207	281
		% within Nielsen	11.1%	6.7%	6.1%	12.5%	11.2%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 83: Nielson Community Type by Question 3

Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
Currently, the fine for violating Missouri's seat belt law is $10. Would you support an increase in the fine associated with this violation?	Yes	Count	186	132	90	663	1071
		% within Nielsen	45.7%	52.2%	45.7%	40.1%	42.7%
	No	Count	211	109	101	916	1337
		% within Nielsen	51.8%	43.1%	51.3%	55.4%	53.3%
	No Opinion/Refused	Count	10	12	6	74	102
		% within Nielsen	2.5%	4.7%	3.0%	4.5%	4.1%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 84: Nielson Community Type by Question 3b

In your opinion, what should the fine associated with violating Missouri's seat belt law be? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
In your opinion, what should the fine associated with violating Missouri's seat belt law be?	0	Count	221	121	107	990	1439
		% within Nielsen	54.3%	47.8%	54.3%	59.9%	57.3%
	Under $25	Count	28	27	15	130	200
		% within Nielsen	6.9%	10.7%	7.6%	7.9%	8.0%
	$25 - $49	Count	58	47	28	282	415
		% within Nielsen	14.3%	18.6%	14.2%	17.1%	16.5%
	$50 - $74	Count	50	23	29	134	236
		% within Nielsen	12.3%	9.1%	14.7%	8.1%	9.4%
	$75 - $100	Count	31	13	8	48	100
		% within Nielsen	7.6%	5.1%	4.1%	2.9%	4.0%
	Over $100	Count	17	19	6	49	91
		% within Nielsen	4.2%	7.5%	3.0%	3.0%	3.6%
	No Opinion/Refused	Count	2	3	4	20	29
		% within Nielsen	.5%	1.2%	2.0%	1.2%	1.2%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 85: Nielson Community Type by Question 4

In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?	Yes	Count	74	43	48	428	593
		% within Nielsen	18.2%	17.0%	24.4%	25.9%	23.6%
	No	Count	330	209	149	1220	1908
		% within Nielsen	81.1%	82.6%	75.6%	73.8%	76.0%
	No Opinion/Refused	Count	3	1	0	5	9
		% within Nielsen	.7%	.4%	.0%	.3%	.4%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 86: Nielson Community Type by Question 5

What do you think the chances are of getting a ticket if you don't wear your safety belt? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
What do you think the chances are of getting a ticket if you don't wear your safety belt?	Always	Count	52	25	31	211	319
		% within Nielsen	12.8%	9.9%	15.7%	12.8%	12.7%
	Most of the time	Count	55	38	31	291	415
		% within Nielsen	13.5%	15.0%	15.7%	17.6%	16.5%
	Half of the time	Count	59	38	36	296	429
		% within Nielsen	14.5%	15.0%	18.3%	17.9%	17.1%
	Rarely	Count	147	99	65	546	857
		% within Nielsen	36.1%	39.1%	33.0%	33.0%	34.1%
	Never	Count	48	31	17	147	243
		% within Nielsen	11.8%	12.3%	8.6%	8.9%	9.7%
	No Opinion/Refused	Count	46	22	17	162	247
		% within Nielsen	11.3%	8.7%	8.6%	9.8%	9.8%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 87: Nielson Community Type by Question 6

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?	Always	Count	13	9	5	63	90
		% within Nielsen	3.2%	3.6%	2.5%	3.8%	3.6%
	Most of the time	Count	58	17	16	162	253
		% within Nielsen	14.3%	6.7%	8.1%	9.8%	10.1%
	Half of the time	Count	56	33	29	152	270
		% within Nielsen	13.8%	13.0%	14.7%	9.2%	10.8%
	Rarely	Count	149	120	78	641	988
		% within Nielsen	36.6%	47.4%	39.6%	38.8%	39.4%
	Never	Count	125	68	68	611	872
		% within Nielsen	30.7%	26.9%	34.5%	37.0%	34.7%
	No Opinion/Refused	Count	6	6	1	24	37
		% within Nielsen	1.5%	2.4%	.5%	1.5%	1.5%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 88: Nielson Community Type by Question 7

On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph? * Nielsen Crosstabulation

			Nielsen				
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	Total
On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?	Always	Count	5	3	2	40	50
		% within Nielsen	1.2%	1.2%	1.0%	2.4%	2.0%
	Most of the time	Count	21	8	8	56	93
		% within Nielsen	5.2%	3.2%	4.1%	3.4%	3.7%
	Half of the time	Count	24	17	12	70	123
		% within Nielsen	5.9%	6.7%	6.1%	4.2%	4.9%
	Rarely	Count	141	90	68	449	748
		% within Nielsen	34.6%	35.6%	34.5%	27.2%	29.8%
	Never	Count	212	132	106	1030	1480
		% within Nielsen	52.1%	52.2%	53.8%	62.3%	59.0%
	No Opinion/Refused	Count	4	3	1	8	16
		% within Nielsen	1.0%	1.2%	.5%	.5%	.6%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 89: Nielson Community Type by Question 8

In the past 30 days, have you read, seen or heard anything about speed enforcement by police? * Nielsen Crosstabulation

			Nielsen				
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	Total
In the past 30 days, have you read, seen or heard anything about speed enforcement by police?	Yes	Count	114	78	64	451	707
		% within Nielsen	28.0%	30.8%	32.5%	27.3%	28.2%
	No	Count	291	173	132	1197	1793
		% within Nielsen	71.5%	68.4%	67.0%	72.4%	71.4%
	No Opinion/Refused	Count	2	2	1	5	10
		% within Nielsen	.5%	.8%	.5%	.3%	.4%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 90: Nielson Community Type by Question 9

What do you think the chances are of getting a ticket if you drive over the speed limit? * Nielsen Crosstabulation

			Nielsen				
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	Total
What do you think the chances are of getting a ticket if you drive over the speed limit?	Always	Count	40	21	16	178	255
		% within Nielsen	9.8%	8.3%	8.1%	10.8%	10.2%
	Most of the time	Count	98	74	52	464	688
		% within Nielsen	24.1%	29.2%	26.4%	28.1%	27.4%
	Half of the time	Count	130	75	60	514	779
		% within Nielsen	31.9%	29.6%	30.5%	31.1%	31.0%
	Rarely	Count	104	62	50	356	572
		% within Nielsen	25.6%	24.5%	25.4%	21.5%	22.8%
	Never	Count	18	12	12	68	110
		% within Nielsen	4.4%	4.7%	6.1%	4.1%	4.4%
	No Opinion/Refused	Count	17	9	7	73	106
		% within Nielsen	4.2%	3.6%	3.6%	4.4%	4.2%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 91: Nielson Community Type by Question 10

How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up? * Nielsen Crosstabulation

			Nielsen				
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	Total
How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?	Always	Count	2	6	1	17	26
		% within Nielsen	.5%	2.4%	.5%	1.0%	1.0%
	Most of the time	Count	18	4	7	49	78
		% within Nielsen	4.4%	1.6%	3.6%	3.0%	3.1%
	Half of the time	Count	37	21	14	116	188
		% within Nielsen	9.1%	8.3%	7.1%	7.0%	7.5%
	Rarely	Count	158	104	77	617	956
		% within Nielsen	38.8%	41.1%	39.1%	37.3%	38.1%
	Never	Count	189	118	98	844	1249
		% within Nielsen	46.4%	46.6%	49.7%	51.1%	49.8%
	No Opinion/Refused	Count	3	0	0	10	13
		% within Nielsen	.7%	.0%	.0%	.6%	.5%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 92: Nielson Community Type by Question 11

How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?	Most of the time	Count	1	1	1	3	6
		% within Nielsen	.2%	.4%	.5%	.2%	.2%
	Half of the time	Count	2	0	3	17	22
		% within Nielsen	.5%	.0%	1.5%	1.0%	.9%
	Rarely	Count	30	17	16	125	188
		% within Nielsen	7.4%	6.7%	8.1%	7.6%	7.5%
	Never	Count	372	235	177	1503	2287
		% within Nielsen	91.4%	92.9%	89.8%	90.9%	91.1%
	No Opinion/Refused	Count	2	0	0	5	7
		% within Nielsen	.5%	.0%	.0%	.3%	.3%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 93: Nielson Community Type by Question 12

Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving? * Nielsen Crosstabulation

			Nielsen				
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	Total
Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?	Full Restrictions - No Cellular Phone Use Allowed	Count	108	83	59	518	768
		% within Nielsen	26.5%	32.8%	29.9%	31.3%	30.6%
	Ban on Texting While Driving, Phone Use Allowed	Count	73	38	40	397	548
		% within Nielsen	17.9%	15.0%	20.3%	24.0%	21.8%
	Ban on Texting While Driving, Hands-Free Phone Device Allowed	Count	62	44	23	207	336
		% within Nielsen	15.2%	17.4%	11.7%	12.5%	13.4%
	Hands-Free Phone Device Use Only	Count	126	68	60	388	642
		% within Nielsen	31.0%	26.9%	30.5%	23.5%	25.6%
	No Restrictions	Count	26	14	8	82	130
		% within Nielsen	6.4%	5.5%	4.1%	5.0%	5.2%
	No Opinion/Refused	Count	12	6	7	61	86
		% within Nielsen	2.9%	2.4%	3.6%	3.7%	3.4%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 94: Nielson Community Type by Question 13

In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?	0	Count	335	225	177	1491	2228
		% within Nielsen	82.3%	88.9%	89.8%	90.2%	88.8%
	1	Count	16	6	4	21	47
		% within Nielsen	3.9%	2.4%	2.0%	1.3%	1.9%
	2	Count	15	7	7	28	57
		% within Nielsen	3.7%	2.8%	3.6%	1.7%	2.3%
	3	Count	7	0	0	4	11
		% within Nielsen	1.7%	.0%	.0%	.2%	.4%
	4	Count	3	0	1	8	12
		% within Nielsen	.7%	.0%	.5%	.5%	.5%
	5	Count	3	0	2	0	5
		% within Nielsen	.7%	.0%	1.0%	.0%	.2%
	6	Count	1	0	0	0	1
		% within Nielsen	.2%	.0%	.0%	.0%	.0%
	7	Count	0	0	0	2	2
		% within Nielsen	.0%	.0%	.0%	.1%	.1%
	8	Count	1	1	0	2	4
		% within Nielsen	.2%	.4%	.0%	.1%	.2%
	10	Count	0	1	0	3	4
		% within Nielsen	.0%	.4%	.0%	.2%	.2%
	12	Count	1	0	0	1	2
		% within Nielsen	.2%	.0%	.0%	.1%	.1%
	25	Count	0	0	0	1	1
		% within Nielsen	.0%	.0%	.0%	.1%	.0%
	60	Count	0	0	0	2	2
		% within Nielsen	.0%	.0%	.0%	.1%	.1%
	Refused	Count	25	13	6	90	134
		% within Nielsen	6.1%	5.1%	3.0%	5.4%	5.3%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 95: Nielson Community Type by Question 14

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

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?	Yes	Count	204	157	114	874	1349
		% within Nielsen	50.1%	62.1%	57.9%	52.9%	53.7%
	No	Count	200	94	81	764	1139
		% within Nielsen	49.1%	37.2%	41.1%	46.2%	45.4%
	No Opinion/Refused	Count	3	2	2	15	22
		% within Nielsen	.7%	.8%	1.0%	.9%	.9%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 96: Nielson Community Type by Question 15

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

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
What do you think the chances are of someone getting arrested if they drive after drinking?	Always	Count	56	43	28	316	443
		% within Nielsen	13.8%	17.0%	14.2%	19.1%	17.6%
	Most of the time	Count	108	55	41	399	603
		% within Nielsen	26.5%	21.7%	20.8%	24.1%	24.0%
	Half of the time	Count	124	78	59	503	764
		% within Nielsen	30.5%	30.8%	29.9%	30.4%	30.4%
	Rarely	Count	100	66	58	341	565
		% within Nielsen	24.6%	26.1%	29.4%	20.6%	22.5%
	Never	Count	0	3	3	21	27
		% within Nielsen	.0%	1.2%	1.5%	1.3%	1.1%
	No Opinion/Refused	Count	19	8	8	73	108
		% within Nielsen	4.7%	3.2%	4.1%	4.4%	4.3%
Total		Count	407	253	197	1653	2510
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix D

2013 Demographics

Table 97: Question a

Are you a licensed Missouri driver?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2510	100.0	100.0	100.0

Table 98: Question b

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 29	351	14.0	14.0	14.0
	30 to 39	358	14.3	14.3	28.2
	40 to 49	497	19.8	19.8	48.0
	50 to 64	627	25.0	25.0	73.0
	65 and up	677	27.0	27.0	100.0
	Total	2510	100.0	100.0	

Table 99: Question c

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	1278	50.9	50.9	50.9
	Male	1232	49.1	49.1	100.0
	Total	2510	100.0	100.0	

Table 100: Question d

What is your ethnicity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American Indian or Alaska Native	52	2.1	2.1	2.1
	American Indian or Alaska Native and White	20	.8	.8	2.9
	Asian	11	.4	.4	3.3
	Asian and White	2	.1	.1	3.4
	Black or African American	32	1.3	1.3	4.7
	Black or African American and Native Hawaiian or Other Pacific Islander	1	.0	.0	4.7
	Black or African American and White	10	.4	.4	5.1
	Hispanic or Latino	30	1.2	1.2	6.3
	Hispanic or Latino and White	6	.2	.2	6.5
	Native Hawaiian or Other Pacific Islander	3	.1	.1	6.7
	Native Hawaiian or Other Pacific Islander and White	5	.2	.2	6.9
	Refused	54	2.2	2.2	9.0
	White	2284	91.0	91.0	100.0
	Total	2510	100.0	100.0	

Table 101: Question e

Is the car you drive most often a:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Car	1179	47.0	47.0	47.0
	Van or Minivan	290	11.6	11.6	58.5
	Motorcycle	2	.1	.1	58.6
	Sport Utility Vehicle or Crossover	413	16.5	16.5	75.1
	Pickup Truck	563	22.4	22.4	97.5
	Other type of truck	46	1.8	1.8	99.3
	No Opinion/Refused	17	.7	.7	100.0
	Total	2510	100.0	100.0	

Table 102: Question f

In what county do you currently live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ADAIR	21	.8	.8	.8
	ANDREW	18	.7	.7	1.6
	ATCHISON	18	.7	.7	2.3
	AUDRAIN	21	.8	.8	3.1
	BARRY	17	.7	.7	3.8
	BARTON	18	.7	.7	4.5
	BATES	17	.7	.7	5.2
	BENTON	16	.6	.6	5.8
	BOLLINGER	21	.8	.8	6.7
	BOONE	20	.8	.8	7.5
	BUCHANAN	21	.8	.8	8.3
	BUTLER	14	.6	.6	8.8
	CALDWELL	17	.7	.7	9.5
	CALLAWAY	21	.8	.8	10.4
	CAMDEN	20	.8	.8	11.2
	CAPE GIRARDEAU	14	.6	.6	11.7
	CARROLL	18	.7	.7	12.4
	CARTER	14	.6	.6	13.0
	CASS	39	1.6	1.6	14.5
	CEDAR	16	.6	.6	15.2
	CHARITON	17	.7	.7	15.9
	CHRISTIAN	17	.7	.7	16.5

In what county do you currently live?				
	Frequency	Percent	Valid Percent	Cumulative Percent
CLARK	22	.9	.9	17.4
CLAY	40	1.6	1.6	19.0
CLINTON	18	.7	.7	19.7
COLE	20	.8	.8	20.5
COOPER	20	.8	.8	21.3
CRAWFORD	20	.8	.8	22.1
DADE	16	.6	.6	22.7
DALLAS	19	.8	.8	23.5
DAVIESS	18	.7	.7	24.2
DEKALB	18	.7	.7	24.9
DENT	19	.8	.8	25.7
DOUGLAS	14	.6	.6	26.3
DUNKLIN	14	.6	.6	26.8
FRANKLIN	70	2.8	2.8	29.6
GASCONADE	19	.8	.8	30.4
GENTRY	17	.7	.7	31.0
GREENE	19	.8	.8	31.8
GRUNDY	17	.7	.7	32.5
HARRISON	17	.7	.7	33.1
HENRY	17	.7	.7	33.8
HICKORY	16	.6	.6	34.5
HOLT	17	.7	.7	35.1
HOWARD	19	.8	.8	35.9
HOWELL	14	.6	.6	36.5
IRON	14	.6	.6	37.0
JACKSON	40	1.6	1.6	38.6
JASPER	17	.7	.7	39.3
JEFFERSON	70	2.8	2.8	42.1
JOHNSON	43	1.7	1.7	43.8
KNOX	20	.8	.8	44.6
LACLEDE	20	.8	.8	45.4
LAFAYETTE	38	1.5	1.5	46.9
LAWRENCE	17	.7	.7	47.6
LEWIS	22	.9	.9	48.4
LINCOLN	22	.9	.9	49.3
LINN	18	.7	.7	50.0
LIVINGSTON	18	.7	.7	50.8

In what county do you currently live?				
	Frequency	Percent	Valid Percent	Cumulative Percent
MACON	20	.8	.8	51.6
MADISON	15	.6	.6	52.2
MARIES	19	.8	.8	52.9
MARION	21	.8	.8	53.7
MCDONALD	16	.6	.6	54.4
MERCER	17	.7	.7	55.1
MILLER	19	.8	.8	55.8
MISSISSIPPI	14	.6	.6	56.4
MONITEAU	20	.8	.8	57.2
MONROE	20	.8	.8	58.0
MONTGOMERY	21	.8	.8	58.8
MORGAN	19	.8	.8	59.6
NEW MADRID	14	.6	.6	60.1
NEWTON	22	.9	.9	61.0
NODAWAY	17	.7	.7	61.7
OREGON	14	.6	.6	62.2
OSAGE	19	.8	.8	63.0
OZARK	14	.6	.6	63.5
PEMISCOT	14	.6	.6	64.1
PERRY	14	.6	.6	64.7
PETTIS	39	1.6	1.6	66.2
PHELPS	21	.8	.8	67.1
PIKE	21	.8	.8	67.9
PLATTE	39	1.6	1.6	69.4
POLK	16	.6	.6	70.1
PULASKI	20	.8	.8	70.9
PUTNAM	17	.7	.7	71.6
RALLS	20	.8	.8	72.4
RANDOLPH	22	.9	.9	73.2
RAY	38	1.5	1.5	74.7
REYNOLDS	14	.6	.6	75.3
RIPLEY	14	.6	.6	75.9
SAINT CHARLES	71	2.8	2.8	78.7
SAINT CLAIR	16	.6	.6	79.3
SAINT FRANCOIS	14	.6	.6	79.9
SAINT LOUIS	77	3.1	3.1	82.9
SAINT LOUIS CI	70	2.8	2.8	85.7

In what county do you currently live?				
	Frequency	Percent	Valid Percent	Cumulative Percent
SAINTE GENEVIE	14	.6	.6	86.3
SALINE	39	1.6	1.6	87.8
SCHUYLER	20	.8	.8	88.6
SCOTLAND	20	.8	.8	89.4
SCOTT	15	.6	.6	90.0
SHANNON	13	.5	.5	90.6
SHELBY	20	.8	.8	91.4
STODDARD	14	.6	.6	91.9
STONE	17	.7	.7	92.6
SULLIVAN	17	.7	.7	93.3
TANEY	17	.7	.7	93.9
TEXAS	14	.6	.6	94.5
VERNON	17	.7	.7	95.2
WARREN	27	1.1	1.1	96.3
WASHINGTON	20	.8	.8	97.1
WAYNE	14	.6	.6	97.6
WEBSTER	26	1.0	1.0	98.6
WORTH	19	.8	.8	99.4
WRIGHT	15	.6	.6	100.0
Total	2510	100.0	100.0	

Table 103: Question g

What is your home zip code?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	63005	3	.1	.1	.1
	63010	10	.4	.4	.5
	63011	5	.2	.2	.7
	63012	4	.2	.2	.9
	63013	1	.0	.0	.9
	63014	1	.0	.0	1.0
	63015	2	.1	.1	1.0
	63016	2	.1	.1	1.1
	63017	3	.1	.1	1.2
	63019	2	.1	.1	1.3
	63020	11	.4	.4	1.8
	63021	3	.1	.1	1.9
	63023	1	.0	.0	1.9
	63026	9	.4	.4	2.3
	63028	8	.3	.3	2.6
	63031	4	.2	.2	2.7
	63033	2	.1	.1	2.8
	63034	4	.2	.2	3.0
	63036	1	.0	.0	3.0
	63038	1	.0	.0	3.1
	63039	2	.1	.1	3.1
	63040	1	.0	.0	3.2
	63041	1	.0	.0	3.2
	63042	2	.1	.1	3.3
	63044	1	.0	.0	3.3
	63048	1	.0	.0	3.4
	63049	7	.3	.3	3.7
	63050	5	.2	.2	3.9
	63051	4	.2	.2	4.0
	63052	7	.3	.3	4.3
	63055	1	.0	.0	4.3
	63056	2	.1	.1	4.4
	63060	8	.3	.3	4.7
	63068	3	.1	.1	4.9
	63069	6	.2	.2	5.1

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
63070	3	.1	.1	5.2
63072	4	.2	.2	5.4
63077	8	.3	.3	5.7
63080	4	.2	.2	5.9
63084	9	.4	.4	6.2
63089	6	.2	.2	6.5
63090	15	.6	.6	7.1
63104	8	.3	.3	7.4
63107	2	.1	.1	7.5
63108	1	.0	.0	7.5
63109	8	.3	.3	7.8
63110	5	.2	.2	8.0
63111	3	.1	.1	8.1
63112	7	.3	.3	8.4
63114	2	.1	.1	8.5
63115	5	.2	.2	8.7
63116	9	.4	.4	9.0
63118	7	.3	.3	9.3
63119	2	.1	.1	9.4
63120	1	.0	.0	9.4
63122	5	.2	.2	9.6
63123	9	.4	.4	10.0
63127	1	.0	.0	10.0
63128	1	.0	.0	10.1
63129	7	.3	.3	10.4
63130	4	.2	.2	10.5
63131	3	.1	.1	10.6
63132	1	.0	.0	10.7
63137	2	.1	.1	10.8
63138	4	.2	.2	10.9
63139	10	.4	.4	11.3
63141	1	.0	.0	11.4
63144	2	.1	.1	11.4
63146	2	.1	.1	11.5
63147	2	.1	.1	11.6

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
63301	8	.3	.3	11.9
63303	10	.4	.4	12.3
63304	7	.3	.3	12.6
63333	2	.1	.1	12.7
63334	12	.5	.5	13.1
63336	1	.0	.0	13.2
63339	2	.1	.1	13.3
63341	3	.1	.1	13.4
63343	2	.1	.1	13.5
63344	1	.0	.0	13.5
63347	3	.1	.1	13.6
63348	2	.1	.1	13.7
63349	2	.1	.1	13.8
63350	2	.1	.1	13.9
63351	4	.2	.2	14.0
63352	1	.0	.0	14.1
63353	4	.2	.2	14.2
63357	8	.3	.3	14.5
63359	2	.1	.1	14.6
63361	6	.2	.2	14.9
63362	2	.1	.1	14.9
63363	1	.0	.0	15.0
63366	15	.6	.6	15.6
63367	3	.1	.1	15.7
63368	9	.4	.4	16.1
63369	1	.0	.0	16.1
63376	11	.4	.4	16.5
63377	2	.1	.1	16.6
63379	6	.2	.2	16.9
63381	1	.0	.0	16.9
63382	2	.1	.1	17.0
63383	12	.5	.5	17.5
63384	6	.2	.2	17.7
63385	4	.2	.2	17.8
63389	3	.1	.1	18.0

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
63390	4	.2	.2	18.1
63401	18	.7	.7	18.8
63431	1	.0	.0	18.9
63432	3	.1	.1	19.0
63434	1	.0	.0	19.0
63435	7	.3	.3	19.3
63436	3	.1	.1	19.4
63437	2	.1	.1	19.5
63438	2	.1	.1	19.6
63440	2	.1	.1	19.7
63441	1	.0	.0	19.7
63445	14	.6	.6	20.3
63446	4	.2	.2	20.4
63447	2	.1	.1	20.5
63448	6	.2	.2	20.8
63451	3	.1	.1	20.9
63453	2	.1	.1	21.0
63454	2	.1	.1	21.0
63456	8	.3	.3	21.4
63457	2	.1	.1	21.4
63458	1	.0	.0	21.5
63459	8	.3	.3	21.8
63460	3	.1	.1	21.9
63461	4	.2	.2	22.1
63462	1	.0	.0	22.1
63463	1	.0	.0	22.2
63465	2	.1	.1	22.2
63468	9	.4	.4	22.6
63469	6	.2	.2	22.8
63472	1	.0	.0	22.9
63474	3	.1	.1	23.0
63501	16	.6	.6	23.6
63530	2	.1	.1	23.7
63531	5	.2	.2	23.9
63532	1	.0	.0	23.9

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
63533	1	.0	.0	24.0
63536	5	.2	.2	24.2
63537	7	.3	.3	24.5
63538	1	.0	.0	24.5
63541	2	.1	.1	24.6
63543	2	.1	.1	24.7
63544	1	.0	.0	24.7
63545	3	.1	.1	24.8
63546	5	.2	.2	25.0
63547	1	.0	.0	25.1
63548	9	.4	.4	25.4
63549	6	.2	.2	25.7
63551	2	.1	.1	25.7
63552	8	.3	.3	26.1
63555	8	.3	.3	26.4
63556	9	.4	.4	26.7
63559	4	.2	.2	26.9
63561	2	.1	.1	27.0
63563	4	.2	.2	27.1
63565	12	.5	.5	27.6
63566	1	.0	.0	27.6
63567	1	.0	.0	27.7
63601	3	.1	.1	27.8
63620	4	.2	.2	28.0
63621	1	.0	.0	28.0
63623	1	.0	.0	28.0
63625	1	.0	.0	28.1
63626	3	.1	.1	28.2
63627	4	.2	.2	28.4
63628	4	.2	.2	28.5
63629	2	.1	.1	28.6
63630	2	.1	.1	28.7
63631	1	.0	.0	28.7
63638	8	.3	.3	29.0
63640	6	.2	.2	29.3

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
63645	12	.5	.5	29.8
63648	1	.0	.0	29.8
63650	6	.2	.2	30.0
63654	1	.0	.0	30.1
63655	1	.0	.0	30.1
63660	1	.0	.0	30.2
63662	3	.1	.1	30.3
63664	12	.5	.5	30.8
63670	6	.2	.2	31.0
63673	2	.1	.1	31.1
63701	5	.2	.2	31.3
63703	2	.1	.1	31.4
63732	1	.0	.0	31.4
63736	1	.0	.0	31.4
63740	2	.1	.1	31.5
63748	1	.0	.0	31.6
63751	1	.0	.0	31.6
63755	6	.2	.2	31.8
63760	1	.0	.0	31.9
63764	11	.4	.4	32.3
63766	1	.0	.0	32.4
63771	1	.0	.0	32.4
63775	12	.5	.5	32.9
63780	4	.2	.2	33.0
63781	1	.0	.0	33.1
63783	1	.0	.0	33.1
63801	9	.4	.4	33.5
63821	1	.0	.0	33.5
63822	4	.2	.2	33.7
63825	1	.0	.0	33.7
63827	4	.2	.2	33.9
63830	6	.2	.2	34.1
63834	7	.3	.3	34.4
63840	1	.0	.0	34.4
63841	6	.2	.2	34.7

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
63845	6	.2	.2	34.9
63848	1	.0	.0	34.9
63851	1	.0	.0	35.0
63857	4	.2	.2	35.1
63862	3	.1	.1	35.3
63863	4	.2	.2	35.4
63867	1	.0	.0	35.5
63869	2	.1	.1	35.5
63870	1	.0	.0	35.6
63873	6	.2	.2	35.8
63876	2	.1	.1	35.9
63877	2	.1	.1	36.0
63878	1	.0	.0	36.0
63882	1	.0	.0	36.1
63901	12	.5	.5	36.5
63933	3	.1	.1	36.7
63935	9	.4	.4	37.0
63936	1	.0	.0	37.1
63937	5	.2	.2	37.3
63939	4	.2	.2	37.4
63941	1	.0	.0	37.5
63943	2	.1	.1	37.5
63944	1	.0	.0	37.6
63945	1	.0	.0	37.6
63952	1	.0	.0	37.6
63953	1	.0	.0	37.7
63956	2	.1	.1	37.8
63957	7	.3	.3	38.0
63960	2	.1	.1	38.1
63961	1	.0	.0	38.2
63965	7	.3	.3	38.4
63967	3	.1	.1	38.6
64001	2	.1	.1	38.6
64011	4	.2	.2	38.8
64012	10	.4	.4	39.2

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
64014	2	.1	.1	39.3
64015	4	.2	.2	39.4
64017	2	.1	.1	39.5
64019	1	.0	.0	39.6
64020	9	.4	.4	39.9
64021	2	.1	.1	40.0
64024	8	.3	.3	40.3
64029	1	.0	.0	40.4
64034	2	.1	.1	40.4
64035	1	.0	.0	40.5
64036	1	.0	.0	40.5
64037	3	.1	.1	40.6
64040	6	.2	.2	40.9
64048	2	.1	.1	41.0
64053	1	.0	.0	41.0
64055	2	.1	.1	41.1
64058	1	.0	.0	41.1
64060	2	.1	.1	41.2
64061	6	.2	.2	41.4
64062	9	.4	.4	41.8
64063	2	.1	.1	41.9
64067	4	.2	.2	42.0
64068	5	.2	.2	42.2
64070	1	.0	.0	42.3
64071	2	.1	.1	42.4
64075	1	.0	.0	42.4
64076	11	.4	.4	42.8
64077	1	.0	.0	42.9
64079	9	.4	.4	43.2
64080	8	.3	.3	43.5
64081	1	.0	.0	43.6
64083	9	.4	.4	43.9
64084	5	.2	.2	44.1
64085	14	.6	.6	44.7
64086	1	.0	.0	44.7

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
64089	3	.1	.1	44.9
64093	16	.6	.6	45.5
64096	2	.1	.1	45.6
64106	1	.0	.0	45.6
64108	3	.1	.1	45.7
64109	1	.0	.0	45.8
64114	6	.2	.2	46.0
64116	2	.1	.1	46.1
64117	1	.0	.0	46.1
64118	11	.4	.4	46.6
64119	7	.3	.3	46.9
64123	1	.0	.0	46.9
64124	1	.0	.0	46.9
64127	1	.0	.0	47.0
64128	1	.0	.0	47.0
64130	1	.0	.0	47.1
64133	2	.1	.1	47.1
64137	2	.1	.1	47.2
64139	1	.0	.0	47.3
64145	1	.0	.0	47.3
64150	1	.0	.0	47.3
64151	9	.4	.4	47.7
64152	11	.4	.4	48.1
64153	1	.0	.0	48.2
64154	3	.1	.1	48.3
64155	3	.1	.1	48.4
64157	1	.0	.0	48.4
64158	1	.0	.0	48.5
64163	1	.0	.0	48.5
64402	6	.2	.2	48.8
64421	2	.1	.1	48.8
64422	1	.0	.0	48.9
64424	4	.2	.2	49.0
64427	1	.0	.0	49.1
64429	17	.7	.7	49.8

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
64430	4	.2	.2	49.9
64433	1	.0	.0	50.0
64436	1	.0	.0	50.0
64437	3	.1	.1	50.1
64439	4	.2	.2	50.3
64441	2	.1	.1	50.4
64442	2	.1	.1	50.4
64444	1	.0	.0	50.5
64445	2	.1	.1	50.6
64446	4	.2	.2	50.7
64451	2	.1	.1	50.8
64453	1	.0	.0	50.8
64454	2	.1	.1	50.9
64456	10	.4	.4	51.3
64457	1	.0	.0	51.4
64458	2	.1	.1	51.4
64463	4	.2	.2	51.6
64465	2	.1	.1	51.7
64466	2	.1	.1	51.8
64468	8	.3	.3	52.1
64469	1	.0	.0	52.1
64470	7	.3	.3	52.4
64471	2	.1	.1	52.5
64473	2	.1	.1	52.5
64474	2	.1	.1	52.6
64475	2	.1	.1	52.7
64477	3	.1	.1	52.8
64479	4	.2	.2	53.0
64481	4	.2	.2	53.1
64482	6	.2	.2	53.4
64484	1	.0	.0	53.4
64485	11	.4	.4	53.9
64486	2	.1	.1	53.9
64487	2	.1	.1	54.0
64489	4	.2	.2	54.2

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
64490	3	.1	.1	54.3
64491	7	.3	.3	54.6
64492	1	.0	.0	54.6
64493	1	.0	.0	54.7
64494	1	.0	.0	54.7
64496	1	.0	.0	54.7
64497	1	.0	.0	54.8
64499	2	.1	.1	54.9
64501	2	.1	.1	54.9
64503	1	.0	.0	55.0
64504	6	.2	.2	55.2
64505	7	.3	.3	55.5
64506	3	.1	.1	55.6
64507	3	.1	.1	55.7
64601	16	.6	.6	56.4
64620	2	.1	.1	56.5
64622	1	.0	.0	56.5
64624	3	.1	.1	56.6
64625	1	.0	.0	56.7
64628	9	.4	.4	57.0
64630	3	.1	.1	57.1
64631	3	.1	.1	57.3
64632	1	.0	.0	57.3
64633	13	.5	.5	57.8
64638	2	.1	.1	57.9
64640	10	.4	.4	58.3
64642	3	.1	.1	58.4
64644	3	.1	.1	58.5
64648	1	.0	.0	58.6
64649	3	.1	.1	58.7
64650	2	.1	.1	58.8
64653	1	.0	.0	58.8
64655	2	.1	.1	58.9
64657	2	.1	.1	59.0
64658	7	.3	.3	59.2

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
64659	1	.0	.0	59.3
64660	2	.1	.1	59.4
64661	2	.1	.1	59.4
64668	2	.1	.1	59.5
64670	3	.1	.1	59.6
64671	3	.1	.1	59.8
64673	15	.6	.6	60.4
64682	1	.0	.0	60.4
64683	18	.7	.7	61.1
64701	10	.4	.4	61.5
64720	7	.3	.3	61.8
64724	4	.2	.2	62.0
64726	1	.0	.0	62.0
64728	1	.0	.0	62.0
64730	7	.3	.3	62.3
64733	1	.0	.0	62.4
64734	1	.0	.0	62.4
64735	10	.4	.4	62.8
64738	2	.1	.1	62.9
64744	6	.2	.2	63.1
64747	1	.0	.0	63.1
64748	1	.0	.0	63.2
64752	1	.0	.0	63.2
64755	1	.0	.0	63.3
64756	1	.0	.0	63.3
64759	12	.5	.5	63.8
64761	3	.1	.1	63.9
64762	1	.0	.0	63.9
64763	2	.1	.1	64.0
64772	13	.5	.5	64.5
64776	8	.3	.3	64.9
64778	1	.0	.0	64.9
64779	1	.0	.0	64.9
64780	1	.0	.0	65.0
64784	1	.0	.0	65.0

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
64788	4	.2	.2	65.2
64801	5	.2	.2	65.4
64804	13	.5	.5	65.9
64831	4	.2	.2	66.1
64832	2	.1	.1	66.1
64834	1	.0	.0	66.2
64836	3	.1	.1	66.3
64840	2	.1	.1	66.4
64843	1	.0	.0	66.4
64847	1	.0	.0	66.5
64848	1	.0	.0	66.5
64850	6	.2	.2	66.7
64854	6	.2	.2	67.0
64855	2	.1	.1	67.1
64856	4	.2	.2	67.2
64859	1	.0	.0	67.3
64862	1	.0	.0	67.3
64865	2	.1	.1	67.4
64870	3	.1	.1	67.5
64874	1	.0	.0	67.5
65011	1	.0	.0	67.6
65013	6	.2	.2	67.8
65014	5	.2	.2	68.0
65016	2	.1	.1	68.1
65017	2	.1	.1	68.2
65018	11	.4	.4	68.6
65020	7	.3	.3	68.9
65024	1	.0	.0	68.9
65026	6	.2	.2	69.2
65032	2	.1	.1	69.2
65035	2	.1	.1	69.3
65037	4	.2	.2	69.5
65039	2	.1	.1	69.6
65040	1	.0	.0	69.6
65041	6	.2	.2	69.8

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
65043	4	.2	.2	70.0
65046	3	.1	.1	70.1
65049	6	.2	.2	70.4
65051	10	.4	.4	70.8
65052	1	.0	.0	70.8
65053	2	.1	.1	70.9
65054	1	.0	.0	70.9
65058	4	.2	.2	71.1
65063	1	.0	.0	71.1
65066	8	.3	.3	71.4
65072	2	.1	.1	71.5
65075	1	.0	.0	71.6
65076	1	.0	.0	71.6
65078	3	.1	.1	71.7
65079	2	.1	.1	71.8
65081	6	.2	.2	72.0
65082	2	.1	.1	72.1
65083	1	.0	.0	72.2
65084	2	.1	.1	72.2
65085	2	.1	.1	72.3
65101	7	.3	.3	72.6
65109	9	.4	.4	72.9
65201	1	.0	.0	73.0
65202	5	.2	.2	73.2
65203	10	.4	.4	73.6
65230	3	.1	.1	73.7
65231	3	.1	.1	73.8
65232	1	.0	.0	73.9
65233	9	.4	.4	74.2
65236	2	.1	.1	74.3
65237	1	.0	.0	74.3
65239	1	.0	.0	74.4
65240	3	.1	.1	74.5
65243	2	.1	.1	74.6
65247	1	.0	.0	74.6

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
65248	10	.4	.4	75.0
65250	1	.0	.0	75.1
65251	11	.4	.4	75.5
65254	4	.2	.2	75.7
65256	1	.0	.0	75.7
65257	1	.0	.0	75.7
65258	1	.0	.0	75.8
65259	1	.0	.0	75.8
65261	4	.2	.2	76.0
65262	2	.1	.1	76.1
65263	7	.3	.3	76.3
65264	1	.0	.0	76.4
65265	15	.6	.6	77.0
65270	17	.7	.7	77.6
65274	2	.1	.1	77.7
65275	6	.2	.2	78.0
65276	3	.1	.1	78.1
65281	3	.1	.1	78.2
65283	1	.0	.0	78.2
65284	1	.0	.0	78.3
65301	31	1.2	1.2	79.5
65321	2	.1	.1	79.6
65322	2	.1	.1	79.7
65324	2	.1	.1	79.8
65325	3	.1	.1	79.9
65326	1	.0	.0	79.9
65329	3	.1	.1	80.0
65332	1	.0	.0	80.1
65333	1	.0	.0	80.1
65336	8	.3	.3	80.4
65337	3	.1	.1	80.6
65338	3	.1	.1	80.7
65340	22	.9	.9	81.6
65345	1	.0	.0	81.6
65348	5	.2	.2	81.8

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
65349	6	.2	.2	82.0
65350	4	.2	.2	82.2
65351	8	.3	.3	82.5
65355	10	.4	.4	82.9
65360	3	.1	.1	83.0
65401	11	.4	.4	83.5
65436	1	.0	.0	83.5
65438	6	.2	.2	83.7
65439	1	.0	.0	83.8
65440	1	.0	.0	83.8
65441	4	.2	.2	84.0
65443	1	.0	.0	84.0
65444	2	.1	.1	84.1
65446	2	.1	.1	84.2
65449	1	.0	.0	84.2
65452	1	.0	.0	84.3
65453	6	.2	.2	84.5
65459	5	.2	.2	84.7
65462	1	.0	.0	84.7
65466	2	.1	.1	84.8
65479	1	.0	.0	84.9
65483	1	.0	.0	84.9
65484	1	.0	.0	84.9
65486	3	.1	.1	85.1
65529	1	.0	.0	85.1
65534	1	.0	.0	85.1
65535	1	.0	.0	85.2
65536	13	.5	.5	85.7
65542	1	.0	.0	85.7
65543	1	.0	.0	85.8
65548	2	.1	.1	85.9
65552	1	.0	.0	85.9
65556	3	.1	.1	86.0
65559	7	.3	.3	86.3
65560	20	.8	.8	87.1

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
65565	5	.2	.2	87.3
65566	3	.1	.1	87.4
65567	2	.1	.1	87.5
65570	1	.0	.0	87.5
65571	1	.0	.0	87.6
65580	2	.1	.1	87.6
65582	5	.2	.2	87.8
65583	8	.3	.3	88.2
65584	3	.1	.1	88.3
65588	5	.2	.2	88.5
65589	2	.1	.1	88.6
65590	4	.2	.2	88.7
65591	1	.0	.0	88.8
65603	1	.0	.0	88.8
65605	4	.2	.2	89.0
65606	4	.2	.2	89.1
65608	8	.3	.3	89.4
65609	3	.1	.1	89.6
65610	2	.1	.1	89.6
65613	11	.4	.4	90.1
65616	6	.2	.2	90.3
65617	1	.0	.0	90.4
65622	8	.3	.3	90.7
65625	4	.2	.2	90.8
65626	1	.0	.0	90.9
65631	3	.1	.1	91.0
65632	2	.1	.1	91.1
65633	5	.2	.2	91.3
65637	1	.0	.0	91.3
65638	1	.0	.0	91.4
65640	1	.0	.0	91.4
65641	1	.0	.0	91.4
65644	3	.1	.1	91.6
65646	3	.1	.1	91.7
65647	2	.1	.1	91.8

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
65648	2	.1	.1	91.8
65650	1	.0	.0	91.9
65652	2	.1	.1	92.0
65653	5	.2	.2	92.2
65655	5	.2	.2	92.4
65656	2	.1	.1	92.4
65657	1	.0	.0	92.5
65658	1	.0	.0	92.5
65661	8	.3	.3	92.8
65662	1	.0	.0	92.9
65663	1	.0	.0	92.9
65667	4	.2	.2	93.1
65668	3	.1	.1	93.2
65669	1	.0	.0	93.2
65672	1	.0	.0	93.3
65676	1	.0	.0	93.3
65680	1	.0	.0	93.3
65682	1	.0	.0	93.4
65685	1	.0	.0	93.4
65686	3	.1	.1	93.5
65689	4	.2	.2	93.7
65690	2	.1	.1	93.8
65692	1	.0	.0	93.8
65704	4	.2	.2	94.0
65706	7	.3	.3	94.3
65707	1	.0	.0	94.3
65708	3	.1	.1	94.4
65711	4	.2	.2	94.6
65712	3	.1	.1	94.7
65713	3	.1	.1	94.8
65714	8	.3	.3	95.1
65717	5	.2	.2	95.3
65721	4	.2	.2	95.5
65722	1	.0	.0	95.5
65723	3	.1	.1	95.7

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
65724	1	.0	.0	95.7
65727	2	.1	.1	95.8
65732	3	.1	.1	95.9
65733	1	.0	.0	95.9
65734	2	.1	.1	96.0
65735	1	.0	.0	96.1
65737	4	.2	.2	96.2
65738	3	.1	.1	96.3
65739	1	.0	.0	96.4
65740	1	.0	.0	96.4
65742	8	.3	.3	96.7
65745	3	.1	.1	96.9
65746	5	.2	.2	97.1
65747	2	.1	.1	97.1
65752	2	.1	.1	97.2
65753	1	.0	.0	97.3
65755	1	.0	.0	97.3
65756	1	.0	.0	97.3
65757	2	.1	.1	97.4
65759	1	.0	.0	97.5
65761	1	.0	.0	97.5
65762	1	.0	.0	97.5
65764	1	.0	.0	97.6
65767	2	.1	.1	97.6
65768	1	.0	.0	97.7
65769	1	.0	.0	97.7
65770	1	.0	.0	97.8
65772	1	.0	.0	97.8
65774	3	.1	.1	97.9
65775	6	.2	.2	98.2
65777	1	.0	.0	98.2
65779	4	.2	.2	98.4
65785	11	.4	.4	98.8
65786	3	.1	.1	98.9
65787	1	.0	.0	99.0

What is your home zip code?				
	Frequency	Percent	Valid Percent	Cumulative Percent
65790	2	.1	.1	99.0
65791	7	.3	.3	99.3
65793	4	.2	.2	99.5
65802	2	.1	.1	99.6
65803	2	.1	.1	99.6
65804	1	.0	.0	99.7
65807	2	.1	.1	99.8
65809	2	.1	.1	99.8
65810	4	.2	.2	100.0
Total	2510	100.0	100.0	

Table 104: Question h

What is your household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $30,000	452	18.0	18.0	18.0
	$30,000 - $49,999	353	14.1	14.1	32.1
	$50,000 - $69,999	303	12.1	12.1	44.1
	$70,000 or greater	451	18.0	18.0	62.1
	Refused	951	37.9	37.9	100.0
	Total	2510	100.0	100.0	