AN ASSESSMENT OF TRAFFIC SAFETY CULTURE RELATED TO ENGAGEMENT IN EFFORTS TO IMPROVE TRAFFIC SAFETY

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RESEARCH PROGRAMS

MDT

An assessment of traffic safety culture related to engagement in efforts to improve traffic safety

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16. Abstract

This final report summarizes the methods, results, conclusions, and recommendations derived from a survey conducted to understand values, beliefs, and attitudes regarding engagement in behaviors that impact the traffic safety of others. Results of the study provide a better understanding of safety citizenship behaviors and associated beliefs thus informing how to grow these beliefs in communities – thereby creating a culture that achieves greater improvements in traffic safety. A survey was developed based on an augmented integrated model of behavior and was implemented with adults age 18 and older from the U.S. using mailed and internet-based methods. About half of the people who responded to the survey indicated they had been in a situation in the past 12 months when someone was not wearing a seat belt or was reading or texting while driving. Of those who indicated they were in a situation to intervene, more than half did. They were more likely to intervene with others who were socially closer to them (e.g., family and friends) than with those more socially distant (e.g., acquaintances or strangers). Most people had favorable attitudes and beliefs about intervening. Analysis revealed that the perception of whether most people do intervene (e.g., the perceived descriptive norm) was strongly correlated with intervening behavior. Similarly, most people who responded to the survey had favorable attitudes about strategies involving policy or rules to increase seat belt use or decrease reading or typing on a cell phone while driving. Recommendations for growing intervening behaviors are provided.

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1 INTRODUCTION/BACKGROUND

This final report summarizes the methods, results, conclusions, and recommendations derived from a survey conducted to understand values, beliefs, and attitudes associated with intervening to get someone else to wear a seat belt or not read or type on a cell phone while driving. Results of the study provide a better understanding of these safety citizenship behaviors and associated beliefs thus informing how to grow these beliefs in communities.

This section provides background information about the definition of traffic safety culture, the theoretical basis for the behavioral model used to design the survey, and a brief review of some research informing the issue.

1.1 Traffic Safety Culture

Arguably, the greatest challenge of defining traffic safety culture is being too inclusive about what culture includes. Culture has been equated with the thoughts shared amongst a group of people, as well as with their common behaviors and generated artifacts (Cooper 2000, pp. 111-136; Luria and Rafaeli 2008, pp. 519-528). It is difficult to imagine what else remains in this world that such a definition does not already include (Myers, Nyce, and Dekker 2014, pp. 25-29). However, such an inclusive definition has limited utility because nothing is left for it to explain or predict other than itself: "it covers almost everything and thereby nothing" (Alvesson 2011, pp. 151-164).

In the context of traffic safety, the goal is to change behaviors affecting crash risk. Therefore, the concept of traffic safety culture must be able to explain and predict these behaviors rather than include them in its own definition: "if behaviors are the target of change, and the cultural forces behind behaviors are the topic of investigation, then behaviors must be understood as something informed but separate from culture" (Myers, Nyce, and Dekker 2014, p. 27).

Based on this logic, Figure 1 depicts deliberate (willful and intentional) behaviors to be the outcome of culture, which is defined as the thoughts shared amongst people identifying with a particular group in the social environment. As shown in Figure 2, culture originates from our social environment that can be viewed as a "social system" comprised of a hierarchy of social layers. These layers define social categories, each representing a set of common attributes that differentiate them from other groups (Hornsey 2008, pp. 204-222; Hogg and Reid 2006, pp. 7-30). We belong to multiple groups within our social environment depending on our similarity to the common attributes associated with those groups. For example, one individual may be a parent (family layer), a delivery driver (workplace layer), and a resident of a specific community (community layer).

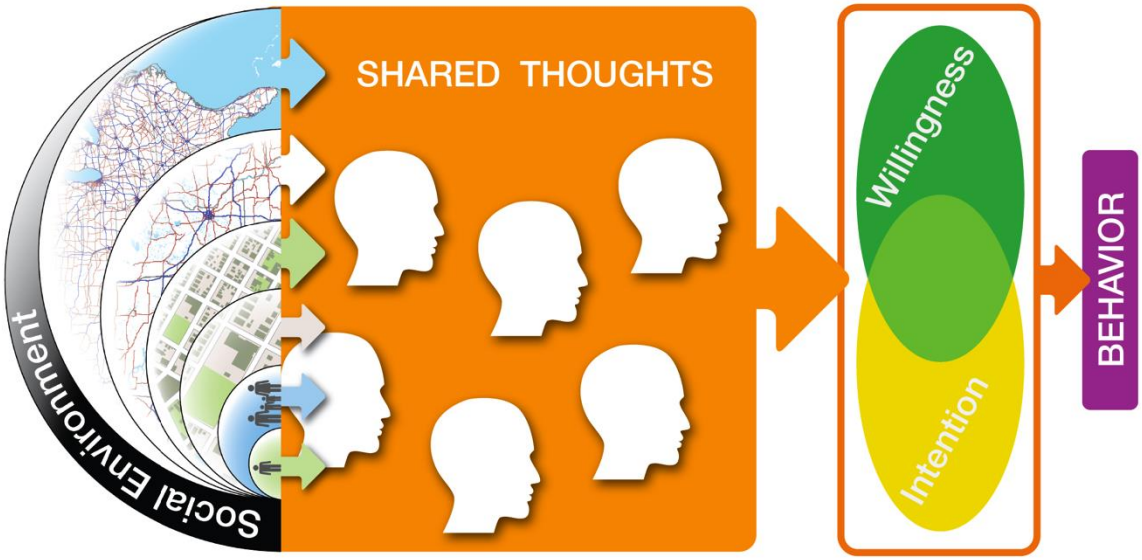

Figure 1. Definition of culture of shared thoughts amongst groups in social environment that influences deliberate behaviors.

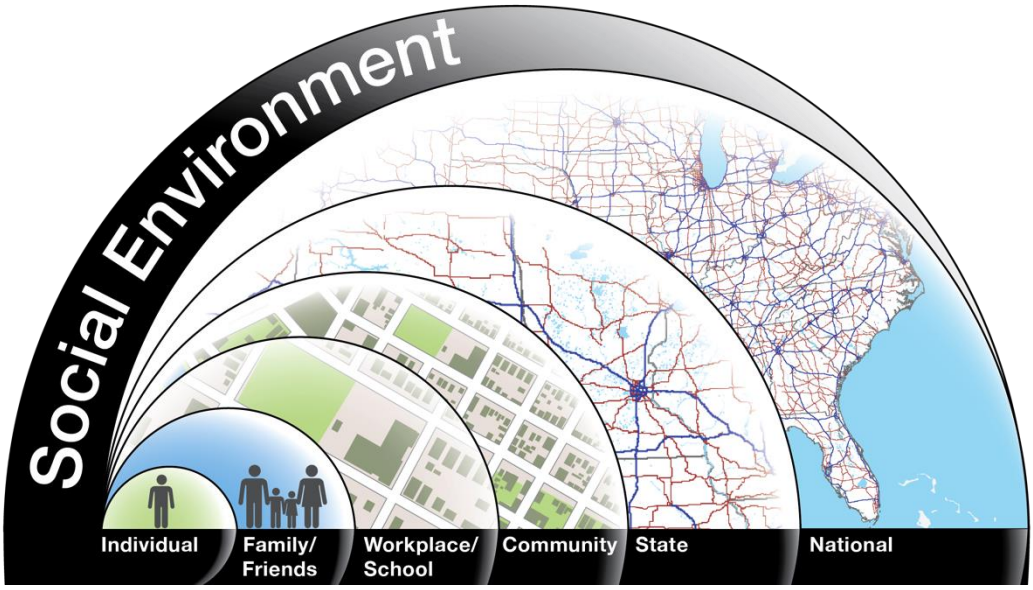

Figure 2. Levels of social grouping within the social environment.

Conceptualized in this way, "culture is in the mind of the people" (Geertz 1973, p. 86). In general, thoughts are our mental representations and interpretations of the physical and social environment (Figure 2). More specifically, thoughts include values (ideals to which group members collectively aspire) and beliefs (understanding of the physical and social environment).

Values and beliefs are the foundation of other types of thoughts including our attitudes about behaviors, perceptions of normal behavior, and perceived control over our behavioral choices in the social and physical environment. Collectively, these thoughts influence our willingness and intention to behave in these environments.

It is important to note that the behaviors of drivers or road users are not the only behaviors relevant to traffic safety culture. For example, not wearing a seat belt is a road user behavior. However, a family (or workplace) establishing a rule about always wearing a seat belt is an important behavior or action that must be included as well.

In this context, we can now define traffic safety culture as *the values and beliefs shared among groups of road users and stakeholders that influence their decisions to behave or act in ways that affect traffic safety.*

1.2 Overview of Behavioral Model

Many values and beliefs are shared among road users and stakeholders. If the intention is to improve traffic safety, then it is critical to determine which values and beliefs influence behaviors relevant to traffic safety.

Fortunately, several validated behavioral models that have already been established from prior research can be applied to this purpose: Value-Belief-Norm Theory (Stern 2000, pp. 407-424; Oreg and Katz-Gerro 2006, pp. 462-483), the Reasoned Action Approach (Fishbein and Ajzen 2010), and the Prototype Willingness Model (Gerrard et al. 2008, pp. 29-61). Combining the substantive features of these different behavioral models into a single model results in a more comprehensive understanding (e.g., Glanz, Rimer, and Viswanath 2008, Ch. 4). Figure 3 represents an augmented, integrated model that relates values and beliefs to behavior.

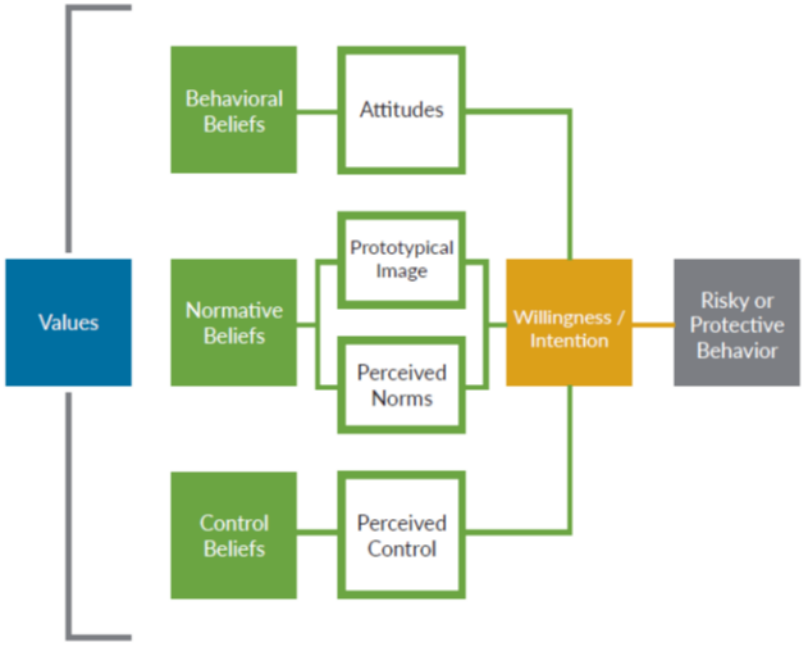

Figure 3. Integrated model used in this project to specify components of culture and their predicted influence on deliberate behaviors.

In this model, willingness and intention predict engagement in behavior. Willingness and intention are directly influenced by:

- The attitude (positive or negative) toward the behavior as evident by emotional reaction to the behavior and perceived utility of the behavior;
- The perception of what is typical (Perceived Descriptive Norm) or expected (Perceived Injunctive Norm) as well as the desirability of the image associated with the type of person typically associated with that behavior (Prototype Image); and,
- The perception of an individual's capacity and control to perform the behavior (Perceived Control).

In turn, each of these emerges from beliefs about the behavior:

- Attitudes are determined by behavioral beliefs about the consequences of a behavior (e.g., wearing a seat belt reduces injury in a crash) and how that consequence is evaluated (e.g., not being injured is important).
- Perceived descriptive norms are determined by our beliefs about what others typically do or, in other words, what is perceived as "normal." Perceived injunctive norms are determined by our beliefs about what others typically expect or approve. Beliefs about the attributes of people who typically commit a behavior determine the image of the prototypical person representing that behavior (Prototype Image).
- Perceived control is determined by control beliefs about various factors or conditions that may impact an individual's sense of being in control of the behavior.

The formation of a belief system depends on cultural values. Values are ideals to which people aspire (Joffe 2003, pp. 55-73). Values provide the criteria by which the desirability of different choices and possible outcomes are evaluated (Lee, Soutar, and Louviere 2007, pp. 1043-1058).

By defining what is considered important, values provide the impetus to develop beliefs about the physical and social environments relevant to achieving goals consistent with these values (Spates 1983, pp. 27-49).

Table 1 provides a brief description of each component of the model. It is important to note that the model does not inform how various beliefs are established. Beliefs may be informed by direct experience, vicarious experience, formal education, informal education, etc.

Table 1. Summary of Components of Integrated Behavioral Model

Attitudes	Subjective evaluation of an object or behavior in terms of emotional reaction (e.g., "Speeding is exciting") and perceived utility (e.g., "Seat belts are useless").
Behavioral Beliefs	Expectations about the physical and social consequences of a behavior (e.g., "If I speed, I will likely get an expensive fine," "If I drink and drive, my friends will exclude me").
Control Beliefs	Beliefs about individual (or personal) ability to engage or not engage in the behavior based on factors that are either internal or external to the individual (e.g., "Crashes are determined by fate," "I am comfortable not speeding even if everyone around me is").
Intention	The deliberate decision to commit a behavior in an anticipated situation (e.g., "I intend to wear my seat belt every time I am in a vehicle").
Normative Beliefs	Beliefs about (1) what behaviors are most common in a group (e.g., "All my friends speed"); (2) what important people in that group expect (e.g., "My parents expect me to wear a seat belt"); and (3) the shared characteristics of people perceived to typically engage (or abstain) in those behaviors. Descriptive norms describe what is common; injunctive norms describe what is expected.
Perceived Control	Perception of our ability to determine our own behaviors (e.g., "I can choose my own speed in traffic").
Perceived Norms	The behavior believed to be common and expected in a given context (e.g., wearing a seat belt when driving with parents).
Prototypical Image	The stereotype of people perceived to typically engage in the behavior (e.g., "People who speed are cool"). Prototypical image can be measured for both those who "always" engage in the behavior as well as for those who "never" engage in the behavior.
Values	Ideals to which we aspire that define the goals for our behavioral choices and direct the formation of our belief systems (e.g., "I must protect my family," "I desire a life without stress").
Willingness	The predisposition to commit a behavior if an unexpected situation arises (e.g., "I am more willing to speed if everyone else around me is speeding").

1.3 Applying Safety Citizenship to Traffic Safety

Traditional strategies to reduce risky or unhealthy behaviors have been to affect change within the behaviors of those individuals at risk. For example, drunk driving is a common topic in the Strategic Highway Safety Plans (SHSP) of many states. The primary strategies applied to this issue are education and enforcement to change the behavior of those people who decide to drink and drive. However, the proportion of the U.S. population that commits such behaviors tends to be

small relative to the proportion that abstains. Nonetheless, drinking and driving, speeding, and not wearing a seat belt are major contributing factors to roadway fatalities. To achieve zero deaths, we must reach these smaller groups of individuals who continue to engage in unsafe behaviors.

A novel approach is to empower the majority of safe road users to engage in prosocial behaviors to impact this smaller group. Instead of trying to reduce risky behaviors among a small group of individuals, the goal is to instill a sense of responsibility in everyone for the safety of others. This strategy is known as "safety citizenship" (Hofmann, Morgeson, and Gerras 2003; Dov 2008; Didla, Mearns, and Flin 2009). In essence, safety citizenship with a group of individuals is about creating a shared commitment to the value of safety and the social obligation to behave in ways that supports the safety of one another (Safety Institute of Australia Ltd 2013).

Conceptually, safety citizenship behavior is described as pro-social behavior manifested in a variety of actions that extend beyond one's own safety to support the safety of others including voicing opinions, intervening to help others, reporting unsafe situations, staying informed, initiating change, and being a steward for existing safety programs (Hofmann, Morgeson, and Gerras 2003; Didla, Mearns, and Flin 2009). Bystander engagement is an example of safety citizenship behavior. The essence of bystander engagement is that a person will get involved in a situation or event he or she deems an issue in need of urgent intervention. Bystander engagement has been researched in the literature to address a variety of issues including dating violence (Miller et al. 2012) and child maltreatment (Fledderjohann and Johnson 2012), as well as specific traffic safety-related issues including drinking and driving (McKnight et al. 2009) and workplace traffic safety (Otto et al. 2014).

Safety citizenship behavior has largely been used to describe actions taken by individuals in organizations that go beyond the basic expectations of their work roles (or called "extra-role" behaviors). Much of the literature on safety citizenship behavior used measures adapted from the original work of Hofmann, Morgeson, and Gerras (2003). Little research was found that specifically looked at safety citizenship behavior in contexts other than organizations, so an expanded search of concepts similar to safety citizenship was conducted including: actively caring, extra-role behavior, organizational spontaneity, contextual performance, job involvement, organizational commitment, altruism, social capital, and psychological capital. Based on this broader review, traffic safety citizenship behaviors are defined as the discretionary, extra-role behaviors that contribute to the individual and collective safety of all road users.

Growing traffic safety citizenship is a strategic shift which focuses on the engagement of the larger majority of safe road users to influence the behaviors of the smaller group engaging in risky behaviors. Engagement in traffic safety by road users is an important component of a comprehensive effort to achieve zero deaths and serious injuries on our nations roadways. Therefore, it is timely to better understand the values, attitudes and beliefs associated with prosocial traffic safety behaviors.

1.4 Research Objectives

The purpose of this project was to:

- Measure the prevalence of the identified prosocial, traffic safety behaviors among adults in the U.S.;

- Identify values, attitudes, and beliefs associated with these traffic safety citizenship behaviors; and
- Identify values, attitudes, and beliefs associated with higher levels of support for strategies to address seat belt usage and texting while driving.

2 METHODS

2.1 Overview

The Traffic Safety Citizenship survey was developed based on an augmented, integrated behavioral model (Figure 3). One or more questions were created to measure each component of the model. The results are organized by the various components of the behavioral model. This section reviews the development of the survey, how it was distributed, and the demographics of those who responded.

2.2 Survey Development

The survey was developed following best practices developed from the underlying behavioral models (Fishbein and Ajzen 2010; Gerrard et al. 2008, 29-61) as well as previous research conducted by the authors (Otto et al. 2014; Linkenbach et al. 2012). The survey focused on two traffic safety citizenship behaviors: asking someone to wear a seat belt and asking the driver to refrain from reading or typing on a cell phone while driving. The Traffic Safety Pooled Fund members selected these behaviors. Engagement in these behaviors was examined in the context of four social relationships: with a family member, with a friend, with an acquaintance or coworker, and with a stranger. A pilot version of the survey was developed and implemented using a small internet sample of 75 adults (recruited as a purchased panel from Qualtrics). The final version of the survey was refined based on the results of the pilot test. The pilot survey and final survey were reviewed and approved by the Institutional Review Board at Montana State University.

Traffic safety citizenship behaviors were assessed using three questions: "Thinking back over the last 12 months when you were the driver, how often did you ask the following people to wear a seat belt (when they were not wearing one)?", "Thinking back over the last 12 months when you were a passenger, how often did you ask the following people to wear a seat belt (when they were not wearing one)?", and "Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving?" For each scenario, the question asked about four different social relationships: a family member, a close friend, an acquaintance or co-worker, and a stranger. The same answer choices were used for all three questions: "I was never in that situation", "Never (1)", "(2)", "(3)", "About Half the Time (4)", "(5)", "(6)", and "Always (7)".

Willingness was assessed using two questions: "Suppose you are in a vehicle, and one of the following people is not wearing a seat belt. How willing would you be to ask them to wear a seat belt?" and "Suppose you are in a vehicle, and one of the following people is reading or typing on a cell phone while driving. How willing would you be to ask them to stop?" Each question asked about the same four social relationships. Answer choices used a seven-point scale from "Not at All Willing (1)" to "Extremely Willing (7)." Willingness to intervene on seat belt usage was not differentiated between being a driver or a passenger because of space limitations.

Attitude was measured using eleven semantic differentials (Fishbein and Ajzen 2010). The survey asked respondents to indicate how they felt about "safety encouragement behaviors" (which were defined as "getting other people to make safe choices" such as asking them to wear a seat belt or refrain from reading or typing on a cell phone while driving). The eleven word pairs were: cool / not cool, dangerous / safe, foolish / sensible, pleasant / unpleasant, good / bad, acceptable / unacceptable, right / wrong, caring / uncaring, respectful / disrespectful, appropriate / inappropriate, and responsible / irresponsible. The answer choices used a seven-point scale.

Four questions asked about behavioral beliefs. Respondents were asked how much they agreed or disagreed (using a seven-point scale ranging from strongly agree to strongly disagree) with the following statements: “I don't think engaging in these safety encouragement behaviors will make a difference - people do what they want to do”, “I believe engaging in these safety encouragement behaviors is likely to upset the other person”, "I believe engaging in these safety encouragement behaviors protects the other person from potential harm", and "I believe engaging in these safety encouragement behaviors is rude."

Prototypical image was measured using semantic differentials applied to two prototypical people: the typical person who always engages in safety encouragement behaviors and the typical person who never engages in these behaviors. Nine pairs of words (or short phrase) were used for each prototype: responsible / irresponsible, caring / uncaring, nice / mean, selfish / concerned about others, cautious / reckless, foolish / sensible, safe / unsafe, cool / not cool, and lawful / unlawful.

Perceived injunctive norms were measured by asking the respondent to indicate their perceptions of the level of agreement (using a seven-point scale ranging from strongly agree to strongly disagree) with the statement "People should engage in these safety encouragement behaviors” by seven different groups: “you”, “your friends”, “your family”, “your employer”, “law enforcement in your community”, “most people who are important to you”, and “most people (age 18 and older) in your community.”

Perceived norms of approval were measured by asking the respondent to indicate their perception of the level of approval or disapproval of people engaging in these safety encouragement behaviors (using a seven-point scale ranging from strongly disapprove to strongly approve): “In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors?” The same seven different groups were used: “you”, “your friends”, “your family”, “your employer”, “law enforcement in your community”, “most people who are important to you”, and “most people (age 18 and older) in your community.”

Perceived norms of support were measured by asking the respondent to indicate their perception of the level of support for someone who engaged in these safety encouragement behaviors (using a seven-point scale ranging from not at all support to strongly support): “In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors?” The same seven different groups were used: “you”, “your friends”, “your family”, “your employer”, “law enforcement in your community”, “most people who are important to you”, and “most people (age 18 and older) in your community.”

Perceived descriptive norms were measured using questions like those used to measure behavior: “In your opinion, how often did most drivers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)?”, “In your opinion, how often did most passengers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)?”, and “In your opinion, how often did most people (age 18 and older) ask the following people to stop reading or typing on a cell phone while driving?” For each scenario, the question asked about four different social relationships: a family member, a close friend, an acquaintance or co-worker, and a stranger. The same answer choices were used for all three questions: “Never (1)”, “(2)”, “(3)”, “About Half the Time (4)”, “(5)”, “(6)”, and “Always (7)”.

Perceived control was measured by examining two beliefs (comfort and confidence) with respect to two behaviors (asking someone to wear a seat belt and asking someone to refrain from reading or typing on a cell phone). The questions used were: “If you wanted to, how comfortable would you be

in asking the following people to wear a seat belt?", "If you wanted to, how comfortable would you be in asking the following people to refrain from reading or typing on a cell phone while driving?", "If you wanted to, how confident would you be in asking the following people to wear a seat belt?", and "If you wanted to, how confident would you be in asking the following people to refrain from reading or typing on a cell phone while driving?" The questions asked about four different social relationships: a family member, a close friend, an acquaintance or co-worker, and a stranger. Possible answers used seven-point choices ranging from not at all comfortable/confident to extremely comfortable/confident.

Support for strategies to increase seat belt use and decrease reading or typing on a cell phone while driving was assessed using two questions. The first question focused on increasing seat belt use: "To what degree do you support the following strategies to increase seat belt use?" The three strategies were: a primary seat belt law (that is a law whereby an officer can stop someone for not wearing a seat belt); a workplace policy that requires all employees to wear seat belts; and a family rule that everyone always wears a seat belt. The second question focused on reading or typing on a cell phone while driving: "To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving?" The three strategies were: a primary law banning reading and typing on a cell phone while driving (that is a law whereby an officer can stop someone for doing this); a workplace policy that prohibits reading and typing on a cell phone while driving; and a family rule that no one ever reads or types on a cell phone while driving. Both questions used seven-point answer stems ranging from not at all support to strongly support.

Values were measured using the most-least rank rate method (McCarty and Shrum 2000, pp. 271-298) applied to the Short Schwartz Value Survey (Lindeman and Verkasalo 2005, pp. 170-178). The most-least rank rate method asks participants to first rank the most important value and least important value among a list of 10 values: broad-mindedness, helpfulness, conformity, tradition, security, power, achievement, enjoyment in life, stimulation, and self-direction. Subsequently, they are asked to rate the importance of each of the 10 values one at a time using a nine-point scale beginning with "opposed to my principles" and then ranging from "not important (1)" to "of supreme importance (8)". McCarty and Shrum found that ranking the values first resulted in a greater variation in the ratings.

Respondents were asked to describe where they lived (urban, suburban, or rural), their level of education, their gender / sex, their age, and whether they had consumed alcohol in the past 30 days. A copy of the survey is included in Appendix A.

2.3 Survey Distribution

The Traffic Safety Citizenship Survey was administered by two means: a mailed paper version and an online version. The online version was included to bolster responses from younger adults who are often under-represented in mailed surveys (Dillman, Smyth, and Christian 2014). The same survey was used for each means of distribution.

2.3.1 Mailed Paper Survey

The Center for Health and Safety Culture (CHSC) contracted with a mailing provider for production and distribution of the paper survey. A four-point contact process was used to distribute the surveys using the US Postal Service. The mailings included (1) a pre-survey letter from the Center for Health and Safety Culture; (2) a survey packet with a cover letter, survey, $2 cash incentive, and return envelope; (3) a reminder / thank-you postcard; and (4) a second survey packet with a cover letter, survey, and return envelope. To improve response rates, all postage was hand-affixed.

A mailing list of a random sample of households from across the United States was purchased. To allow tracking of returned surveys by zip code, a unique tracking code was printed on each survey return envelope. The tracking code of each returned survey was recorded in a database. The zip code of the respondent was included with the survey information.

The following summarizes the mailing process:

1) A pre-survey letter was sent in a hand-affixed stamped envelope to all households approximately 2-3 days prior to the survey packet. The letter introduced the study, alerted recipients to watch for the survey arrival, and invited survey participation.
2) Survey packet #1 included a hand-stamped, 9 x 12-inch envelope enclosed with the survey; an informational letter; a hand-stamped, self-addressed, 6 x9 inch return envelope; and a $2 cash incentive.
3) A postcard with hand affixed postage was sent out approximately two weeks following the initial survey packet to all households as a reminder to respond to the survey, as a thank you to those who already responded, and included information to request another survey in case of lost or misplaced surveys.
4) Survey packet #2 was sent out approximately one week after the postcard to all households that had not returned the first survey attempt and included a hand-stamped, 9 x 12-inch envelope enclosed with the survey; an informational letter; and a hand-stamped, self-addressed 6 x 9 inch return envelope.

All surveys returned, including those returned as undeliverable addresses and those surveys returned completed, were mailed to CHSC. CHSC office staff received the surveys and recorded the tracking code of each envelope returned. The zip code, corresponding to the tracking code on each returned survey envelope, was coded with each survey.

A total of 3,200 households were contacted. Of these, 360 letters were returned as undeliverable. A total of 694 surveys were returned resulting in an overall response rate of 24.4 percent. All paper surveys were hand coded by trained CHSC staff and compiled into an SPSS database.

2.3.2 Internet Survey

Qualtrics was the internet survey platform utilized. A panel was purchased from Qualtrics of individuals age 18 and older residing in the U.S. This panel was completed between March 2 and March 7, 2016 with 1,260 respondents. These individuals received a small incentive to complete the survey provided by Qualtrics (the exact incentive is not revealed by Qualtrics). The online database and the paper survey database were merged into one database to allow for analysis of all data collected.

2.4 Demographics

2.4.1 Gender and Age

The distribution of respondents by gender and age was compared to the general population using U.S. Census projections for 2015. More females (59 percent) responded to the mailed survey than males (41 percent), and respondents tended to be older than the general population.

Weights were developed for the mailed survey to align distributions of gender and age with general population estimates. However, because of the limited number of responses by those aged 18 to 24 (n

= 10), the mailed survey responses were restricted to individuals age 25 and older. Table 2 shows the distribution of respondents by age and gender for the mailed survey before and after weighting.

Table 2. Distribution of Ages of Survey #1 (Mailed)

	U.S. Census			Survey Respondents					
				Unweighted			Weighted		
Age	Male	Female	Total	Male	Female	Total	Male	Female	Total
25 to 34 year	10.3%	10.1%	20.4%	2.4%	4.7%	7.1%	10.3%	10.0%	20.3%
35 to 44 years	9.4%	9.5%	18.9%	5.3%	7.7%	12.7%	9.4%	9.5%	18.9%
45 to 54 years	10.0%	10.3%	20.3%	6.8%	10.8%	17.1%	10.0%	10.3%	20.3%
55 to 64 years	9.0%	9.7%	18.7%	12.4%	13.5%	25.7%	9.1%	9.7%	18.8%
65 to 74 years	5.8%	6.6%	12.3%	9.4%	13.4%	22.6%	5.8%	6.5%	12.3%
75 or older	3.7%	5.5%	9.3%	4.2%	9.3%	13.3%	3.8%	5.6%	9.4%
Total	48.2%	51.7%	100%	40.7%	59.3%	100.0%	48.3%	51.7%	100.0%

For the internet surveys, the distributions were much closer to the general population. However, weights were still created to align the distributions with general population estimates based on gender and age. Table 3 shows the distributions of respondents by age and gender for the internet survey. All subsequent results are based on weighted responses.

Table 3. Distribution of Ages of Survey #2 (Internet)

	U.S. Census			Survey Respondents					
				Unweighted			Weighted		
Age	Male	Female	Total	Male	Female	Total	Male	Female	Total
18	0.9%	0.8%	1.7%	2.1%	1.3%	3.3%	0.9%	0.9%	1.7%
19	0.9%	0.9%	1.8%	1.9%	1.0%	2.9%	0.9%	0.9%	1.7%
20	0.9%	0.9%	1.8%	2.0%	1.4%	3.4%	1.0%	0.9%	1.8%
21 to 24 years	3.9%	3.7%	7.5%	8.5%	5.7%	14.2%	3.9%	3.6%	7.5%
25 to 34 years	9.0%	8.8%	17.7%	21.2%	14.8%	36.0%	9.0%	8.8%	17.8%
35 to 44 years	8.2%	8.3%	16.5%	6.3%	10.7%	17.1%	8.2%	8.3%	16.6 %
45 to 54 years	8.7%	9.0%	17.7%	3.3%	6.7%	10.1%	8.7%	9.0%	17.7%
55 to 64 years	7.9%	8.5%	16.3%	2.6%	5.2%	7.9%	7.9%	8.5%	16.3%
65 to 74 years	5.0%	5.7%	10.8%	1.6%	2.7%	4.3%	5.0%	5.7%	10.7%
75 or older	3.3%	4.8%	8.1%	0.5%	0.4%	0.9%	3.3%	4.8%	8.1%
Total	48.7%	51.4%	100%	50.0%	50.0%	100.0%	48.6%	51.4%	100.0%

2.4.2 Geographical Area

Three questions were asked to assess the representativeness of the sample: geographical area where the respondent lives (e.g., urban, suburban, or rural), education attainment, and recent consumption of alcohol. The U.S. Census for 2010 indicated that the population across the U.S. was 71.2 percent urban (defined as having a population of 50,000 or more), 9.5 percent urban cluster (defined as having a population of 2,500 to 50,000), and 19.3 percent rural (every other area). Because the difference between urban and suburban was not clearly noted on the survey, respondents may not have accurately differentiated between urban and suburban in their responses. Therefore, only those indicating living in a rural setting were compared to the U.S. Census. The sample for the two surveys had similar proportions of rural respondents (Table 4). Both survey samples had a higher proportion of rural respondents than the general population.

Table 4. Rural Geographic Area

	Rural
U.S. Census	19.3%
Survey #1 Mailed	27.5%
Survey #2 Internet	26.3%

2.4.3 Education

In 2015, the U.S. Census estimated that 41 percent of adults age 25 and older had a high school education (only) or less; 59 percent had some college or more; 33 percent had a Bachelor's degree or more, and 12 percent had an advanced degree. Overall, survey respondents had higher education attainment than the general population (Table 5).

Table 5. Educational Attainment

	Less than high school degree	High school graduate (includes GED)	Some college, no degree	2-year college degree (Associate's degree)	4-year college degree (Bachelor's degree)	Graduate or professional degree
Survey #1 Mailed	2.1%	15.1%	18.3%	13.5%	28.4%	22.5%
Survey #2 Internet	1.3%	19.3%	27.5%	12.6%	28.4%	10.8%

2.4.4 Alcohol Use

The National Survey on Drug Use and Health (NSDUH) estimates that 57 percent of adults age 18 or older consumed alcohol in the past thirty days in 2014. The proportion of respondents reporting alcohol use in the past 30 days is similar to the proportion in the general population (Table 6).

2.4.5 Summary

Overall, more females responded to the survey than males, and respondents tended to be older and more educated than the general population. Weights were created to align the distributions of the survey samples with the general population. The proportion of respondents from rural areas was higher than the general population.

Table 6. Consumed Alcohol in the Past Thirty Days

	30-day Alcohol Use
U.S. (NSDUH 2014)	57%
Survey #1 Mailed	60%
Survey #2 Internet	54%

2.5 Scales

The survey was developed based on an augmented, integrated behavioral model (Figure 3). When possible, multiple questions were used to measure each component of the model. The survey addressed two traffic safety citizenship behaviors: asking someone to wear a seat belt and asking someone to stop reading or typing on a cell phone. A scale was created based on the responses to the questions for each component (see Appendix B for a complete listing of questions used for each scale). In some cases, a separate scale was created for each traffic safety citizenship behavior. Table 7 summarizes the internal reliability of the questions used to compose the scale for each survey. Overall, the scales show very strong internal reliability (Cronbach's alpha greater than 0.75).

Table 7. Summary of Scales and Internal Reliability

	Internal Reliability (Cronbach's Alpha)	
Component / Scale	Survey #1 (mailed)	Survey #2 (internet)
Intervening Behavior*		
Intervene on seat belt	0.961 (n=128)	0.976 (n=314)
Intervene on texting	0.962 (n=133)	0.963 (n=284)
Willingness		
Intervene on seat belt	0.823 (n=641)	0.841 (n=1259)
Intervene on texting	0.858 (n=642)	0.851 (n=1259)
Attitudes	0.958 (n=559)	0.956 (n=1257)
Prototypical Image (always)	0.900 (n=606)	0.921 (n=1261)
Prototypical Image (never)	0.923 (n=603)	0.951 (n=1260)
Perceived Norms– injunctive	0.904 (n=614)	0.880 (n=1260)
Perceived Norms– approval	0.966 (n=612)	0.958 (n=1259)
Perceived Norms– support	0.942 (n=615)	0.930 (n=1256)
Perceived Norms– descriptive		
Intervene on seat belt	0.932 (n=620)	0.945 (n=1263)
Intervene on texting	0.933 (n=635)	0.930 (n=1260)
Perceived Control		
Intervene on seat belt	0.904 (n=641)	0.916 (n=1261)
Intervene on texting	0.916 (n=645)	0.917 (n=1256)
Support for Strategies	0.808 (n=640)	0.843 (n=1261)

*Only among those who reported being in a situation to intervene in all situations.

3 RESULTS

3.1 Overview

First, the relative frequency distributions for each question on both surveys are provided in Appendix C. These results provide a general overview about the shared values, beliefs, and attitudes regarding traffic safety citizenship behaviors.

Next, the responses are analyzed to address the objectives of the project:

- Measure the prevalence of the identified prosocial, traffic safety behaviors among adults in the U.S.
    - Review frequency analysis of both surveys (with additional comparisons based on demographic variables).
- Identify values, attitudes, and beliefs associated with these safety citizenship behaviors.
    - Calculate partial correlation coefficients to examine which beliefs correlate with traffic safety citizenship behaviors.
    - Compare the beliefs of two groups: those that intervened half the time or less and those that intervened more than half the time by comparing (graphically) the means of the responses.
- Identify values, attitudes, and beliefs associated with higher levels of support for strategies to address seat belt usage and texting while driving.
    - Compare the beliefs and behaviors of two groups: those with lower levels of support for strategies and those with high levels of support by comparing (graphically) the means of the responses.

3.2 Assessing the Prevalence of Traffic Safety Citizenship Behaviors

Respondents were asked how often they asked someone else to wear a seat belt or stop reading or typing on a cell phone in the past 12 months. Two different situations were posed when asking about seat belts: when the individual was a driver and a passenger. These questions were asked regarding four different social relationships: a family member, a close friend, an acquaintance or co-worker, and a stranger. Table 8 summarizes the results (for each survey).

Overall, about half of the respondents indicated they had been in a situation in the past 12 months when a family member, close friend, or an acquaintance or co-worker was not wearing a seat belt or was reading or texting on a cell phone while driving. This represents a significant number of opportunities whereby an individual could intervene to improve traffic safety. Among those in a situation to intervene when in the role of the driver, most people (e.g., more than half) reported that they did intervene to ask someone to wear a seat belt, although levels of intervening decreased as social distance grew (e.g., fewer intervened with strangers than with close friends or family members). Similarly, most people in the role of passenger also intervened on seat belt usage (among those in a situation to intervene). Similar patterns were found for intervening with a driver who was reading or typing on a cell phone while driving.

Table 8. Relative Frequencies of Intervening Behaviors

	Survey #1 (mailed)			Survey #2 (internet)		
	Never in Situation	No	Yes	Never in Situation	No	Yes
Thinking back over the last 12 months when you were the driver, did you ask the following people to wear a seat belt (when they were not wearing one)?						
family member	44%	9%	47%	42%	11%	46%
close friend	48%	11%	41%	46%	11%	44%
acquaintance or co-worker	54%	13%	34%	55%	9%	36%
stranger	66%	10%	24%	65%	8%	27%
Thinking back over the last 12 months when you were a passenger, did you ask the following people to wear a seat belt (when they were not wearing one)?						
family member	48%	12%	40%	46%	10%	44%
close friend	52%	15%	33%	48%	11%	42%
acquaintance or co-worker	59%	15%	26%	57%	10%	33%
stranger	69%	14%	18%	65%	9%	26%
Thinking back over the last 12 months, did you ask the following people to stop reading or typing on a cell phone while driving?						
family member	43%	13%	44%	49%	11%	40%
close friend	48%	16%	36%	52%	11%	37%
acquaintance or co-worker	64%	17%	18%	64%	11%	26%
stranger	75%	16%	9%	74%	8%	17%

As this research is motivated by improving traffic safety, the goal is to grow intervening behaviors in all social situations. Furthermore, the focus of this analysis is on the beliefs of individuals about intervening and not on factors that might influence whether individuals are in situations to intervene. Therefore, the responses were restricted to those who had been in a situation to intervene in all four social relationships.

Among those in a situation to intervene, individuals tended to report either always intervening or never intervening (see Figure 4 and Appendix C, Table 18 for various examples), and thus forming two natural groups. Therefore, for subsequent analyses and comparisons, respondents were divided into two groups: those that intervened (on average across all social relationships) half the time or less and those that intervened (on average across all social relationships) more than half the time. Table 9 summarizes the absolute and relative frequencies based on this separation for the two surveys (and includes those who were not in a situation to intervene).

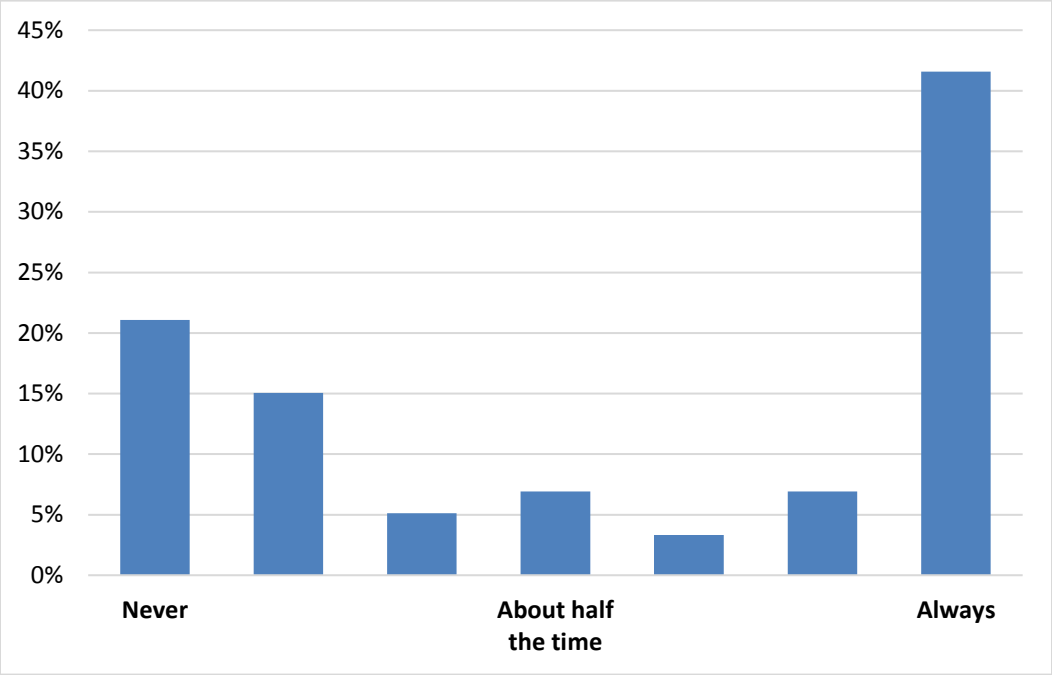

Figure 4. Relative Frequency of Intervening on Seat Belt Use with a Close Friend Among Those in a Situation to Intervene (Survey #1)

Table 9. Absolute and Relative Frequencies of Intervening Behaviors Across All Relationships

	Survey #1 (mailed)			Survey #2 (internet)		
	Never in Situation	Intervened Half the Time or Less	Intervened More Than Half the Time	Never in Situation	Intervened Half the Time or Less	Intervened More Than Half the Time
Asking someone to wear a seat belt						
Across all relationships	531 81%	51 8%	77 12%	946 75%	101 8%	212 17%
Asking someone not to read or type on a cell phone						
Across all relationships	526 80%	107 16%	26 4%	977 78%	146 12%	138 11%

3.2.1 Geography

Respondents indicated whether they lived in urban, suburban, or rural settings. Chi-square tests were conducted to see if where an individual lived influenced their traffic safety citizenship behaviors. Individuals who had been in a situation to intervene in all four situations (family

member, close friend, acquaintance or co-worker, and stranger) were divided into two groups: those that intervened half the time or less and those that intervened more than half the time. No differences of geography were found on intervening on seat belts or reading or typing on a cell phone (Survey #1 mailed: seat belt $\chi^2(2, N=125)= 1.61$, $p=0.45$; texting $\chi^2(2, N=131)= 1.07$, $p=0.59$; Survey #2 internet: seat belt $\chi^2(2, N=313)= 1.38$, $p=0.50$; texting $\chi^2(2, N=284)= 4.63$, $p=0.10$).

3.2.2 Gender

Chi-square tests were conducted to see if an individual's gender influenced their traffic safety citizenship behaviors. Individuals who had been in a situation to intervene in all four situations (family member, close friend, acquaintance or co-worker, and stranger) were divided into two groups: those that intervened half the time or less and those that intervened more than half the time. No differences of gender were found on intervening on seat belts or reading or typing on a cell phone (Survey #1 mailed: seat belt $\chi^2(1, N=128)= 0.97$, $p=0.33$; texting $\chi^2(1, N=133)= 3.28$, $p=0.07$; Survey #2 internet: seat belt $\chi^2(1, N=313)= 3.92$, $p=0.05$; texting $\chi^2(1, N=284)= 0.08$, $p=0.78$).

3.2.3 Age

Chi-square tests were conducted to see if an individual's age influenced their traffic safety citizenship behaviors. Ages were grouped into four categories: 18 to 24, 25 to 34, 35 to 54, and 55 and older. Individuals who had been in a situation to intervene in all four situations (family member, close friend, acquaintance or co-worker, and stranger) were divided into two groups: those that intervened half the time or less and those that intervened more than half the time. No differences of age were found on intervening on seat belts or reading or typing on a cell phone for Survey #1 (mailed) (seat belt $\chi^2(2, N=132)= 2.13$, $p=0.34$; texting $\chi^2(1, N=132)= 0.68$, $p=0.71$). For Survey #2 (internet), older adults were more likely to report intervening on seat belts ($\chi^2(3, N=313)= 18.65$, $p<0.001$); however, no differences of age were found for intervening on reading or typing on a cell phone ($\chi^2(3, N=283)= 4.25$, $p=0.24$).

3.2.4 Education Attainment

Chi-square tests were conducted to see if an individual's educational attainment influenced their traffic safety citizenship behaviors. Individuals who had been in a situation to intervene in all four situations (family member, close friend, acquaintance or co-worker, and stranger) were divided into two groups: those that intervened half the time or less and those that intervened more than half the time. No differences of education attainment were found on intervening on seat belt usage or reading or typing on a cell phone (Survey #1 mailed: seat belt $\chi^2(5, N=126)= 7.63$, $p=0.18$; texting $\chi^2(5, N=133)= 3.63$, $p=0.60$; Survey #2 internet: seat belt $\chi^2(5, N=314)= 4.71$, $p=0.45$; texting $\chi^2(5, N=283)= 7.45$, $p=0.19$).

3.3 Exploring How Culture Impacts Traffic Safety Citizenship Behaviors

Respondents for these analyses were restricted to only those who reported being in a situation where they could intervene (e.g., with another person who was not wearing a seat belt) across all social relationships. Within this subset of respondents, individuals were divided into two groups: those that reported intervening half the time or less in all social situations (e.g., family member,

close friend, acquaintance / co-worker, and stranger) and those that reported intervening more than half the time.

3.3.1 Correlation with Behavioral Model

To develop a better understanding of which components of the behavioral model correlate with other components, partial correlation coefficients were calculated. Partial correlation coefficients show the correlation of one variable with another while holding other variables constant. A separate model was created for each survey. Initial analyses revealed that willingness alone was not as correlated with behavior as other constructs. Therefore, the relationships between all components and behavior were explored.

3.3.1.1 Predicting Intervening on Seat Belts

Partial Spearman correlation coefficients between model components and intervening on seat belts were calculated. Spearman correlation was used as the data are not normally distributed. Partial correlation coefficients were used to better understand how each component contributed while holding the other components constant. The results revealed that willingness and the perceived descriptive norm were the best predictors of intervening behavior (Table 10).

Table 10. Partial Spearman Correlation Coefficients Predicting Intervening on Seat Belts

Partial Spearman Correlation Coefficients* (Significance, p)		
Behavioral Model Component	**Survey #1 (mailed)** (df=103)	**Survey #2 (internet)** (df=247)
Willingness	0.28 (0.004)	0.44 (<0.001)
Attitude	NS	0.17 (0.007)
Perceived Norms– approval	NS	NS
Perceived Norms– support	NS	NS
Perceived Norms – injunctive	NS	-0.18 (0.005)
Perceived Norms – descriptive	0.51 (<0.001)	0.61 (<0.001)
Perceived Control	NS	NS

*Each component was correlated with intervening behavior while holding the other components constant. NS= not significant (i.e., p>0.01).

Further analyses revealed that only perceived control correlated with willingness to intervene on seat belt usage while holding other components constant (Table 11).

Table 11. Partial Spearman Correlation Coefficients Predicting Willingness to Intervene on Seat Belts

Partial Spearman Correlation Coefficients* (Significance, p)		
Behavioral Model Component	**Survey #1 (mailed)** (df=104)	**Survey #2 (internet)** (df=248)
Attitude	NS	NS
Perceived Norms– approval	NS	NS
Perceived Norms– support	NS	NS
Perceived norm – injunctive	NS	NS
Perceived norm – descriptive	NS	NS
Perceived Control	0.62 (<0.001)	0.66 (p<0.001)

*Each component was correlated with willingness while holding the other components constant. NS= not significant (i.e., p>0.01).

3.3.1.2 Predicting Intervening on Reading or Typing on a Cell Phone

Partial Spearman correlation coefficients between model components and intervening on reading or typing on a cell phone were calculated. Spearman correlation was used as the data are not normally distributed. The calculations revealed that willingness and the perceived descriptive norm were the best predictors of intervening behavior (Table 12).

Further analyses revealed that perceived norms (injunctive and descriptive) and perceived control were correlated with willingness while holding other components constant (Table 13).

Table 12. Partial Spearman Correlation Coefficients Predicting Intervening on Reading or Typing on a Cell Phone

Partial Spearman Correlation Coefficients (Significance, p)		
	Survey #1 (mailed) (df=102)	**Survey #2 (internet)** (df=214)
Willingness	NS	0.25 (<0.001)
Attitude	NS	0.18 (0.009)
Perceived Norms– approval	NS	NS
Perceived Norms– support	NS	NS
Perceived Norms – injunctive	NS	NS
Perceived Norms – descriptive	0.36 (<0.001)	0.60 (<0.001)
Perceived Control	NS	NS

*Each component was correlated with intervening behavior while holding the other components constant. NS= not significant (i.e., p>0.01).

Table 13. Partial Spearman Correlation Coefficients Predicting Willingness to Intervene on Reading or Typing on a Cell Phone

Partial Spearman Correlation Coefficients (Significance, p)		
	Survey #1 (mailed) (df=103)	**Survey #2 (internet)** (df=215)
Attitude	NS	NS
Perceived Norms– approval	NS	NS
Perceived Norms– support	NS	NS
Perceived Norms – injunctive	NS	0.23 (0.001)
Perceived Norms – descriptive	0.29 (0.003)	NS
Perceived Control	0.64 (<0.001)	0.78 (<0.001)

*Each component was correlated with willingness while holding the other components constant. NS= not significant (i.e., p>0.01).

3.3.2 Graphical Comparisons

To better understand how shared values, beliefs, and attitudes vary between those who were more likely to intervene and those who were not, the means for each group were compared using graphs. These graphs reveal clear patterns of how the beliefs among these two groups do and do not differ.

Each graph shows the mean (i.e., average) for components measured on the surveys (the responses from both surveys were combined). The bar on the graph indicates the mean value for each group with a 95 percent confidence level. For each graph, the level of protection increases from left to right (noted by the increasing shade of green). For example, willingness to intervene increases from left to right as intervening is a protective behavior. When the bar of one group overlaps the bar of another group, the means are not statistically significantly different. Figure 7 and Figure 8 summarize components measured for intervening on seat belts and reading or typing on a cell phone while driving, respectively. The subsequent graphs focus on intervening on seat belt usage (additional graphs are included in Appendix D). Appendix E contains similar graphs for intervening on reading or typing on a cell phone while driving.

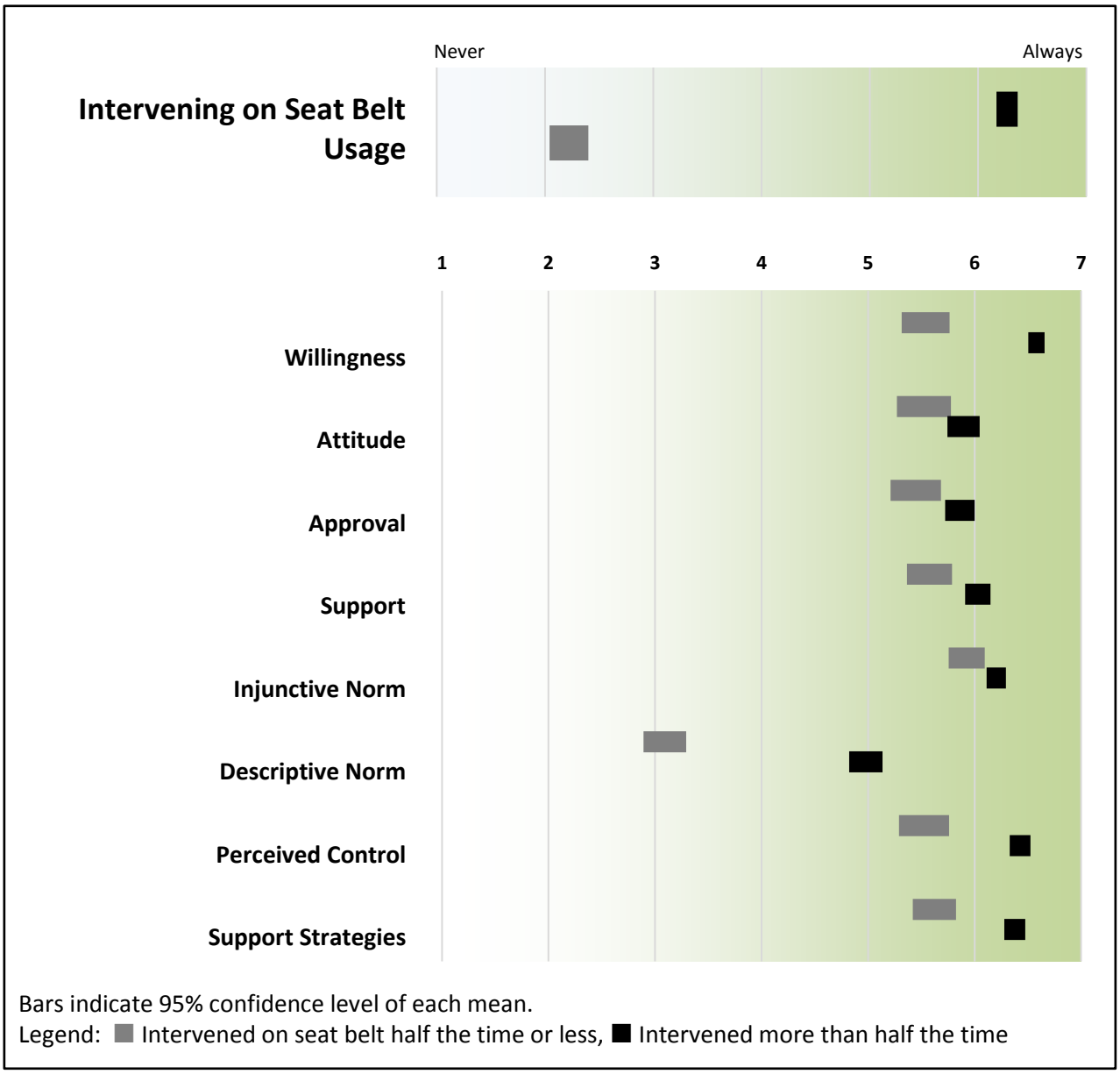

Figure 5. Summary of Means Based on Intervening on Seat Belt Usage

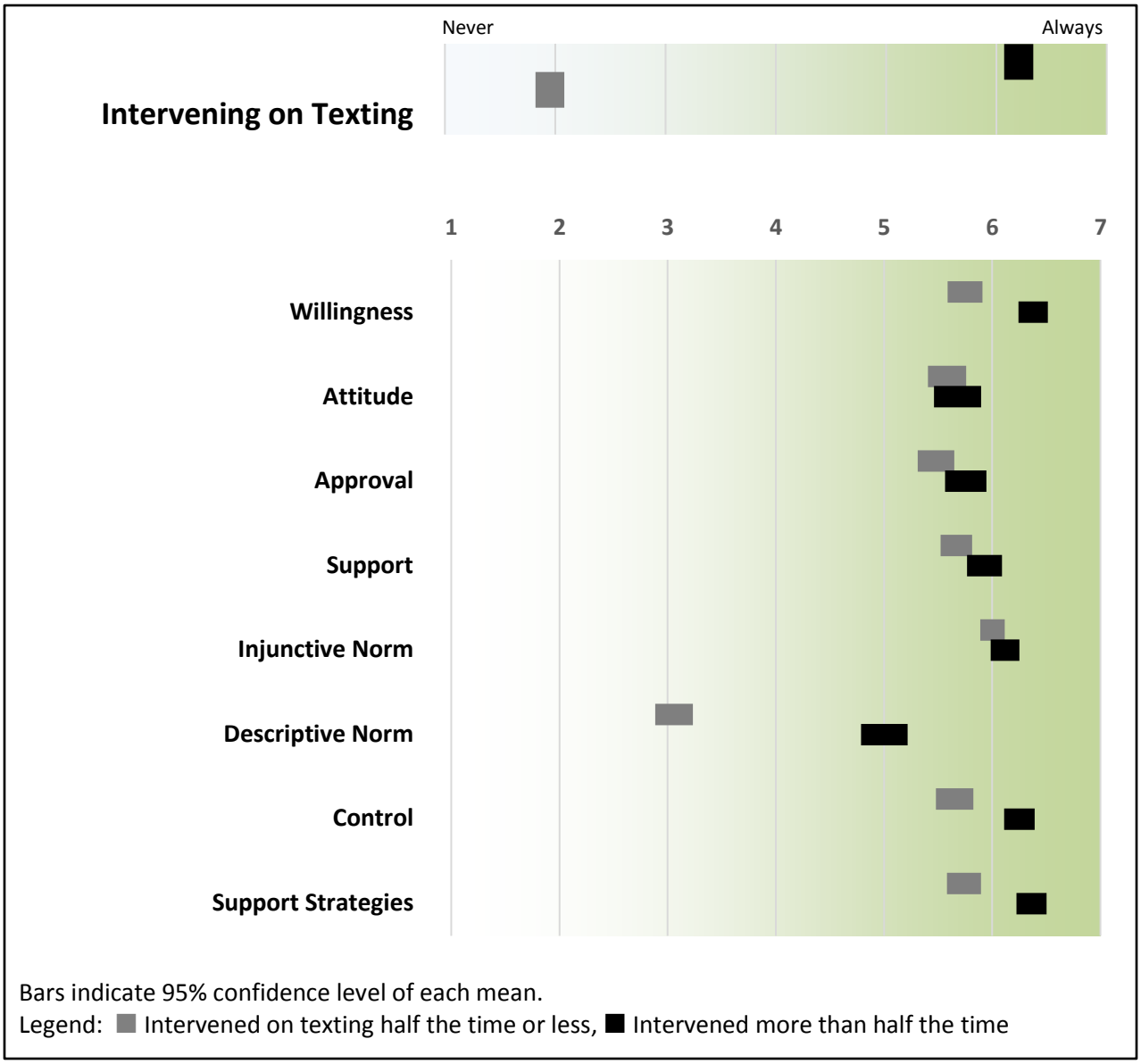

Figure 6. Summary of Means Based on Intervening on Reading or Typing on a Cell Phone

It is important to note that the means for intervening behaviors for each of the two groups were at the extremes. That is, people tended to either report never intervening or always intervening (consistent with Figure 4). This is noteworthy because their beliefs do not differ drastically except for the descriptive norm and, to a lesser degree, perceived control. Both groups indicated relatively high levels of willingness (means of 5.5 and 6.6, respectively). The groups had similar levels of attitude (very positive towards intervening with means of 5.5 and 5.9), sense of approval to intervene, sense of support, and beliefs that they should intervene (perceived injunctive norm). However, their perceptions of what most other people do (i.e., perceived descriptive norms) were significantly different. Those that intervened half the time or less thought most people intervened relatively rarely (mean of 3.1) while those who intervened more than half the time perceived that most people intervened more than half the time (mean of 5.0). Both groups reported a sense of

comfort and confidence (i.e. perceived control) to intervene, although those who intervened more than half the time had a higher level of perceived control (mean of 6.4) compared to those who intervened less (mean of 5.5). Perceived descriptive norms and perceived control beliefs are examined in greater detail below. All beliefs are examined in greater detail in Appendix D (seat belts) and Appendix E (texting).

3.3.2.1 Cultural Summary – Normative Beliefs (Descriptive)

While injunctive norms address what people expect, descriptive norms are beliefs about what is typical among others (e.g., what "most people" do). Figure 7 shows that the two groups had significantly different perceptions about what most people do. Those who rarely intervene perceived most intervene less than half the time while those that intervened often perceived most intervene more than half the time. In both groups, their perception was that fewer people intervened as social distance grew (e.g., both groups perceived fewer people intervened with strangers than with family members). Of all the beliefs measured, descriptive norms were the most correlated with intervening behavior.

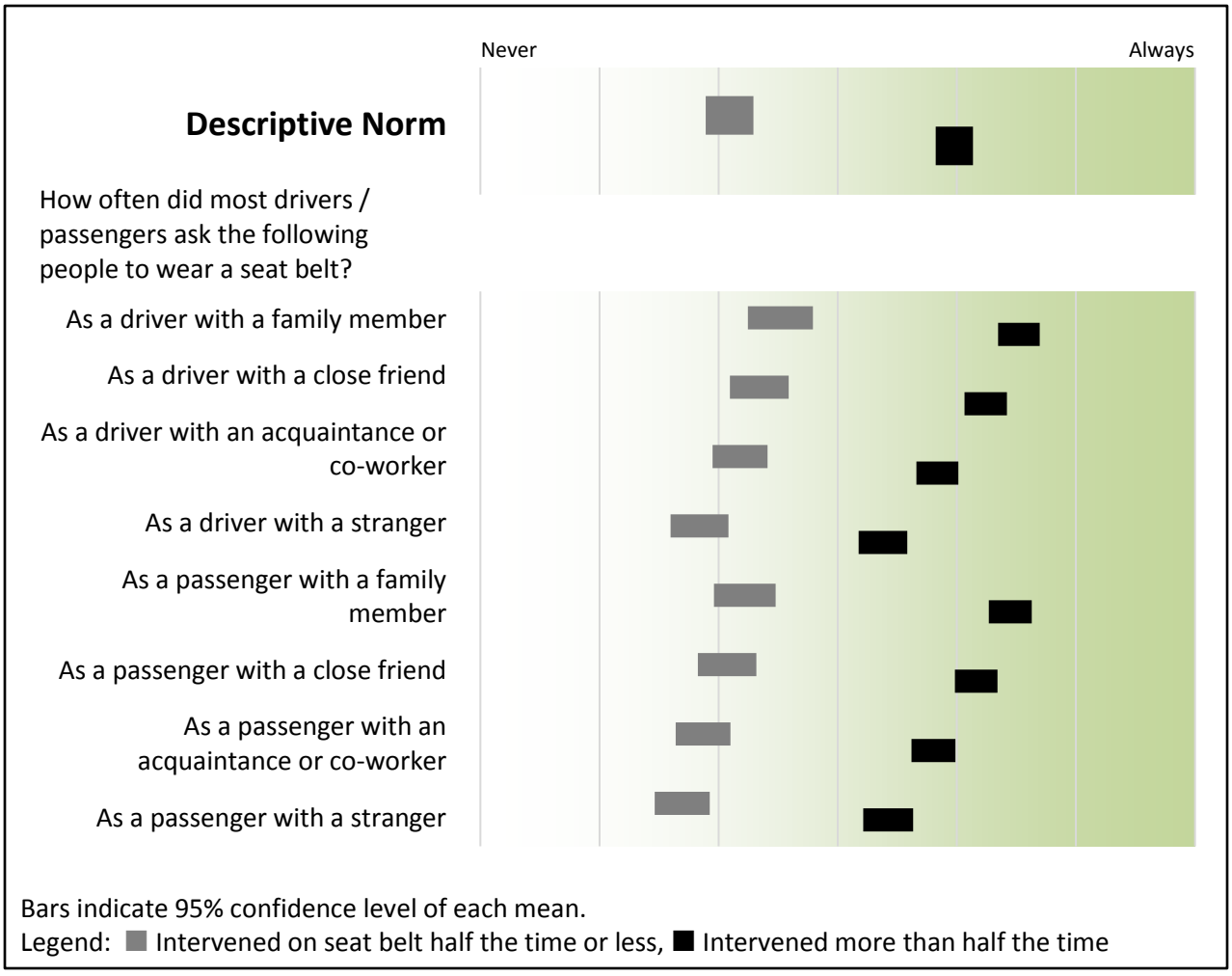

Figure 7. Means of Descriptive Norms Based on Intervening on Seat Belt Usage

3.3.2.2 Cultural Summary – Perceived Control

Even if people have a positive attitude about a behavior, believe that they should engage in the behavior, and believe that most people engage in the behavior, they may not feel comfortable and confident to complete the behavior. The survey measured comfort and confidence to intervene for each of the four social relationships (Figure 8).

Both comfort and confidence were different among the two groups. For example, the means for comfortable to intervene with a family member were 5.9 and 6.7 for those who intervene half the time or less and those who intervene more than half the time, respectively. Similarly, the means for confidence to intervene with a family member were 6.0 and 6.7, respectively. Furthermore, comfort and confidence decreased as social distance grew, although both comfort and confidence decreased more for those who were less likely to intervene. Bolstering comfort and confidence may be important in developing an intervention to increase intervening behaviors.

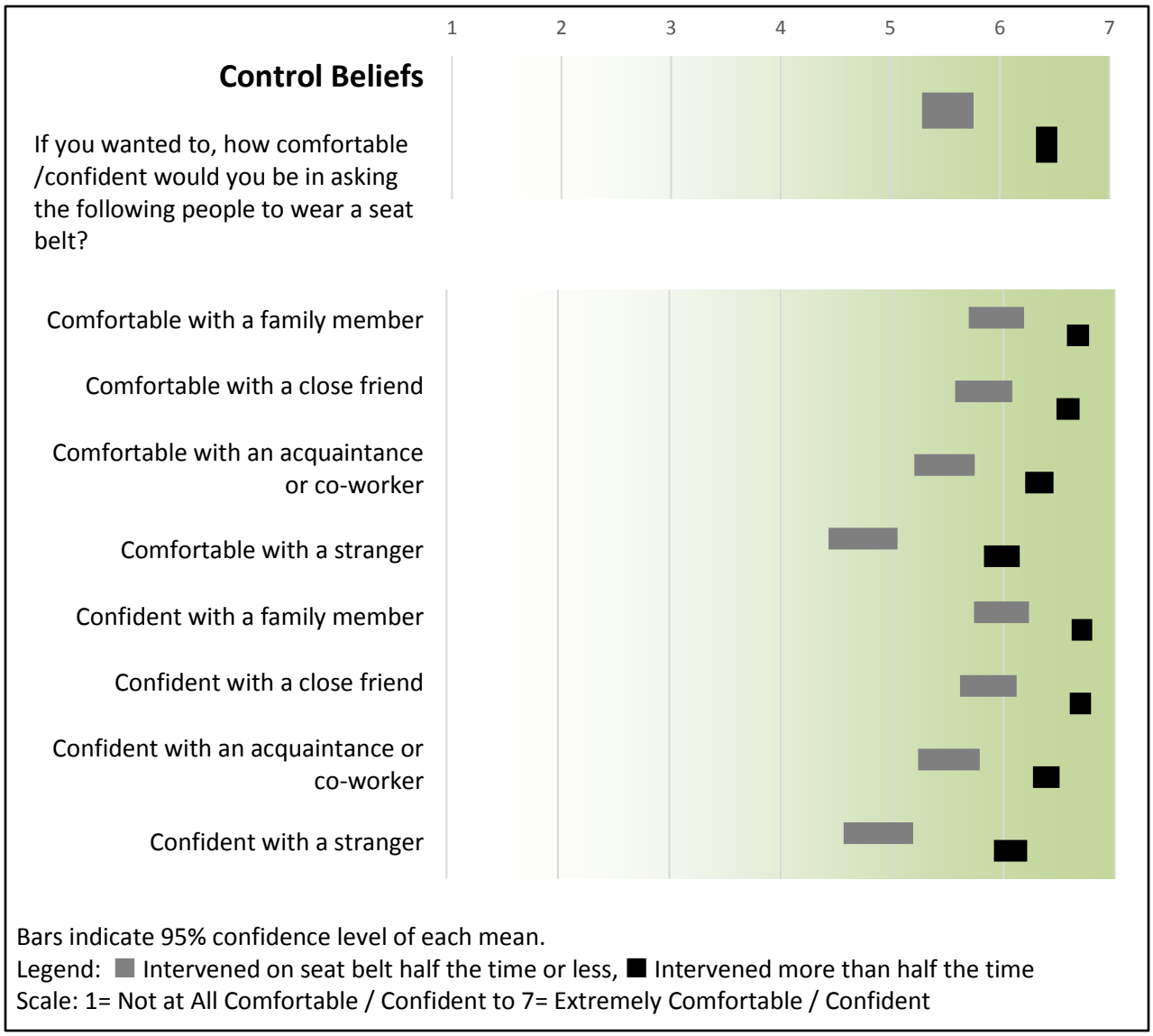

Figure 8. Means of Control Beliefs Based on Intervening on Seat Belt Usage

3.4 Exploring How Culture Impacts Support for Effective Traffic Safety Strategies

A frequency analysis of the responses regarding support for effective traffic safety strategies reveals strong support (i.e., most respondents chose either a 6 or 7 out of 7) for all six traffic safety strategies (e.g., a primary seat belt law, workplace policies requiring seat belts, family rules about seat belts, a primary law banning reading or typing on a cell phone, a workplace policy banning reading or typing on a cell phone, and a similar family rule) (Table 14 and Table 15).

To better understand the differences between those who strongly support these strategies and others, the respondents were divided into two groups: those that strongly supported all six strategies (responded 7 out of a scale of 7 for all strategies) and those that indicated moderate or less support (responded 4 or less on average across all strategies). The mean responses (i.e., averages) for each group (strong support vs. less than strong support) for each component of the survey were compared graphically (Figure 9).

Table 14. Support for Strategies (Survey #1)

To what degree do you support the following strategies to increase seat belt use or decreases texting while driving?	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
A primary seat belt law	8.3%	1.9%	1.2%	12.1%	4.2%	13.3%	59.0%
A workplace policy that requires all employees to wear seat belts	8.3%	3.0%	2.8%	13.6%	6.1%	11.8%	54.5%
A family rule that everyone always wears a seat belt	0.2%	0.6%	0.9%	3.6%	2.8%	7.0%	85.0%
A primary law banning reading and typing on a cell phone while driving	4.2%	1.5%	0.9%	6.6%	3.7%	10.0%	73.0%
A workplace policy that prohibits reading and typing on a cell phone while driving	7.0%	2.8%	2.8%	10.9%	4.2%	8.4%	64.0%
A family rule that no one ever reads or types on a cell phone while driving	1.1%	0.6%	0.5%	1.5%	2.9%	6.6%	86.7%

Table 15. Support for Strategies (Survey #2)

To what degree do you support the following strategies to increase seat belt use or decreases texting while driving?	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
A primary seat belt law	3.2%	2.1%	2.6%	9.7%	5.3%	14.0%	63.1%
A workplace policy that requires all employees to wear seat belts	6.6%	2.5%	3.5%	12.4%	8.4%	13.3%	53.3%
A family rule that everyone always wears a seat belt	1.0%	0.6%	0.9%	3.7%	4.1%	9.3%	80.5%
A primary law banning reading and typing on a cell phone while driving	1.0%	0.5%	1.0%	7.7%	4.8%	11.5%	73.6%
A workplace policy that prohibits reading and typing on a cell phone while driving	4.8%	1.5%	2.7%	9.4%	6.0%	13.3%	62.3%
A family rule that no one ever reads or types on a cell phone while driving	0.6%	0.6%	1.0%	3.7%	4.2%	8.4%	81.4%

The means of intervening behaviors and beliefs are different for the two groups for each component of the survey. Overall, those with less support for the strategies intervened less often and had beliefs less supportive of intervening. However, these differences are not large which aligns with the fact that most respondents at least moderately support the strategies. Nonetheless, these results suggest an association between intervening beliefs and behaviors and support for policy strategies.

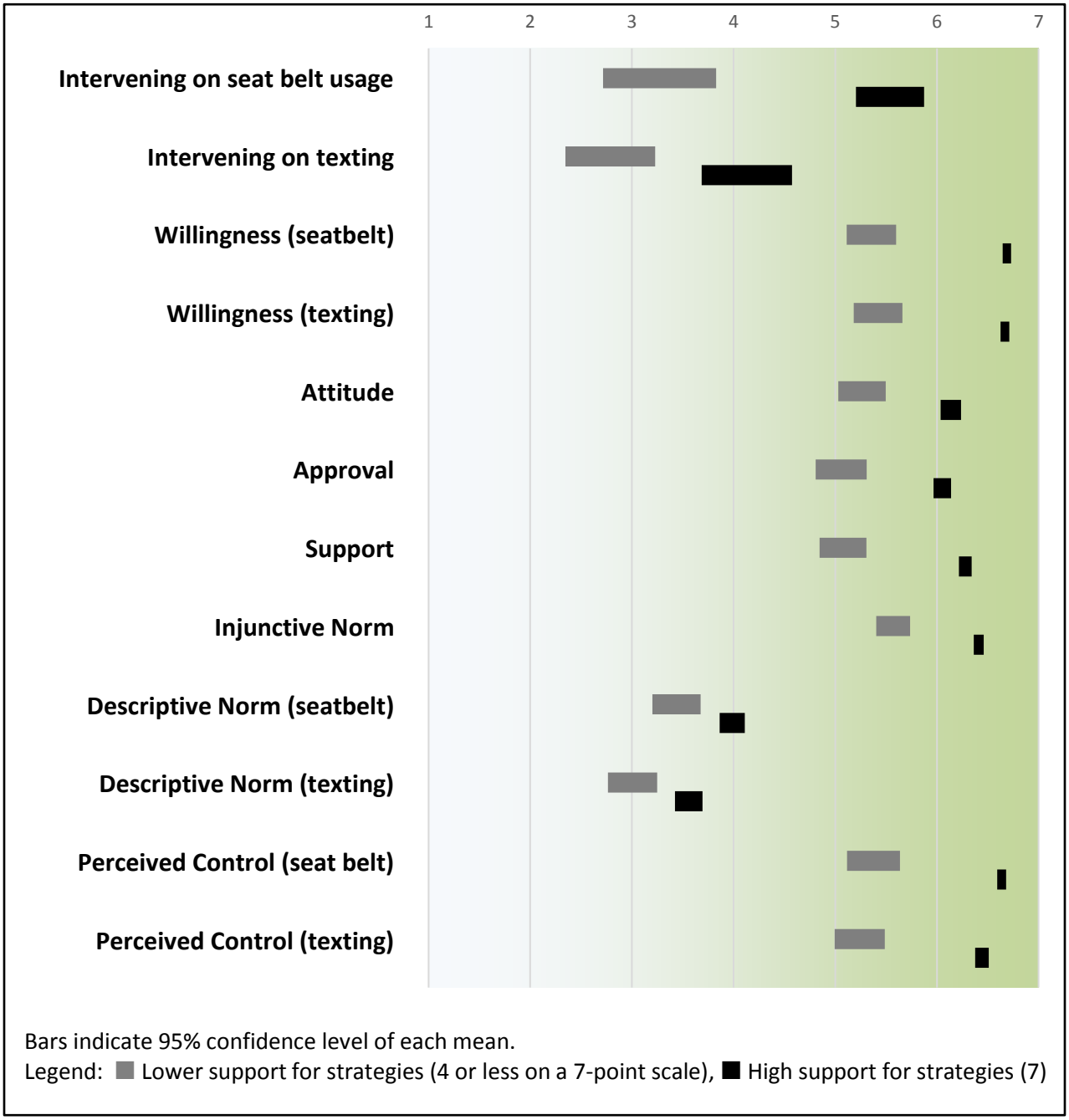

Figure 9. Summary of Means Based on Support for Strategies

Additionally, the differences in values of the two groups were compared. Figure 10 shows the means for 10 general values for each of the two groups. The distance from the center of the graph indicates the strength of the value. T-tests were used to compare the means. Those indicating higher support for the strategies tended to value broadmindedness, helpfulness, conformity, tradition, and security more than those who had lower support for the strategies. While these differences are statistically significant, they are not large but may be valuable to consider when developing interventions to grow support for strategies.

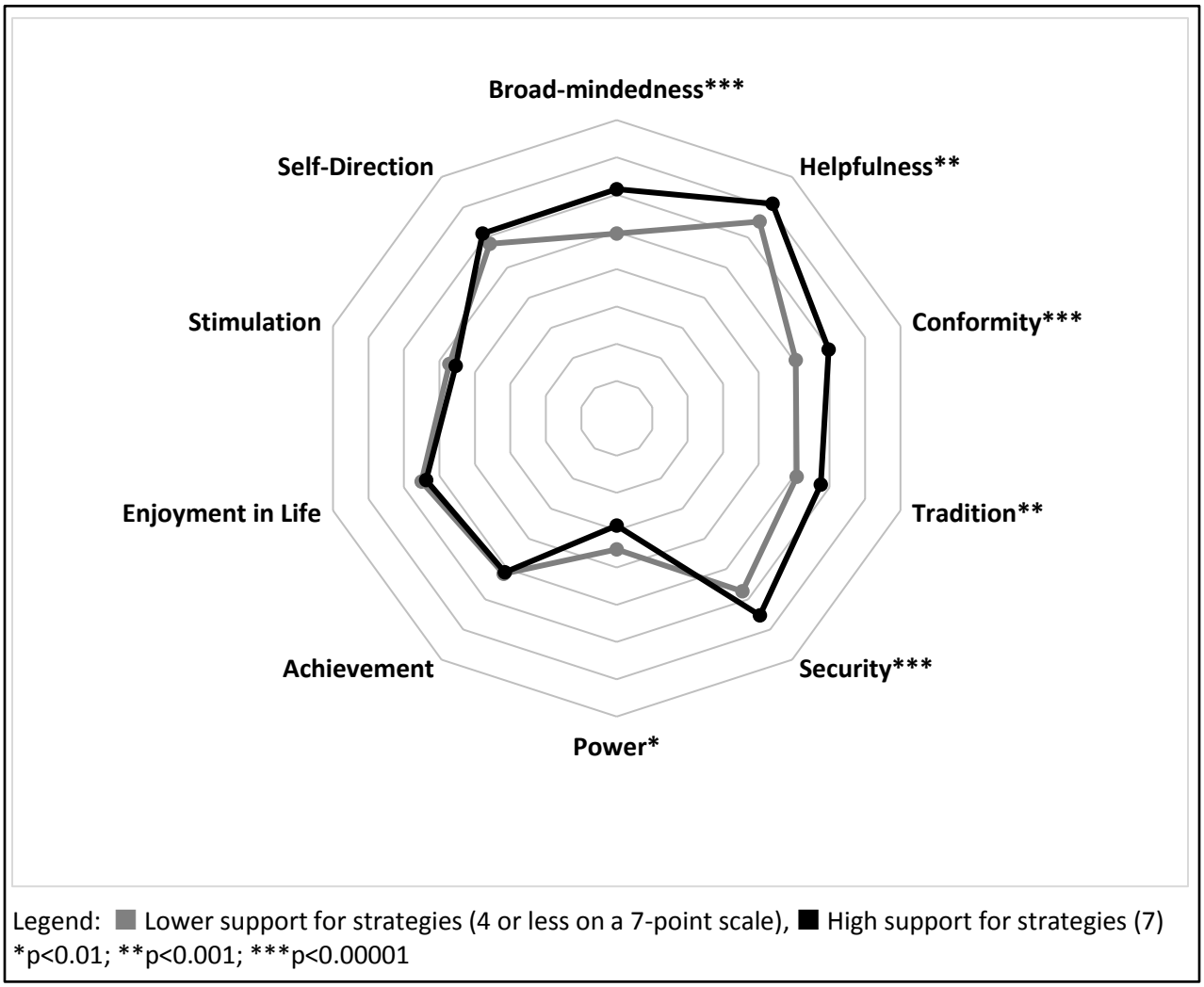

Figure 10. Means of Values Based on Support for Strategies

4 CONCLUSIONS AND RECOMMENDATIONS

A survey was successfully implemented that provides additional understanding into the shared values, beliefs and attitudes associated with two traffic safety citizenship behaviors. The relative frequency analysis revealed the range of values, beliefs, and attitudes about intervening with others to promote traffic safety. About half of the people who responded to the survey indicated they had been in a situation in the past 12 months when someone was not wearing a seat belt or was reading or texting while driving. Of those who indicated they were in a situation to intervene, more than half did. They were more likely to intervene with individuals who were socially closer to them (e.g., family and friends) than with those more socially distant (e.g., acquaintances or strangers).

Therefore, a significant number of individuals are in a position to improve traffic safety by intervening with someone engaging in a potentially risky behavior. This establishes an important opportunity to improve traffic safety. If more people chose to intervene (even with strangers), then the prevalence of risky behaviors could be reduced.

Overall, most people had favorable attitudes and beliefs about intervening. Partial correlations revealed that the perception of whether most people do intervene (i.e., the perceived descriptive norm) was the greatest predictor of intervening behavior. A comparison of the means of survey components among those who intervened more often compared to those who intervened less often revealed significant differences in the respondents' sense of comfort and confidence in intervening.

Therefore, significant efforts are not required to grow attitudes or injunctive norms supportive of intervening. These already exist among those who do and do not report intervening. Instead, it appears that people do need to learn that intervening is typical (normative), and they need guidance on how to do it successfully to bolster their comfort and confidence.

Similarly, most people who responded to the survey had favorable attitudes about strategies involving policy or rules to increase seat belt use or decrease reading or typing on a cell phone while driving. Those who were more likely to intervene and who had more favorable attitudes and beliefs about intervening were more supportive of the strategies.

Therefore, various jurisdictions (states, counties, cities, towns) should explore the use of primary laws. More workplaces should explore the use of policies, and more families should establish rules. These will create a stronger context to support intervening behaviors and improve traffic safety.

Based on these results, two recommendations can be made.

Recommendation #1: Interventions should be developed to bolster comfort and confidence in engaging in these protective behaviors and to grow the perception that speaking up is typical.

An intervention is an intentional experience specifically designed to change beliefs. Interventions can include a wide variety of activities including classroom instruction (in a driver's education program, for example), experiential activities like role playing, education campaigns, one-on-one counseling, etc.

The specific beliefs to be addressed include:

- Most people will ask someone to wear a seat belt or not read or type on a cell phone when driving.
- Examples can be provided to "teach" people how to intervene and that they can be successful. This will increase comfort and confidence.

Recommendation #2: Efforts should be coupled with policy strategies that include primary laws, workplace policies, and family rules.

This survey revealed that most people support these strategies. Establishing laws, policies, and rules can create a context across the social environment (Figure 11) that empowers people to act when they see someone else violating the policy. This notion, called "expressive law," recognizes that the adoption of laws can impact culture by moving beyond the notion that a law is seeking to deter individuals from engaging in a behavior by creating a penalty. Instead, expressive law recognizes that laws can codify norms shared by a group. In this way, the law creates a shared understanding that certain behaviors are undesirable whereby empowering individuals to speak up or engage with individuals who violate the laws (Geisinger 2009). Thus, policies coupled with training on how to intervene may increase traffic safety citizenship.

Elected officials, community and workplace leaders, and families need to be informed of support for policies and rules supporting traffic safety and that such policies should be coupled with training on how to intervene when someone witnesses risky behavior.

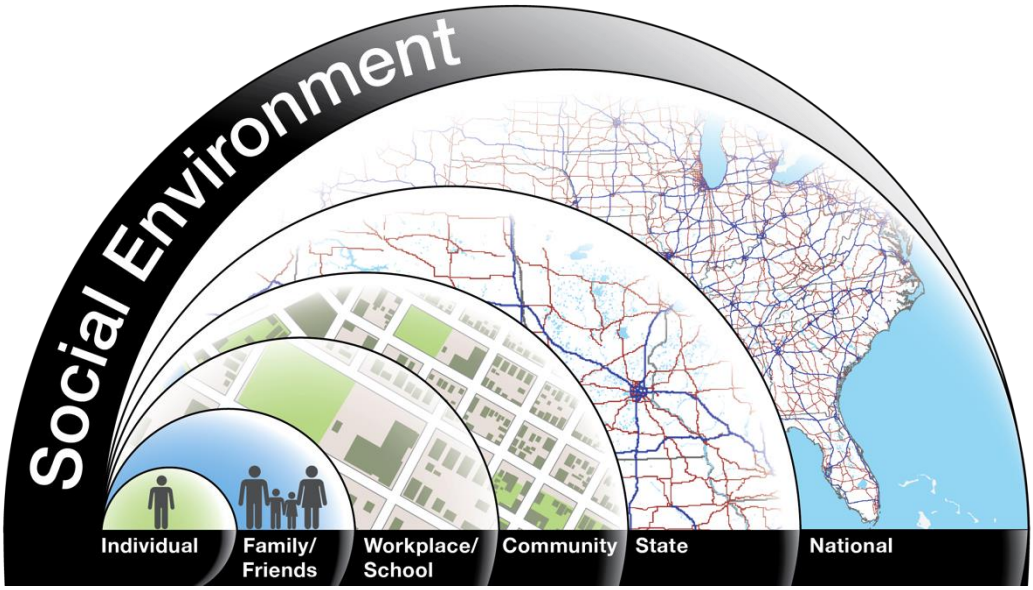

Figure 11. Social Environment

These recommendations should be considered in light of limitations of this study. The study was entirely based on self-reported information. While the internal consistency of the data reported and the correlations were significant, self-reported data are subject to biases whereby respondents may be less likely to share unlawful or socially undesirable information. The survey does not represent the views of individuals unable to read or write, those without a permanent household address, or those not proficient in English. Furthermore, the survey does not represent the views of those people who elected not to participate.

The results reported above cannot establish or prove causality described in the behavioral model. While extensive other research has demonstrated causality of the items in the behavioral model used to inform this survey, these results only reveal correlation and cannot establish causality in this case.

While the surveys and analyses provided a greater understanding of traffic safety citizenship beliefs and behaviors, there are important questions that future research should address. Specifically, research should seek to develop a better understanding of the factors that influence engagement in asking someone to wear a seat belt or not type or read on a cell phone while driving. While the components measured in this project provided some understanding, many components did not explain the variation in behavior. Many individuals indicated they were extremely willing to intervene and yet also indicated they had not (even when in the situation). Thus, other beliefs or factors may be influencing their behaviors. Additional studies with more populations and even observational designs should be conducted. Furthermore, additional research needs to better understand how these factors apply to additional traffic safety citizenship behaviors such as adopting workplace policies or establishing family rules.

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6 APPENDIX A

6.1 Survey Instrument

Traffic Safety Citizenship Survey

Your voice matters. The Center for Health and Safety Culture is asking for your input. We are learning about ways to improve traffic safety.

Each and every survey is very important to us. Your participation is voluntary, and we will only share summary results. Your responses are confidential, anonymous and cannot be associated with your identity. This study has been approved by the Montana State University Institutional Review Board. If you have questions about the approval of this study, please contact cherylj@montana.edu.

Thank you for taking this survey!

We would like to begin by asking a few questions about what you value.

1. Please review the following list of values and mark with an "X" the ONE that is MOST IMPORTANT to you.		2. Now mark with an "X" the ONE that is LEAST IMPORTANT to you.
	Broad-mindedness (that is, beauty of nature and arts, social justice, a world at peace, equality)	
	Helpfulness (that is, honesty, forgiveness, loyalty, responsibility)	
	Conformity (that is, obedience, honoring parents and elders, self-discipline, politeness)	
	Tradition (that is, respect for tradition, humbleness, accepting one's position in life, devotion)	
	Security (that is, national security, family security, social order, cleanliness)	
	Power (that is, social power, authority, wealth)	
	Achievement (that is, success, capability, ambition, influence on people and events)	
	Enjoyment in life (that is, gratification of desires, self-indulgence)	
	Stimulation (that is, daring, a varied and challenging life, an exciting life)	
	Self-Direction (that is, creativity, freedom, curiosity, independence, choosing one's own goals)	

3. With the same list, please rate how important each of the following is to you.	Opposed to My Principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of Supreme Importance (8)
Broad-mindedness (that is, beauty of nature and arts, social justice, a world at peace, equality)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Helpfulness (that is, honesty, forgiveness, loyalty, responsibility)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Conformity (that is, obedience, honoring parents and elders, self-discipline, politeness)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Tradition (that is, respect for tradition, humbleness, accepting one's position in life, devotion)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Security (that is, national security, family security, social order, cleanliness)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Power (that is, social power, authority, wealth)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Achievement (that is, success, capability, ambition, influence on people and events)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Enjoyment in life (that is, gratification of desires, self-indulgence)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Stimulation (that is, daring, a varied and challenging life, an exciting life)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Self-Direction (that is, creativity, freedom, curiosity, independence, choosing one's own goals)	☐	☐	☐	☐	☐	☐	☐	☐	☐

Please continue on the next page

Next, we would like to ask your impressions of people in general.

4. Please indicate your level of agreement with the following statement: "Most people are honest."

I Definitely Agree	I Generally Agree	I Moderately Agree	I Moderately Disagree	I Generally Disagree	I Definitely Disagree
☐	☐	☐	☐	☐	☐

5. Generally speaking, would you say that people can be trusted, or that you can't be too careful in dealing with people?

People can almost always be trusted	People can usually be trusted	You usually can't be too careful in dealing with people	You almost always can't be too careful in dealing with people
☐	☐	☐	☐

6. How concerned are you about safety on roads and highways?

Not at All Concerned (1)	(2)	(3)	(4)	(5)	(6)	Extremely Concerned (7)
☐	☐	☐	☐	☐	☐	☐

How much do you agree or disagree with the following statements?

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
7. "I believe the only acceptable number of deaths and serious injuries on our roadways is zero."	☐	☐	☐	☐	☐	☐	☐
8. "I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."	☐	☐	☐	☐	☐	☐	☐

9. How important are the well-being and safety of the following people to you?

	Not at All Important (1)	(2)	(3)	(4)	(5)	(6)	Extremely Important (7)
Family	☐	☐	☐	☐	☐	☐	☐
Close Friends	☐	☐	☐	☐	☐	☐	☐
Acquaintances / Co-Workers	☐	☐	☐	☐	☐	☐	☐
Strangers	☐	☐	☐	☐	☐	☐	☐

Please Read Traffic crashes are a significant source of injury and death. The choices that drivers and passengers make every day impact safety on our roads and highways. Doing things like wearing a seat belt and refraining from reading or typing on a cell phone while driving improve safety. We can also take steps that encourage others to make safe choices.

On this survey, we would like to ask you about getting other people to make safe choices. In particular, we want to ask you about getting others to wear a seat belt and to refrain from reading or typing on a cell phone while driving. Reading and typing may include texting, emailing or using social media.

In the following questions, we refer to these as **safety encouragement behaviors.**

10. We want to learn how you feel about engaging in safety encouragement behaviors. Each row shows a range of feelings. Please select one box on each row that best shows how you feel about engaging in safety encouragement behaviors (like getting others to wear a seat belt and getting others to refrain from reading or typing on a cell phone while driving). Boxes toward the middle of a row indicate a neutral feeling. Boxes closest to a word indicate a stronger feeling.

Cool	☐	☐	☐	☐	☐	☐	☐	Not Cool
Dangerous	☐	☐	☐	☐	☐	☐	☐	Safe
Foolish	☐	☐	☐	☐	☐	☐	☐	Sensible
Pleasant	☐	☐	☐	☐	☐	☐	☐	Unpleasant
Good	☐	☐	☐	☐	☐	☐	☐	Bad
Acceptable	☐	☐	☐	☐	☐	☐	☐	Unacceptable
Right	☐	☐	☐	☐	☐	☐	☐	Wrong
Caring	☐	☐	☐	☐	☐	☐	☐	Uncaring
Respectful	☐	☐	☐	☐	☐	☐	☐	Disrespectful
Appropriate	☐	☐	☐	☐	☐	☐	☐	Inappropriate
Responsible	☐	☐	☐	☐	☐	☐	☐	Irresponsible

11. In your opinion, how would most people (age 18 and older) feel about engaging in these safety encouragement behaviors? Would they feel it was...

Cool	☐	☐	☐	☐	☐	☐	☐	Not Cool
Dangerous	☐	☐	☐	☐	☐	☐	☐	Safe
Foolish	☐	☐	☐	☐	☐	☐	☐	Sensible
Pleasant	☐	☐	☐	☐	☐	☐	☐	Unpleasant
Good	☐	☐	☐	☐	☐	☐	☐	Bad
Acceptable	☐	☐	☐	☐	☐	☐	☐	Unacceptable
Right	☐	☐	☐	☐	☐	☐	☐	Wrong
Caring	☐	☐	☐	☐	☐	☐	☐	Uncaring
Respectful	☐	☐	☐	☐	☐	☐	☐	Disrespectful
Appropriate	☐	☐	☐	☐	☐	☐	☐	Inappropriate
Responsible	☐	☐	☐	☐	☐	☐	☐	Irresponsible

Please continue on the next page

How much do you agree or disagree with the following statements? And how do you think most people age 18 and older would respond? *Even if you are not sure, give your best guess.*

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
12a. You: "I don't think engaging in these safety encouragement behaviors will make a difference - people do what they want to do."	☐	☐	☐	☐	☐	☐	☐
12b. Most people age 18 and older: "I don't think engaging in these safety encouragement behaviors will make a difference - people do what they want to do."	☐	☐	☐	☐	☐	☐	☐
13a. You: "I believe engaging in these safety encouragement behaviors is likely to upset the other person."	☐	☐	☐	☐	☐	☐	☐
13b. Most people age 18 and older: "I believe engaging in these safety encouragement behaviors is likely to upset the other person."	☐	☐	☐	☐	☐	☐	☐
14a. You: "I believe engaging in these safety encouragement behaviors protects the other person from potential harm."	☐	☐	☐	☐	☐	☐	☐
14b. Most people age 18 and older: "I believe engaging in these safety encouragement behaviors protects the other person from potential harm."	☐	☐	☐	☐	☐	☐	☐
15a. You: "I believe engaging in these safety encouragement behaviors is rude."	☐	☐	☐	☐	☐	☐	☐
15b. Most people age 18 and older: "I believe engaging in these safety encouragement behaviors is rude."	☐	☐	☐	☐	☐	☐	☐

16. Each row shows a range of feelings about the "typical" person who ALWAYS engages in these safety encouragement behaviors. Please select one box on each row that best shows how you feel. Boxes toward the middle of a row indicate a neutral feeling, whereas boxes closest to a word indicate stronger feeling.

The "typical" person who ALWAYS engages in these safety encouragement behaviors is...

Responsible	☐	☐	☐	☐	☐	☐	☐	Irresponsible
Caring	☐	☐	☐	☐	☐	☐	☐	Uncaring
Nice	☐	☐	☐	☐	☐	☐	☐	Mean
Selfish	☐	☐	☐	☐	☐	☐	☐	Concerned About Others
Cautious	☐	☐	☐	☐	☐	☐	☐	Reckless
Foolish	☐	☐	☐	☐	☐	☐	☐	Sensible
Safe	☐	☐	☐	☐	☐	☐	☐	Unsafe
Cool	☐	☐	☐	☐	☐	☐	☐	Not Cool
Lawful	☐	☐	☐	☐	☐	☐	☐	Unlawful

17. The "typical" person who NEVER engages in these safety encouragement behaviors is...

Responsible	☐	☐	☐	☐	☐	☐	☐	Irresponsible
Caring	☐	☐	☐	☐	☐	☐	☐	Uncaring
Nice	☐	☐	☐	☐	☐	☐	☐	Mean
Selfish	☐	☐	☐	☐	☐	☐	☐	Concerned About Others
Cautious	☐	☐	☐	☐	☐	☐	☐	Reckless
Foolish	☐	☐	☐	☐	☐	☐	☐	Sensible
Safe	☐	☐	☐	☐	☐	☐	☐	Unsafe
Cool	☐	☐	☐	☐	☐	☐	☐	Not Cool
Lawful	☐	☐	☐	☐	☐	☐	☐	Unlawful

Please continue on the next page

This section asks questions about your perceptions of what others think as well as how different situations may impact your decisions. Again, for the following questions, the safety encouragement behaviors are getting others to wear a seat belt and getting others to refrain from reading or typing on a cell phone while driving.

18. In your opinion, to what degree would the following people agree or disagree with this statement: "People should engage in these safety encouragement behaviors." *Even if you are not sure, give your best guess.*

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
You	☐	☐	☐	☐	☐	☐	☐
Your friends	☐	☐	☐	☐	☐	☐	☐
Your family	☐	☐	☐	☐	☐	☐	☐
Your employer	☐	☐	☐	☐	☐	☐	☐
Law enforcement in your community	☐	☐	☐	☐	☐	☐	☐
Most people who are important to you	☐	☐	☐	☐	☐	☐	☐
Most people (age 18 and older) in your community	☐	☐	☐	☐	☐	☐	☐

19. In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors?

	Strongly Disapprove	Disapprove	Somewhat Disapprove	Neither Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve
You	☐	☐	☐	☐	☐	☐	☐
Your friends	☐	☐	☐	☐	☐	☐	☐
Your family	☐	☐	☐	☐	☐	☐	☐
Your employer	☐	☐	☐	☐	☐	☐	☐
Law enforcement in your community	☐	☐	☐	☐	☐	☐	☐
Most people who are important to you	☐	☐	☐	☐	☐	☐	☐
Most people (age 18 and older) in your community	☐	☐	☐	☐	☐	☐	☐

20. In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors?

	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
You	☐	☐	☐	☐	☐	☐	☐
Your friends	☐	☐	☐	☐	☐	☐	☐
Your family	☐	☐	☐	☐	☐	☐	☐
Your employer	☐	☐	☐	☐	☐	☐	☐
Law enforcement in your community	☐	☐	☐	☐	☐	☐	☐
Most people who are important to you	☐	☐	☐	☐	☐	☐	☐
Most people (age 18 and older) in your community	☐	☐	☐	☐	☐	☐	☐

21. If you wanted to, how comfortable would you be in asking the following people to wear a seat belt?

	Not at All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

22. If you wanted to, how comfortable would you be in asking the following people to refrain from reading or typing on a cell phone while driving?

	Not at All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

23. If you wanted to, how confident would you be in asking the following people to wear a seat belt?

	Not at All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

24. If you wanted to, how confident would you be in asking the following people to refrain from reading or typing on a cell phone while driving?

	Not at All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

25. How likely are you to find yourself in the following situations?

	Extremely Unlikely	Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Likely	Extremely Likely
In a vehicle with others not wearing a seat belt	☐	☐	☐	☐	☐	☐	☐
In a vehicle with a driver reading or typing on a cell phone while driving	☐	☐	☐	☐	☐	☐	☐

Please continue on the next page

In this section, we ask about your willingness to engage in these safety encouragement behaviors.

26. Suppose you are in a vehicle, and one of the following people is not wearing a seat belt. How willing would you be to ask them to wear a seat belt?

	Not at All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

27. In your opinion, how willing would most people (age 18 and older) be to ask the following people to wear a seat belt? *Even if you are not sure, give your best guess.*

	Not at All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

28. Suppose you are in a vehicle, and one of the following people is reading or typing on a cell phone while driving. How willing would you be to ask them to stop?

	Not at All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

29. In your opinion, how willing would most people (age 18 and older) be to ask the following people to stop reading or typing on a cell phone while driving? *Even if you are not sure, give your best guess.*

	Not at All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

The following questions ask about taking actions with others to improve safety on our roads and highways.

30. In your opinion, how dangerous do you feel each of the following is?

	Not at All Dangerous (1)	(2)	(3)	Moderately Dangerous (4)	(5)	(6)	Extremely Dangerous (7)
Not wearing a seat belt	☐	☐	☐	☐	☐	☐	☐
Reading or typing on a cell phone while driving	☐	☐	☐	☐	☐	☐	☐

31. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were NOT wearing a seat belt?

	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

32. Thinking back over the last 12 months when you were the <u>driver</u>, how often did you ask the following people to wear a seat belt (when they were not wearing one)?

	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
A family member	☐	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐	☐

33. In your opinion, how often did <u>most drivers (age 18 and older)</u> ask the following people to wear a seat belt (when they were not wearing one)? *Even if you are not sure, give your best guess.*

	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

Please continue on the next page

34. Thinking back over the last 12 months when you were a passenger, how often did you ask the following people to wear a seat belt (when they were not wearing one)?

	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
A family member	☐	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐	☐

35. In your opinion, how often did most passengers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? *Even if you are not sure, give your best guess.*

	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

36. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were reading or typing on a cell phone while driving?

	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

37. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving?

	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
A family member	☐	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐	☐

38. In your opinion, how often did <u>most people (age 18 and older)</u> ask the following people to stop reading or typing on a cell phone while driving? *Even if you are not sure, give your best guess.*

	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
A family member	☐	☐	☐	☐	☐	☐	☐
A close friend	☐	☐	☐	☐	☐	☐	☐
An acquaintance or co-worker	☐	☐	☐	☐	☐	☐	☐
A stranger	☐	☐	☐	☐	☐	☐	☐

Not only are there actions we can take individually to improve traffic safety, there are also steps we can take as a community, workplace, and family to implement strategies that increase safety encouragement behaviors.

39. To what degree do you support the following strategies to increase seat belt use?

	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
A primary seat belt law (that is a law whereby an officer can stop someone for not wearing a seat belt).	☐	☐	☐	☐	☐	☐	☐
A workplace policy that requires all employees to wear seat belts	☐	☐	☐	☐	☐	☐	☐
A family rule that everyone always wears a seat belt	☐	☐	☐	☐	☐	☐	☐

40. To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving?

	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
A primary law banning reading and typing on a cell phone while driving (that is a law whereby an officer can stop someone for doing this)	☐	☐	☐	☐	☐	☐	☐
A workplace policy that prohibits reading and typing on a cell phone while driving	☐	☐	☐	☐	☐	☐	☐
A family rule that no one ever reads or types on a cell phone while driving	☐	☐	☐	☐	☐	☐	☐

Please continue on the next page

This last section asks a few questions to help us understand who took the survey.

D1. What best describes where you live? ☐ Urban ☐ Suburban ☐ Rural

D2. What is the highest level of education that you completed?

- ☐ Less than high school degree
- ☐ High school graduate (includes GED)
- ☐ Some college, no degree
- ☐ 2-year college degree (Associate's degree)
- ☐ 4-year college degree (Bachelor's degree)
- ☐ Graduate or professional degree

D3. What is your gender / sex? _____

D4. What is your age?

18	19	20	21-24	25-34	35-44	45-54	55-64	65-74	75 or older
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

D5. During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor? ☐ Yes ☐ No ☐ I don't know

Is there anything else you would like us to know?

Thank you!

Please fold the completed survey in half and return it in the envelope provided to:

Center for Health and Safety Culture
PO Box 170548
Bozeman, MT 59717

7 APPENDIX B

7.1 Survey Scales

Table 16. Summary of Scales and Internal Reliability

Scale[1]	Internal Reliability (Cronbach's Alpha) Survey # 1 (mailed)	Survey #2 (internet)
Behavior[2]		
Q32. Thinking back over the last 12 months when you were the driver, how often did you ask the following people to wear a seat belt (when they were not wearing one)? **Q34.** Thinking back over the last 12 months when you were a passenger, how often did you ask the following people to wear a seat belt (when they were not wearing one)? **A.** A family member **B.** A close friend **C.** An acquaintance or co-worker **D.** A stranger	0.961 (n=128)	0.976 (n=314)
Q37. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? **A.** A family member **B.** A close friend **C.** An acquaintance or co-worker **D.** A stranger	0.962 (n=133)	0.963 (n=284)
Willingness		
Q26. Suppose you are in a vehicle, and one of the following people is not wearing a seat belt. How willing would you be to ask them to wear a seat belt? **A.** A family member **B.** A close friend **C.** An acquaintance or co-worker **D.** A stranger	0.823 (n=641)	0.841 (n=1259)
Q28. Suppose you are in a vehicle, and one of the following people is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? **A.** A family member **B.** A close friend **C.** An acquaintance or co-worker **D.** A stranger	0.858 (n=642)	0.851 (n=1259)

1. Scales are computed by averaging responses across items. All items use 7 point ranges.
2. Only among those who reported being in a situation to intervene in all situations.

Table 16. Summary of Scales and Internal Reliability (continued)

	Internal Reliability (Cronbach's Alpha)	
	Survey # 1 (mailed)	Survey # 1 (mailed)
Attitudes **Q10.** Please select one box on each row that best shows how you feel about engaging in safety encouragement behaviors (like getting others to wear a seat belt and getting others to refrain from reading or typing on a cell phone while driving). **A.** cool: not cool[2] **B**. dangerous: safe **C**. foolish: sensible **D**. pleasant: unpleasant[2] **E.** good: bad[2] **F.** acceptable: unacceptable[2] **G.** right: wrong[2] **H.** caring: uncaring[2] **I.** respectful: disrespectful[2] **J.** appropriate: inappropriate[2] **K.** responsible: irresponsible[2]	0.958 (n=559)	0.956 (n=1257)
Prototypical Image (always) **Q16.** The "typical" person who ALWAYS engages in these safety encouragement behaviors is... **A.** responsible: irresponsible[2] **B.** caring: uncaring[2] **C.** nice: mean[2] **D.** selfish: concerned about others **E.** cautious: reckless[2] **F.** foolish: sensible **G.** safe: unsafe[2] **H.** cool: not cool[2] **I.** lawful: unlawful[2]	0.900 (n=606)	0.921 (n=1261)
Prototypical Image (never) **Q16.** The "typical" person who NEVER engages in these safety encouragement behaviors is... **A.** responsible: irresponsible[2] **B.** caring: uncaring[2] **C.** nice: mean[2] **D.** selfish: concerned about others **E.** cautious: reckless[2] **F.** foolish: sensible **G.** safe: unsafe[2] **H.** cool: not cool[2] **I.** lawful: unlawful[2]	0.923 (n=603)	0.951 (n=1260)

1. Scales are computed by averaging responses across items. All items use 7 point ranges.
2. Items are reverse coded.

Table 16. Summary of Scales and Internal Reliability (continued)

Scale[1]	Internal Reliability (Cronbach's Alpha) Survey # 1 (mailed)	Survey #2 (internet)
Perceived Norms – injunctive **Q18.** "People should engage in these safety encouragement behaviors." **A.** you **B.** your friends **C.** your family **D.** your employer **E.** law enforcement in your community **F.** most people who are important to you **G.** most people (age 18 and older) in your community	0.904 (n=614)	0.880 (n=1260)
Perceived Norms – approval **Q19.** In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors? **A.** you **B.** your friends **C.** your family **D.** your employer **E.** law enforcement in your community **F.** most people who are important to you **G.** most people (age 18 and older) in your community	0.966 (n=612)	0.958 (n=1259)
Perceived Norms – support **Q20.** In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors? **A.** you **B.** your friends **C.** your family **D.** your employer **E.** law enforcement in your community **F.** most people who are important to you **G.** most people (age 18 and older) in your community	0.942 (n=615)	0.930 (n=1256)

1. Scales are computed by averaging responses across items. All items use 7 point ranges.
2. Items are reverse coded.

Table 16. Summary of Scales and Internal Reliability (continued)

Scale[1]	Internal Reliability (Cronbach's Alpha) Survey # 1 (mailed)	Survey #2 (internet)
Perceived Norms – descriptive (seat belts) **Q33.** In your opinion, how often did most drivers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? **Q35.** In your opinion, how often did most passengers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? **A.** A family member **B.** A close friend **C.** An acquaintance or co-worker **D.** A stranger	0.932 (n=620)	0.945 (n=1263)
Perceived Norms – descriptive (texting) **Q37.** Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? **A.** A family member **B.** A close friend **C.** An acquaintance or co-worker **D.** A stranger	0.933 (n=635)	0.930 (n=1260)
Perceived Control **Q21.** If you wanted to, how comfortable would you be in asking the following people to wear a seat belt? **Q23.** If you wanted to, how confident would you be in asking the following people to wear a seat belt? **A.** A family member **B.** A close friend **C.** An acquaintance or co-worker **D.** A stranger	0.904 (n=641)	0.916 (n=1261)
Q22. If you wanted to, how comfortable would you be in asking the following people to refrain from reading or typing on a cell phone while driving? **Q24.** If you wanted to, how confident would you be in asking the following people to refrain from reading or typing on a cell phone while driving? **A.** A family member **B.** A close friend **C.** An acquaintance or co-worker **D.** A stranger	0.916 (n=645)	0.917 (n=1256)

1. Scales are computed by averaging responses across items. All items use 7 point ranges.

Table 16. Summary of Scales and Internal Reliability (continued)

Scale[1]	Internal Reliability (Cronbach's Alpha) Survey # 1 (mailed)	Survey #2 (internet)
Support for Strategies **Q39.** To what degree do you support the following strategies to increase seat belt use? **A.** A primary seat belt law (that is a law whereby an officer can stop someone for not wearing a seat belt). **B.** A workplace policy that requires all employees to wear seat belts **C.** A family rule that everyone always wears a seat belt **Q40.** To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving? **A.** A primary law banning reading and typing on a cell phone while driving (that is a law whereby an officer can stop someone for doing this) **B.** A workplace policy that prohibits reading and typing on a cell phone while driving **C.** A family rule that no one ever reads or types on a cell phone while driving	0.808 (n=640)	0.843 (n=1261)

1. Scales are computed by averaging responses across items. All items use 7 point ranges.

8 APPENDIX C

8.1 Statistical Report

The frequency responses to all questions asked on the two surveys are reported below.

Table 17. Prevalence of Situation to Intervene on Seat Belt Usage

Q31a. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were NOT wearing a seat belt? -A family member							
	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
#1 mailed	63.2%	20.8%	5.9%	2.5%	1.7%	4.8%	1.2%
#2 internet	65.5%	19.4%	5.2%	3.0%	2.1%	2.5%	2.2%
Q31b. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were NOT wearing a seat belt? -A close friend							
	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
#1 mailed	60.5%	25.6%	4.8%	2.6%	1.9%	3.9%	.8%
#2 internet	64.3%	19.3%	6.0%	3.7%	3.3%	2.5%	1.0%
Q31c. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were NOT wearing a seat belt? -An acquaintance or co-worker							
	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
#1 mailed	65.4%	21.2%	6.4%	2.2%	1.6%	2.8%	.5%
#2 internet	69.5%	17.0%	5.0%	3.3%	2.2%	2.1%	.8%
Q31d. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were NOT wearing a seat belt? -A stranger							
	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
#1 mailed	73.0%	18.3%	2.9%	2.7%	.6%	1.8%	.6%
#2 internet	76.7%	13.3%	3.7%	2.5%	1.0%	1.3%	1.4%

Table 18. Prevalence of Intervening Behaviors on Seat Belt Usage (Driver)

Q32a. Thinking back over the last 12 months when you were the driver, how often did you ask the following people to wear a seat belt (when they were not wearing one)? -A family member								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	44.0%	9.3%	7.9%	2.3%	4.8%	1.4%	2.9%	27.4%
#2 internet	42.4%	11.3%	6.9%	2.6%	4.3%	2.1%	3.2%	27.3%
Q32b. Thinking back over the last 12 months when you were the driver, how often did you ask the following people to wear a seat belt (when they were not wearing one)? -A close friend								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	48.2%	10.9%	7.8%	2.7%	3.6%	1.7%	3.6%	21.5%
#2 internet	45.5%	10.6%	6.4%	2.2%	4.4%	2.9%	4.5%	23.6%
Q32c. Thinking back over the last 12 months when you were the driver, how often did you ask the following people to wear a seat belt (when they were not wearing one)? -An acquaintance or co-worker								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	53.6%	12.6%	6.3%	1.7%	3.1%	2.4%	4.6%	15.7%
#2 internet	55.0%	8.6%	5.2%	2.2%	4.4%	2.2%	4.0%	18.2%
Q32d. Thinking back over the last 12 months when you were the driver, how often did you ask the following people to wear a seat belt (when they were not wearing one)? -A stranger								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	66.0%	9.6%	3.8%	1.4%	2.5%	1.4%	3.0%	12.3%
#2 internet	64.9%	8.5%	2.8%	2.1%	2.6%	2.0%	3.4%	13.7%

Table 19. Prevalence of Intervening Behaviors on Seat Belt Usage (Passenger)

Q34a. Thinking back over the last 12 months when you were a passenger, how often did you ask the following people to wear a seat belt (when they were not wearing one)? -A family member								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	47.9%	12.2%	7.8%	3.4%	3.4%	1.3%	3.9%	20.0%
#2 internet	46.2%	10.2%	5.3%	2.0%	4.8%	2.8%	3.9%	24.8%
Q34b. Thinking back over the last 12 months when you were a passenger, how often did you ask the following people to wear a seat belt (when they were not wearing one)? -A close friend								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	51.6%	15.2%	7.7%	1.4%	3.8%	1.9%	5.3%	13.2%
#2 internet	47.9%	10.6%	4.5%	2.6%	4.1%	3.6%	5.0%	21.7%
Q34c. Thinking back over the last 12 months when you were a passenger, how often did you ask the following people to wear a seat belt (when they were not wearing one)? -An acquaintance or co-worker								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	58.9%	15.3%	5.2%	2.2%	2.4%	2.4%	4.6%	9.0%
#2 internet	56.8%	9.8%	4.5%	1.4%	4.9%	4.3%	4.4%	13.9%
Q34d. Thinking back over the last 12 months when you were a passenger, how often did you ask the following people to wear a seat belt (when they were not wearing one)? -A stranger								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	68.6%	13.7%	3.0%	1.7%	1.9%	2.5%	2.7%	5.8%
#2 internet	65.1%	9.0%	2.7%	2.2%	3.3%	2.9%	3.3%	11.3%

Table 20. Prevalence of Situation to Intervene on Texting

Q36a. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were reading or typing on a cell phone while driving? -A family member							
	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
#1 mailed	48.4%	25.5%	8.9%	4.0%	5.6%	4.5%	3.1%
#2 internet	56.3%	20.7%	7.7%	5.2%	3.0%	4.0%	3.1%
Q36b. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were reading or typing on a cell phone while driving? -A close friend							
	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
#1 mailed	50.3%	25.5%	9.2%	4.5%	3.9%	3.9%	2.5%
#2 internet	59.2%	20.2%	8.2%	3.7%	3.4%	3.3%	2.0%
Q36c. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were reading or typing on a cell phone while driving? -An acquaintance or co-worker							
	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
#1 mailed	68.2%	18.4%	5.0%	2.7%	1.6%	2.4%	1.7%
#2 internet	71.6%	15.7%	4.5%	2.5%	2.2%	2.4%	1.1%
Q36d. Thinking back over the last 12 months, how often have you been in a vehicle when the following people were reading or typing on a cell phone while driving? -A stranger							
	Never	Once or Twice	3 to 6 Times	7 to 11 Times	Monthly	Weekly	Daily
#1 mailed	84.6%	5.2%	4.3%	1.3%	.6%	1.7%	2.2%
#2 internet	83.4%	6.8%	3.4%	1.8%	1.5%	1.3%	1.7%

Table 21. Prevalence of Intervening Behaviors on Texting

Q37a. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? -A family member								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	42.7%	13.4%	12.2%	2.7%	6.7%	4.2%	4.4%	13.7%
#2 internet	49.4%	10.6%	7.0%	3.4%	5.6%	3.3%	4.7%	16.0%
Q37b. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? -A close friend								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	48.3%	16.1%	10.2%	3.1%	6.7%	4.2%	3.6%	7.8%
#2 internet	52.5%	10.6%	7.6%	3.6%	5.2%	3.1%	4.4%	13.2%
Q37c. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? -An acquaintance or co-worker								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	64.4%	17.2%	6.7%	1.4%	2.9%	1.7%	2.1%	3.7%
#2 internet	63.7%	10.6%	5.8%	3.0%	2.9%	2.1%	3.6%	8.3%
Q37d. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? -A stranger								
	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	75.1%	15.9%	2.2%	1.3%	1.8%	1.0%	.8%	1.9%
#2 internet	74.4%	8.5%	3.4%	1.8%	2.0%	2.5%	2.0%	5.5%

Table 22. Willingness to Intervene on Seat Belt Usage

Q26a. Suppose you are in a vehicle, and one of the following people is not wearing a seat belt. How willing would you be to ask them to wear a seat belt? -A family member							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	.2%	.3%	.2%	.6%	2.5%	10.9%	85.4%
#2 internet	.2%	.2%	1.0%	2.1%	2.5%	7.1%	86.8%
Q26b. Suppose you are in a vehicle, and one of the following people is not wearing a seat belt. How willing would you be to ask them to wear a seat belt? -A close friend							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	.3%	.3%	.3%	1.7%	5.0%	17.2%	75.2%
#2 internet	.2%	.3%	.9%	2.5%	3.8%	11.9%	80.5%
Q26c. Suppose you are in a vehicle, and one of the following people is not wearing a seat belt. How willing would you be to ask them to wear a seat belt? -An acquaintance or co-worker							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	.9%	2.0%	.9%	6.7%	14.4%	18.9%	56.1%
#2 internet	.6%	1.0%	2.1%	5.5%	10.2%	17.4%	63.4%
Q26d. Suppose you are in a vehicle, and one of the following people is not wearing a seat belt. How willing would you be to ask them to wear a seat belt? -A stranger							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	4.2%	4.7%	5.0%	10.3%	12.0%	17.0%	46.9%
#2 internet	1.8%	3.5%	4.7%	11.3%	11.3%	16.5%	51.0%

Table 23. Willingness to Intervene on Texting

Q28a. Suppose you are in a vehicle, and one of the following people is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? -A family member							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	.2%	.5%	.5%	.9%	3.1%	13.7%	81.2%
#2 internet	.3%	.2%	1.0%	2.3%	2.8%	9.1%	84.3%
Q28b. Suppose you are in a vehicle, and one of the following people is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? -A close friend							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	.2%	.5%	.9%	2.6%	5.5%	17.9%	72.4%
#2 internet	.2%	.4%	1.1%	2.7%	5.3%	13.8%	76.5%
Q28c. Suppose you are in a vehicle, and one of the following people is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? -An acquaintance or co-worker							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	.8%	1.7%	2.9%	6.8%	13.0%	19.5%	55.2%
#2 internet	.5%	.8%	2.1%	6.0%	11.4%	15.3%	63.8%
Q28d. Suppose you are in a vehicle, and one of the following people is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? -A stranger							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	3.2%	4.2%	4.3%	8.3%	13.0%	16.7%	50.2%
#2 internet	2.0%	2.7%	4.5%	11.4%	10.5%	14.9%	54.0%

Table 24. Perceived Willingness to Intervene on Seat Belts

Q27a. In your opinion, how willing would most people (age 18 and older) be to ask the following people to wear a seat belt? -A family member							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	.6%	1.7%	2.0%	8.2%	18.3%	32.2%	37.0%
#2 internet	.9%	1.5%	2.1%	6.9%	13.4%	24.2%	51.1%
Q27b. In your opinion, how willing would most people (age 18 and older) be to ask the following people to wear a seat belt? -A close friend							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	.5%	1.9%	2.5%	11.9%	22.9%	32.8%	27.6%
#2 internet	.6%	1.7%	3.0%	8.8%	16.3%	27.8%	41.7%
Q27c. In your opinion, how willing would most people (age 18 and older) be to ask the following people to wear a seat belt? -An acquaintance or co-worker							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	2.6%	4.7%	8.4%	22.0%	25.3%	21.7%	15.3%
#2 internet	2.7%	3.4%	7.0%	19.3%	21.9%	24.0%	21.7%
Q27d. In your opinion, how willing would most people (age 18 and older) be to ask the following people to wear a seat belt? -A stranger							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	9.7%	10.8%	8.0%	26.3%	20.6%	14.8%	9.7%
#2 internet	8.1%	10.6%	12.9%	24.0%	16.2%	14.5%	13.7%

Table 25. Perceived Willingness to Intervene on Texting

Q29a. In your opinion, how willing would most people (age 18 and older) be to ask the following people to stop reading or typing on a cell phone while driving? -A family member							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	1.7%	1.9%	2.2%	9.1%	19.3%	28.4%	37.5%
#2 internet	1.2%	1.0%	2.3%	8.9%	11.2%	24.5%	50.9%
Q29b. In your opinion, how willing would most people (age 18 and older) be to ask the following people to stop reading or typing on a cell phone while driving? -A close friend							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	2.5%	1.7%	3.6%	13.2%	21.4%	28.6%	29.0%
#2 internet	1.3%	1.6%	3.7%	10.6%	15.0%	23.7%	44.2%
Q29c. In your opinion, how willing would most people (age 18 and older) be to ask the following people to stop reading or typing on a cell phone while driving? -An acquaintance or co-worker							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	3.4%	3.7%	8.9%	23.3%	24.4%	21.9%	14.3%
#2 internet	3.3%	2.9%	7.8%	19.3%	21.3%	20.6%	24.7%
Q29d. In your opinion, how willing would most people (age 18 and older) be to ask the following people to stop reading or typing on a cell phone while driving? -A stranger							
	Not At All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
#1 mailed	8.2%	9.9%	12.4%	23.6%	18.7%	16.4%	10.8%
#2 internet	7.7%	9.5%	11.0%	24.9%	15.4%	14.6%	16.8%

Table 26. Attitudes about Intervening Behaviors

Q10a. Engaging in safety encouragement behaviors- Cool:Not Cool							
	1 Cool	2	3	4	5	6	7 Not Cool
#1 mailed	38.1%	15.8%	8.8%	19.7%	4.4%	3.7%	9.4%
#2 internet	39.8%	18.9%	13.3%	15.3%	3.7%	3.3%	5.7%
Q10b. Engaging in safety encouragement behaviors- Dangerous:Safe							
	1 Dangerous	2	3	4	5	6	7 Safe
#1 mailed	9.2%	3.0%	2.9%	5.7%	5.2%	18.5%	55.5%
#2 internet	5.6%	1.9%	1.5%	4.6%	5.3%	17.9%	63.3%
Q10c. Engaging in safety encouragement behaviors- Foolish:Sensible							
	1 Foolish	2	3	4	5	6	7 Sensible
#1 mailed	9.1%	2.4%	1.9%	6.2%	3.7%	18.7%	58.1%
#2 internet	4.7%	3.5%	1.5%	4.0%	4.3%	19.3%	62.7%
Q10d. Engaging in safety encouragement behaviors- Pleasant:Unpleasant							
	1 Pleasant	2	3	4	5	6	7 Unpleasant
#1 mailed	33.8%	14.2%	12.6%	21.4%	6.7%	3.4%	7.9%
#2 internet	36.6%	23.4%	13.3%	16.4%	5.0%	2.3%	2.9%
Q10e. Engaging in safety encouragement behaviors- Good:Bad							
	1 Good	2	3	4	5	6	7 Bad
#1 mailed	53.5%	19.7%	10.9%	6.9%	1.7%	1.2%	6.1%
#2 internet	61.2%	19.3%	6.2%	5.3%	2.3%	1.7%	4.0%
Q10f. Engaging in safety encouragement behaviors- Acceptable:Unacceptable							
	1 Acceptable	2	3	4	5	6	7 Unacceptable
#1 mailed	53.9%	17.0%	10.6%	6.6%	1.9%	1.9%	8.2%
#2 internet	58.5%	19.8%	7.5%	6.2%	1.5%	1.9%	4.7%

Table 26. Attitudes about Intervening Behaviors (continued)

Q10g. Engaging in safety encouragement behaviors- Right:Wrong							
	1 Right	2	3	4	5	6	7 Wrong
#1 mailed	58.1%	15.3%	9.6%	6.7%	2.2%	.7%	7.4%
#2 internet	63.3%	17.9%	5.6%	6.4%	1.3%	1.3%	4.1%
Q10h. Engaging in safety encouragement behaviors- Caring:Uncaring							
	1 Caring	2	3	4	5	6	7 Uncaring
#1 mailed	56.8%	20.3%	8.7%	6.7%	1.0%	.8%	5.7%
#2 internet	63.4%	19.0%	7.7%	3.6%	1.7%	1.7%	3.0%
Q10i. Engaging in safety encouragement behaviors- Respectful:Disrespectful							
	1 Respectful	2	3	4	5	6	7 Disrespectful
#1 mailed	54.8%	17.2%	10.9%	8.4%	1.2%	1.2%	6.4%
#2 internet	55.1%	23.0%	9.8%	5.6%	1.7%	1.8%	2.9%
Q10j. Engaging in safety encouragement behaviors- Appropriate:Inappropriate							
	1 Appropriate	2	3	4	5	6	7 Inappropriate
#1 mailed	56.6%	19.6%	8.4%	6.3%	1.7%	1.2%	6.3%
#2 internet	58.7%	19.8%	8.8%	6.0%	2.4%	1.3%	3.2%
Q10k. Engaging in safety encouragement behaviors- Responsible:Irresponsible							
	1 Responsible	2	3	4	5	6	7 Irresponsible
#1 mailed	66.2%	14.0%	5.2%	6.0%	.7%	.8%	7.2%
#2 internet	69.6%	14.8%	5.7%	3.1%	1.7%	1.0%	4.2%

Table 27. Perceived Attitudes about Intervening Behaviors

Q11a. Most would feel it was- Cool:Not Cool							
	1 Cool	2	3	4	5	6	7 Not Cool
#1 mailed	13.9%	12.5%	16.5%	30.4%	8.7%	9.5%	8.4%
#2 internet	15.0%	13.2%	21.3%	23.5%	12.5%	6.5%	8.2%
Q11b. Most would feel it was- Dangerous:Safe							
	1 Dangerous	2	3	4	5	6	7 Safe
#1 mailed	2.8%	3.7%	5.7%	19.4%	15.6%	25.6%	27.2%
#2 internet	4.2%	3.8%	5.2%	12.6%	16.3%	27.7%	30.1%
Q11c. Most would feel it was- Foolish:Sensible							
	1 Foolish	2	3	4	5	6	7 Sensible
#1 mailed	4.4%	5.1%	9.9%	17.5%	13.2%	24.2%	25.7%
#2 internet	4.9%	4.9%	8.2%	13.2%	16.4%	26.8%	25.5%
Q11d. Most would feel it was- Pleasant:Unpleasant							
	1 Pleasant	2	3	4	5	6	7 Unpleasant
#1 mailed	16.8%	9.2%	14.7%	30.7%	12.4%	9.9%	6.3%
#2 internet	13.5%	18.5%	17.6%	23.0%	13.3%	7.0%	7.1%
Q11e. Most would feel it was- Good:Bad							
	1 Good	2	3	4	5	6	7 Bad
#1 mailed	26.7%	21.3%	17.9%	21.2%	6.7%	3.4%	2.8%
#2 internet	27.5%	22.6%	20.0%	18.9%	5.6%	2.0%	3.3%
Q11f. Most would feel it was- Acceptable:Unacceptable							
	1 Acceptable	2	3	4	5	6	7 Unacceptable
#1 mailed	23.1%	21.3%	22.3%	20.8%	6.4%	2.9%	3.3%
#2 internet	26.2%	23.9%	21.8%	15.8%	5.2%	2.8%	4.3%

Table 27. Perceived Attitudes about Intervening Behaviors (continued)

Q11g. Most would feel it was- Right:Wrong							
	1 Right	2	3	4	5	6	7 Wrong
#1 mailed	29.9%	21.6%	18.0%	20.9%	3.8%	3.4%	2.5%
#2 internet	33.3%	23.9%	17.7%	14.2%	5.9%	1.9%	3.2%
Q11h. Most would feel it was- Caring:Uncaring							
	1 Caring	2	3	4	5	6	7 Uncaring
#1 mailed	26.8%	19.2%	22.8%	20.0%	6.0%	2.8%	2.4%
#2 internet	29.5%	23.0%	15.6%	18.5%	7.4%	2.5%	3.7%
Q11i. Most would feel it was- Respectful:Disrespectful							
	1 Respectful	2	3	4	5	6	7 Disrespectful
#1 mailed	22.9%	18.8%	21.2%	23.2%	7.5%	3.4%	3.1%
#2 internet	25.1%	19.6%	19.4%	19.8%	8.6%	2.9%	4.7%
Q11j. Most would feel it was- Appropriate:Inappropriate							
	1 Appropriate	2	3	4	5	6	7 Inappropriate
#1 mailed	25.9%	19.2%	20.9%	21.4%	7.2%	2.9%	2.4%
#2 internet	28.7%	23.0%	18.7%	16.5%	5.6%	3.1%	4.4%
Q11k. Most would feel it was- Responsible:Irresponsible							
	1 Responsible	2	3	4	5	6	7 Irresponsible
#1 mailed	32.1%	22.3%	17.9%	17.1%	5.2%	2.7%	2.6%
#2 internet	35.6%	19.9%	15.2%	16.3%	5.5%	2.4%	5.1%

Table 28. Behavioral Beliefs

Q12a. You: "I don't think engaging in these safety encouragement behaviors will make a difference - people do what they want to do."-You							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	8.3%	22.5%	14.1%	4.8%	32.5%	12.7%	5.2%
#2 internet	20.6%	21.2%	15.9%	6.8%	17.3%	9.5%	8.7%
Q12b. Most people age 18 and older: "I don't think engaging in these safety encouragement behaviors will make a difference - people do what they want to do."-Most people age 18 and older							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	2.2%	11.3%	18.0%	9.9%	35.1%	17.9%	5.6%
#2 internet	4.5%	12.2%	16.5%	14.8%	27.1%	17.1%	7.9%
Q13a. You: "I believe engaging in these safety encouragement behaviors is likely to upset the other person."-You							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	8.9%	26.8%	20.2%	15.2%	19.6%	7.2%	2.0%
#2 internet	17.5%	24.8%	16.0%	13.7%	15.2%	8.5%	4.4%
Q13b. Most people age 18 and older: "I believe engaging in these safety encouragement behaviors is likely to upset the other person."-Most people age 18 and older							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	3.6%	21.9%	15.2%	21.9%	21.4%	14.6%	1.4%
#2 internet	7.6%	17.2%	17.9%	18.7%	24.2%	10.2%	4.1%

Table 28. Behavioral Beliefs (continued)

Q14a. You: "I believe engaging in these safety encouragement behaviors protects the other person from potential harm."-You							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	1.9%	1.7%	1.7%	5.6%	12.2%	35.3%	41.6%
#2 internet	1.6%	.4%	.7%	4.0%	7.5%	28.2%	57.7%
Q14b. Most people age 18 and older: "I believe engaging in these safety encouragement behaviors protects the other person from potential harm."-Most people age 18 and older							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	1.1%	2.0%	4.7%	12.0%	31.6%	38.4%	10.2%
#2 internet	1.4%	1.7%	3.8%	12.1%	26.8%	37.7%	16.4%
Q15a. You: "I believe engaging in these safety encouragement behaviors is rude."-You							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	38.5%	39.6%	9.4%	6.3%	3.1%	1.1%	2.0%
#2 internet	53.2%	23.4%	8.7%	5.8%	3.6%	2.0%	3.3%
Q15b. Most people age 18 and older: "I believe engaging in these safety encouragement behaviors is rude."-Most people age 18 and older							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	11.3%	28.8%	21.3%	17.7%	14.1%	4.1%	2.8%
#2 internet	18.8%	24.4%	16.7%	18.0%	14.4%	4.9%	2.8%

Table 28. Behavioral Beliefs (continued)

Q30a. In your opinion, how dangerous do you feel each of the following is? -Not wearing a seat belt							
	Not at All Dangerous (1)	(2)	(3)	Moderately Dangerous (4)	(5)	(6)	Extremely Dangerous (7)
#1 mailed	.2%	.6%	1.5%	9.6%	7.9%	22.5%	57.8%
#2 internet	.5%	.6%	1.2%	9.1%	11.9%	19.2%	57.4%
Q30b. In your opinion, how dangerous do you feel each of the following is? -Reading or typing on a cell phone while driving							
	Not at All Dangerous (1)	(2)	(3)	Moderately Dangerous (4)	(5)	(6)	Extremely Dangerous (7)
#1 mailed	.2%	.2%	.2%	1.1%	4.6%	14.0%	79.8%
#2 internet	.2%	.2%	.4%	2.1%	3.0%	11.3%	82.9%

Table 29. Prototypical Image

Q16. The "typical" person who ALWAYS engages in these safety encouragement behaviors is...							
Q16a. -Responsible:Irresponsible							
	1 Responsible	2	3	4	5	6	7 Irresponsible
#1 mailed	72.5%	18.2%	5.0%	3.0%	.2%	.2%	.9%
#2 internet	75.1%	13.1%	5.8%	2.7%	1.0%	1.1%	1.3%
Q16b. -Caring:Uncaring							
	1 Caring	2	3	4	5	6	7 Uncaring
#1 mailed	64.9%	23.3%	6.3%	4.0%	.5%	.2%	.9%
#2 internet	66.0%	19.4%	8.3%	3.3%	1.1%	.9%	1.1%
Q16c. -Nice:Mean							
	1 Nice	2	3	4	5	6	7 Mean
#1 mailed	42.9%	21.7%	13.4%	19.3%	1.0%	.6%	1.1%
#2 internet	48.4%	18.4%	16.4%	14.0%	1.3%	.6%	1.0%

Table 29. Prototypical Image (continued)

Q16d. -Selfish:Concerned About Others							
	1 Selfish	2	3	4	5	6	7 Concerned about Others
#1 mailed	2.9%	2.2%	2.7%	9.4%	6.2%	22.0%	54.5%
#2 internet	3.1%	1.8%	2.7%	5.9%	7.9%	20.9%	57.8%
Q16e. -Cautious:Reckless							
	1 Cautious	2	3	4	5	6	7 Reckless
#1 mailed	60.7%	24.3%	6.9%	5.5%	.5%	.5%	1.6%
#2 internet	59.4%	22.9%	10.0%	3.4%	1.5%	1.3%	1.5%
Q16f. -Foolish:Sensible							
	1 Foolish	2	3	4	5	6	7 Sensible
#1 mailed	2.4%	1.3%	1.4%	6.4%	6.4%	24.5%	57.5%
#2 internet	2.1%	1.7%	2.1%	4.6%	6.3%	22.9%	60.4%
Q16g. -Safe:Unsafe							
	1 Safe	2	3	4	5	6	7 Unsafe
#1 mailed	65.0%	24.0%	4.9%	3.8%	.2%	.8%	1.4%
#2 internet	65.0%	19.8%	6.8%	3.6%	1.0%	1.1%	2.8%
Q16h. Cool:Not Cool							
	1 Cool	2	3	4	5	6	7 Not Cool
#1 mailed	34.7%	13.3%	13.7%	32.7%	2.4%	1.3%	1.9%
#2 internet	38.4%	15.6%	15.4%	22.7%	3.0%	2.5%	2.4%
Q16i. -Lawful:Unlawful							
	1 Lawful	2	3	4	5	6	7 Unlawful
#1 mailed	60.5%	23.8%	6.1%	6.6%	.9%	.5%	1.6%
#2 internet	63.9%	21.5%	7.4%	3.7%	.9%	1.2%	1.5%

Table 29. Prototypical Image (continued)

Q17. The "typical" person who NEVER engages in these safety encouragement behaviors is...							
Q17a. -Responsible:Irresponsibile							
	1 Responsible	2	3	4	5	6	7 Irresponsible
#1 mailed	1.3%	.6%	1.6%	7.5%	6.3%	16.8%	66.0%
#2 internet	4.0%	1.9%	1.6%	4.1%	5.9%	13.0%	69.4%
Q17b. -Caring:Uncaring							
	1 Caring	2	3	4	5	6	7 Uncaring
#1 mailed	1.1%	2.2%	1.4%	17.3%	9.9%	14.3%	53.8%
#2 internet	3.0%	2.3%	1.4%	9.4%	10.3%	15.9%	57.7%
Q17c. -Nice:Mean							
	1 Nice	2	3	4	5	6	7 Mean
#1 mailed	1.4%	2.3%	4.2%	44.0%	13.4%	8.1%	26.7%
#2 internet	2.5%	1.7%	4.4%	31.7%	16.6%	10.8%	32.2%
Q17d. -Selfish:Concerned About Others							
	1 Selfish	2	3	4	5	6	7 Concerned about Others
#1 mailed	40.9%	19.2%	8.9%	20.0%	3.5%	3.6%	4.0%
#2 internet	47.5%	15.9%	11.6%	14.0%	3.3%	2.9%	4.8%
Q17e. -Cautious:Reckless							
	1 Cautious	2	3	4	5	6	7 Reckless
#1 mailed	1.4%	1.6%	2.8%	14.0%	10.7%	19.2%	50.2%
#2 internet	3.7%	2.3%	2.1%	7.1%	9.9%	21.3%	53.5%
Q17f. -Foolish:Sensible							
	1 Foolish	2	3	4	5	6	7 Sensible
#1 mailed	47.7%	14.7%	13.9%	13.7%	3.0%	3.9%	3.0%
#2 internet	53.3%	19.4%	9.7%	8.3%	2.1%	2.5%	4.6%

Table 29. Prototypical Image (continued)

Q17g. -Safe:Unsafe							
	1 Safe	2	3	4	5	6	7 Unsafe
#1 mailed	1.6%	1.4%	1.7%	12.8%	8.2%	18.6%	55.7%
#2 internet	3.3%	2.4%	2.0%	6.0%	8.0%	17.0%	61.3%
Q17h. -Cool:Not Cool							
	1 Cool	2	3	4	5	6	7 Not Cool
#1 mailed	1.7%	1.6%	1.4%	33.3%	7.1%	12.2%	42.5%
#2 internet	2.5%	2.5%	3.3%	16.6%	9.4%	17.9%	47.9%
Q17i. -Lawful:Unlawful							
	1 Lawful	2	3	4	5	6	7 Unlawful
#1 mailed	1.9%	1.1%	3.3%	20.7%	9.3%	16.5%	47.3%
#2 internet	3.3%	1.7%	2.2%	12.6%	10.8%	16.0%	53.3%

Table 30. Injunctive Norms

Q18a. In your opinion, to what degree would the following people agree or disagree with this statement: "People should engage in these safety encouragement behaviors." -You							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	1.2%	.5%	.6%	1.1%	6.0%	28.5%	62.2%
#2 internet	.1%	.2%	.2%	1.8%	4.3%	25.8%	67.6%
Q18b. In your opinion, to what degree would the following people agree or disagree with this statement: "People should engage in these safety encouragement behaviors." .-Your friends							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	.8%	.8%	1.4%	2.2%	15.0%	41.4%	38.5%
#2 internet		.2%	.3%	3.1%	11.6%	39.3%	45.5%
Q18c. In your opinion, to what degree would the following people agree or disagree with this statement: "People should engage in these safety encouragement behaviors." -Your family							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	.9%	.8%	.6%	2.3%	9.3%	38.6%	47.5%
#2 internet			.4%	2.2%	9.2%	30.4%	57.7%
Q18d. In your opinion, to what degree would the following people agree or disagree with this statement: "People should engage in these safety encouragement behaviors." -Your employer							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	1.3%	.3%	1.4%	13.0%	6.3%	34.3%	43.4%
#2 internet	.2%		1.0%	17.4%	10.6%	29.5%	41.3%
Q18e. In your opinion, to what degree would the following people agree or disagree with this statement: "People should engage in these safety encouragement behaviors." -Law enforcement in your community							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	.8%	.3%		2.5%	5.0%	19.4%	72.0%
#2 internet	.1%	.7%	.5%	3.4%	4.0%	15.2%	76.1%

Table 30. Injunctive Norms (continued)

Q18f. In your opinion, to what degree would the following people agree or disagree with this statement: "People should engage in these safety encouragement behaviors." -Most people who are important to you							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	.8%	.2%	.9%	2.8%	11.7%	41.9%	41.7%
#2 internet		.3%	.4%	3.3%	7.6%	37.6%	50.8%
Q18g. In your opinion, to what degree would the following people agree or disagree with this statement: "People should engage in these safety encouragement behaviors." -Most people (age 18 and older) in your community							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	.9%	1.2%	2.8%	11.8%	31.9%	26.6%	24.7%
#2 internet	.2%	.7%	4.8%	12.1%	22.6%	31.4%	28.1%

Table 31. Perceived Disapproval

Q19a. In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors? -You							
	Strongly Disapprove	Disapprove	Somewhat Disapprove	Neither Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve
#1 mailed	5.0%	.9%	1.2%	4.2%	6.5%	28.8%	53.4%
#2 internet	3.7%	1.3%	1.5%	3.6%	4.9%	27.5%	57.5%
Q19b. In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors? -Your friends							
	Strongly Disapprove	Disapprove	Somewhat Disapprove	Neither Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve
#1 mailed	3.9%	1.7%	2.2%	6.5%	12.8%	44.5%	28.4%
#2 internet	2.7%	2.0%	1.7%	4.8%	12.8%	40.3%	35.7%
Q19c. In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors? -Your family							
	Strongly Disapprove	Disapprove	Somewhat Disapprove	Neither Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve
#1 mailed	4.1%	1.6%	1.6%	4.5%	10.5%	42.7%	35.1%
#2 internet	2.9%	1.8%	1.6%	4.5%	9.2%	35.1%	44.9%
Q19d. In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors? -Your employer							
	Strongly Disapprove	Disapprove	Somewhat Disapprove	Neither Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve
#1 mailed	3.4%	1.8%	1.0%	14.7%	8.5%	34.6%	36.1%
#2 internet	2.7%	1.7%	1.4%	20.8%	9.0%	32.2%	32.2%

Table 31. Perceived Disapproval (continued)

Q19e. In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors? -Law enforcement in your community							
	Strongly Disapprove	Disapprove	Somewhat Disapprove	Neither Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve
#1 mailed	5.0%	.6%	.6%	3.4%	4.8%	22.0%	63.5%
#2 internet	3.7%	1.6%	1.0%	4.4%	5.4%	18.7%	65.2%
Q19f. In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors? -Most people who are important to you							
	Strongly Disapprove	Disapprove	Somewhat Disapprove	Neither Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve
#1 mailed	3.7%	1.5%	.6%	6.8%	12.7%	46.3%	28.3%
#2 internet	2.5%	2.2%	1.4%	4.8%	12.1%	41.7%	35.2%
Q19g. In your opinion, to what degree would the following people approve or disapprove of people engaging in these safety encouragement behaviors? -Most people (age 18 and older) in your community							
	Strongly Disapprove	Disapprove	Somewhat Disapprove	Neither Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve
#1 mailed	2.2%	3.3%	3.9%	15.8%	31.8%	30.4%	12.7%
#2 internet	1.4%	2.9%	7.3%	16.2%	28.2%	28.1%	15.9%

Table 32. Perceived Support

Q20a. In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors? -You							
	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	2.0%	.5%	1.4%	5.4%	4.2%	20.6%	65.9%
#2 internet	1.3%	.4%	1.3%	5.6%	5.1%	18.2%	68.2%
Q20b. In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors? -Your friends							
	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	1.1%	1.2%	1.7%	8.2%	9.8%	39.3%	38.7%
#2 internet	.5%	1.1%	1.7%	8.5%	11.5%	30.8%	45.8%
Q20c. In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors? -Your family							
	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	1.4%	.9%	.9%	6.5%	8.9%	34.5%	46.9%
#2 internet	1.1%	.5%	1.4%	6.8%	7.6%	26.8%	55.8%
Q20d. In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors? -Your employer							
	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	1.1%	1.3%	1.1%	16.0%	10.4%	26.9%	43.2%
#2 internet	1.0%	.5%	3.0%	18.2%	12.9%	24.9%	39.5%
Q20e. In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors? -Law enforcement in your community							
	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	1.4%	.6%	.3%	5.7%	3.4%	19.3%	69.3%
#2 internet	1.4%	.6%	1.0%	5.6%	4.9%	16.5%	70.1%

Table 32. Perceived Support (continued)

Q20f. In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors? -Most people who are important to you							
	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	.9%	.9%	1.6%	7.6%	11.0%	41.1%	36.9%
#2 internet	1.0%	.7%	1.7%	7.6%	11.7%	34.9%	42.5%
Q20g. In your opinion, to what degree would the following people support someone who engaged in these safety encouragement behaviors? -Most people (age 18 and older) in your community							
	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	1.2%	2.3%	2.8%	22.2%	25.3%	27.7%	18.4%
#2 internet	1.3%	3.2%	6.2%	17.1%	24.7%	28.5%	19.0%

Table 33. Descriptive Norms

Q33a. In your opinion, how often did most drivers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? -A family member							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	12.1%	9.7%	7.3%	23.5%	13.1%	17.6%	16.7%
#2 internet	12.0%	9.8%	6.0%	21.5%	11.3%	16.8%	22.6%
Q33b. In your opinion, how often did most drivers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? -A close friend							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	12.3%	9.8%	9.8%	27.0%	14.8%	15.5%	10.6%
#2 internet	12.6%	10.2%	7.9%	21.2%	13.8%	18.0%	16.4%
Q33c. In your opinion, how often did most drivers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? -An acquaintance or co-worker							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	13.9%	13.8%	12.2%	32.1%	11.1%	11.8%	5.0%
#2 internet	15.6%	13.7%	10.2%	26.8%	14.1%	11.2%	8.3%

Table 33. Descriptive Norms (continued)

Q33d. In your opinion, how often did most drivers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? -A stranger							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	25.6%	16.5%	9.4%	27.6%	8.3%	8.3%	4.2%
#2 internet	24.3%	17.4%	11.1%	24.5%	8.5%	8.3%	5.9%
Q35a. In your opinion, how often did most passengers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? -A family member							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	17.5%	12.2%	9.1%	20.9%	8.9%	13.6%	17.8%
#2 internet	15.3%	10.3%	7.2%	21.7%	9.4%	17.1%	19.0%
Q35b. In your opinion, how often did most passengers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? -A close friend							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	18.4%	12.2%	10.0%	24.5%	9.4%	13.8%	11.6%
#2 internet	15.7%	10.5%	9.6%	22.4%	12.3%	15.3%	14.2%
Q35c. In your opinion, how often did most passengers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? -An acquaintance or co-worker							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	20.6%	17.6%	11.8%	25.8%	9.0%	10.1%	5.0%
#2 internet	19.5%	14.3%	12.5%	23.3%	11.5%	9.9%	8.9%
Q35d. In your opinion, how often did most passengers (age 18 and older) ask the following people to wear a seat belt (when they were not wearing one)? -A stranger							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	32.5%	17.4%	8.2%	24.2%	4.7%	8.4%	4.6%
#2 internet	27.8%	17.2%	12.7%	21.4%	6.8%	7.5%	6.4%

Table 33. Descriptive Norms (continued)

Q38a. In your opinion, how often did most people (age 18 and older) ask the following people to stop reading or typing on a cell phone while driving? -A family member							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	16.0%	11.8%	11.5%	26.0%	8.2%	12.3%	14.2%
#2 internet	18.1%	10.8%	9.5%	24.9%	10.7%	10.7%	15.4%
Q38b. In your opinion, how often did most people (age 18 and older) ask the following people to stop reading or typing on a cell phone while driving? -A close friend							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	14.5%	15.8%	11.9%	26.6%	10.5%	11.1%	9.7%
#2 internet	18.4%	13.4%	11.7%	22.7%	12.1%	10.1%	11.6%
Q38c. In your opinion, how often did most people (age 18 and older) ask the following people to stop reading or typing on a cell phone while driving? -An acquaintance or co-worker							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	21.3%	19.4%	11.7%	25.3%	9.5%	7.3%	5.5%
internet	24.0%	16.3%	13.1%	23.8%	9.0%	6.3%	7.6%
Q38d. In your opinion, how often did most people (age 18 and older) ask the following people to stop reading or typing on a cell phone while driving? -A stranger							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
#1 mailed	34.0%	16.2%	10.8%	22.8%	6.1%	4.9%	5.2%
internet	33.2%	18.5%	11.4%	19.7%	6.2%	4.8%	6.3%

Table 34. Perceived Control

Q21a. If you wanted to, how comfortable would you be in asking the following people to wear a seat belt? - A family member							
	Not At All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
#1 mailed	.3%	.2%	.9%	3.7%	2.9%	7.4%	84.6%
#2 internet	.5%	.2%	.6%	4.1%	2.5%	5.6%	86.6%
Q21b. If you wanted to, how comfortable would you be in asking the following people to wear a seat belt? - A close friend							
	Not At All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
#1 mailed	.6%	.8%	1.2%	3.7%	4.3%	11.8%	77.5%
#2 internet	.2%	.4%	.6%	4.5%	3.7%	11.1%	79.3%
Q21c. If you wanted to, how comfortable would you be in asking the following people to wear a seat belt? - An acquaintance or co-worker							
	Not At All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
#1 mailed	1.7%	.5%	1.9%	10.2%	8.2%	17.5%	60.1%
#2 internet	.6%	1.0%	2.5%	7.6%	11.0%	16.3%	61.0%
Q21d. If you wanted to, how comfortable would you be in asking the following people to wear a seat belt? - A stranger							
	Not At All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
#1 mailed	4.3%	3.1%	5.0%	13.0%	8.5%	17.8%	48.3%
#2 internet	3.3%	3.1%	6.1%	14.9%	10.2%	14.9%	47.5%

Table 34. Perceived Control (continued)

Q22a. If you wanted to, how comfortable would you be in asking the following people to refrain from reading or typing on a cell phone while driving? -A family member							
	Not At All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
#1 mailed	.5%	.3%	.6%	3.4%	1.8%	10.8%	82.6%
#2 internet	1.4%	.3%	1.0%	5.0%	2.9%	8.3%	81.1%
Q22b. If you wanted to, how comfortable would you be in asking the following people to refrain from reading or typing on a cell phone while driving? -A close friend							
	Not At All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
#1 mailed	.5%	.8%	.9%	3.2%	6.2%	18.1%	70.4%
#2 internet	1.6%	.4%	1.7%	5.4%	4.0%	13.6%	73.4%
Q22c. If you wanted to, how comfortable would you be in asking the following people to refrain from reading or typing on a cell phone while driving? -An acquaintance or co-worker							
	Not At All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
#1 mailed	1.5%	1.4%	2.0%	12.4%	11.0%	19.3%	52.4%
#2 internet	1.7%	1.4%	3.0%	11.0%	9.6%	16.8%	56.4%
Q22d. If you wanted to, how comfortable would you be in asking the following people to refrain from reading or typing on a cell phone while driving? -A stranger							
	Not At All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
#1 mailed	5.4%	5.7%	4.9%	14.7%	9.7%	16.0%	43.5%
#2 internet	4.4%	4.5%	6.0%	16.4%	11.1%	15.2%	42.3%

Table 34. Perceived Control (continued)

Q23a. If you wanted to, how confident would you be in asking the following people to wear a seat belt? -A family member							
	Not At All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
#1 mailed	.2%	.3%	.3%	2.8%	1.8%	9.4%	85.2%
#2 internet	.4%	.2%	.9%	2.9%	2.0%	6.9%	86.7%
Q23b. If you wanted to, how confident would you be in asking the following people to wear a seat belt? -A close friend							
	Not At All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
#1 mailed	.6%	.5%	.2%	3.7%	3.5%	14.0%	77.5%
#2 internet	.2%	.3%	1.2%	3.3%	2.8%	11.1%	81.1%
Q23c. If you wanted to, how confident would you be in asking the following people to wear a seat belt? -An acquaintance or co-worker							
	Not At All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
#1 mailed	1.4%	1.9%	.6%	8.8%	10.4%	17.2%	59.7%
#2 internet	.5%	1.0%	2.4%	6.4%	9.3%	16.0%	64.5%
Q23d. If you wanted to, how confident would you be in asking the following people to wear a seat belt? -A stranger							
	Not At All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
#1 mailed	4.8%	3.9%	4.3%	14.5%	9.3%	15.8%	47.4%
#2 internet	2.4%	3.8%	5.6%	12.8%	12.1%	13.0%	50.3%

Table 34. Perceived Control (continued)

Q24a. If you wanted to, how confident would you be in asking the following people to refrain from reading or typing on a cell phone while driving? -A family member							
	Not At All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
#1 mailed	.3%	.3%	.3%	4.0%	2.3%	10.6%	82.2%
#2 internet	.9%	.2%	.9%	3.3%	3.3%	7.3%	84.2%
Q24b. If you wanted to, how confident would you be in asking the following people to refrain from reading or typing on a cell phone while driving? -A close friend							
	Not At All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
#1 mailed	.8%	.3%	1.4%	3.8%	4.0%	18.6%	71.2%
#2 internet	.7%	.5%	1.0%	4.2%	4.7%	13.2%	75.8%
Q24c. If you wanted to, how confident would you be in asking the following people to refrain from reading or typing on a cell phone while driving? -An acquaintance or co-worker							
	Not At All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
#1 mailed	1.4%	2.8%	1.4%	10.5%	11.9%	20.1%	51.9%
#2 internet	1.0%	1.3%	2.3%	9.7%	10.2%	19.0%	56.5%
Q24d. If you wanted to, how confident would you be in asking the following people to refrain from reading or typing on a cell phone while driving? -A stranger							
	Not At All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
#1 mailed	6.5%	4.8%	5.1%	13.3%	11.4%	17.9%	41.0%
#2 internet	3.5%	4.1%	7.7%	15.0%	11.7%	15.5%	42.5%

Table 34. Perceived Control (continued)

Q25a. How likely are you to find yourself in the following situations? -In a vehicle with others not wearing a seat belt							
	Extremely Unlikely	Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Likely	Extremely Likely
#1 mailed	38.5%	29.6%	9.4%	3.1%	9.4%	6.5%	3.5%
#2 internet	36.5%	24.4%	11.4%	6.1%	11.9%	6.0%	3.7%
Q25b. How likely are you to find yourself in the following situations? -In a vehicle with a driver reading or typing on a cell phone while driving							
	Extremely Unlikely	Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Likely	Extremely Likely
#1 mailed	26.6%	21.8%	17.7%	4.9%	14.8%	8.9%	5.2%
#2 internet	33.2%	20.1%	11.9%	9.3%	14.0%	7.7%	3.9%

Table 35. Values

Q1a. Please review the following list of values and identify the ONE that is MOST IMPORTANT to you.										
	Broad-mindedness	Helpfulness	Conformity	Tradition	Security	Power	Achieve-ment	Enjoyment in life	Stim-ulation	Self-Direction
#1 mailed	27.0%	28.7%	6.8%	4.8%	10.0%	.2%	4.8%	4.8%	1.1%	11.9%
#2 internet	17.7%	32.6%	4.7%	7.0%	13.7%	1.0%	3.8%	6.6%	1.0%	11.8%
Q2a. Now select the ONE that is LEAST IMPORTANT to you.										
	Broad-mindedness	Helpfulness	Conformity	Tradition	Security	Power	Achieve-ment	Enjoyment in life	Stim-ulation	Self-Direction
#1 mailed	5.9%	1.0%	7.8%	9.3%	1.1%	57.1%	1.6%	6.7%	8.3%	1.3%
#2 internet	4.4%	.9%	9.9%	6.0%	1.1%	55.3%	2.5%	5.8%	12.8%	1.2%

Table 35. Values (continued)

Q3. Please rate how important each of the follow is to you.									
Q3a. Broad-mindedness									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed	.3%	3.1%	5.4%	3.7%	10.8%	11.7%	18.0%	21.7%	25.3%
#2 internet	.9%	2.1%	3.7%	5.6%	10.7%	15.1%	20.4%	17.7%	24.0%
Q3b. Helpfulness									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed		1.4%	.9%	1.2%	2.6%	5.1%	16.8%	26.6%	45.4%
#2 internet	.3%	.6%	.3%	2.0%	4.4%	4.9%	12.1%	28.9%	46.5%
Q3c. Conformity									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed	1.8%	1.4%	4.9%	5.7%	10.1%	12.1%	12.0%	22.7%	29.3%
#2 internet	2.4%	4.8%	6.2%	7.6%	8.5%	11.4%	16.5%	21.5%	21.0%
Q3d. Tradition									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed	.9%	2.9%	8.0%	5.1%	14.2%	19.4%	14.6%	18.0%	16.9%
#2 internet	1.4%	4.8%	4.9%	8.2%	9.7%	13.1%	19.2%	19.6%	19.1%
Q3e. Security									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed		.5%	.6%	2.9%	9.1%	14.2%	17.8%	23.6%	31.2%
#2 internet	.9%	1.5%	2.5%	6.0%	8.6%	12.2%	17.3%	23.6%	27.5%

Table 35. Values (continued)

Q3f. Power									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed	5.0%	25.4%	15.6%	12.3%	12.5%	11.1%	10.3%	5.6%	2.2%
#2 internet	11.3%	25.6%	15.6%	10.3%	13.2%	8.8%	6.9%	5.2%	3.2%
Q3g. Achievement									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed	.5%	4.6%	5.7%	11.1%	12.2%	18.2%	18.4%	17.7%	11.6%
#2 internet	1.1%	5.0%	8.6%	7.9%	11.7%	19.3%	19.2%	16.0%	11.2%
Q3h. Enjoyment in life									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed	2.8%	6.5%	5.4%	6.8%	12.8%	14.7%	17.5%	20.0%	13.5%
#2 internet	1.9%	3.2%	3.3%	6.8%	12.6%	13.8%	19.6%	19.9%	18.9%
Q3i. Stimulation									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed	1.2%	9.8%	7.4%	11.8%	14.4%	19.5%	14.4%	17.2%	4.3%
#2 internet	3.4%	6.8%	10.1%	10.6%	15.0%	13.5%	20.6%	12.8%	7.1%
Q3j. Self-direction									
	Opposed to my principles	Not Important (1)	(2)	(3)	(4)	(5)	(6)	(7)	Of supreme importance (8)
#1 mailed	.8%	1.5%	1.7%	3.1%	10.0%	14.0%	21.3%	22.9%	24.8%
#2 internet	.7%	1.7%	1.9%	5.4%	9.4%	13.7%	20.0%	23.6%	23.7%

Table 36. Concern for Traffic Safety

Q6. How concerned are you about safety on roads and highways?							
	Not At All Concerned (1)	(2)	(3)	(4)	(5)	(6)	Extremely Concerned (7)
#1 mailed	1.1%	1.6%	5.2%	9.4%	18.2%	26.1%	38.5%
#2 internet	.6%	1.7%	5.1%	12.4%	28.8%	22.5%	29.0%
Q7. "I believe the only acceptable number of deaths and serious injuries on our roadways is zero."							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	7.3%	9.2%	6.5%	12.6%	14.1%	25.9%	24.5%
#2 internet	3.7%	5.0%	8.1%	12.1%	14.5%	23.4%	33.3%
Q8. "I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."							
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
#1 mailed	3.7%	3.8%	3.8%	11.8%	7.5%	20.7%	48.6%
#2 internet	2.1%	1.0%	4.5%	6.8%	9.4%	16.2%	60.0%

Table 37. Importance of Well-Being of Others

Q9a. How important are the well-being and safety of the following people to you? -Family							
	Not at All Important (1)	(2)	(3)	Moderately Important (4)	(5)	(6)	Extremely Important (7)
#1 mailed	.8%	.5%	.3%		.5%	3.8%	94.2%
#2 internet	.1%		.2%	1.8%	2.8%	4.8%	90.2%
Q9b. How important are the well-being and safety of the following people to you? -Close friends							
	Not at All Important (1)	(2)	(3)	Moderately Important (4)	(5)	(6)	Extremely Important (7)
#1 mailed	.2%	.6%		.3%	3.1%	15.9%	79.9%
#2 internet	.1%	.1%	.6%	2.4%	4.7%	17.2%	74.9%
Q9c. How important are the well-being and safety of the following people to you? -Acquaintances / co-workers							
	Not at All Important (1)	(2)	(3)	Moderately Important (4)	(5)	(6)	Extremely Important (7)
#1 mailed	.3%	.6%	.5%	5.5%	12.8%	30.1%	50.2%
#2 internet	.5%	.9%	1.6%	8.6%	15.7%	26.1%	46.6%
Q9d. How important are the well-being and safety of the following people to you? -Strangers							
	Not at All Important (1)	(2)	(3)	Moderately Important (4)	(5)	(6)	Extremely Important (7)
#1 mailed	.9%	1.6%	5.5%	9.8%	18.4%	23.5%	40.3%
#2 internet	2.6%	2.3%	5.1%	18.2%	15.0%	18.6%	38.2%

Table 38. Support for Effective Strategies

Q39a. To what degree do you support the following strategies to increase seat belt use? -A primary seat belt law (that is a law whereby an officer can stop someone for not wearing a seat belt).							
	Not At All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	8.3%	1.9%	1.2%	12.1%	4.2%	13.3%	59.0%
#2 internet	3.2%	2.1%	2.6%	9.7%	5.3%	14.0%	63.1%
Q39b. -A workplace policy that requires all employees to wear seat belts							
	Not At All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	8.3%	3.0%	2.8%	13.6%	6.1%	11.8%	54.5%
#2 internet	6.6%	2.5%	3.5%	12.4%	8.4%	13.3%	53.3%
Q39c. -A family rule that everyone always wears a seat belt							
	Not At All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	.2%	.6%	.9%	3.6%	2.8%	7.0%	85.0%
#2 internet	1.0%	.6%	.9%	3.7%	4.1%	9.3%	80.5%

Table 38. Support for Effective Strategies (continued)

Q40a. To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving? -A primary law banning reading and typing on a cell phone while driving (that is a law whereby an officer can stop someone for violating the law).							
	Not At All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	4.2%	1.5%	.9%	6.6%	3.7%	10.0%	73.0%
#2 internet	1.0%	.5%	1.0%	7.7%	4.8%	11.5%	73.6%
Q40b. -A workplace policy that prohibits reading and typing on a cell phone while driving							
	Not At All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	7.0%	2.8%	2.8%	10.9%	4.2%	8.4%	64.0%
#2 internet	4.8%	1.5%	2.7%	9.4%	6.0%	13.3%	62.3%
Q40c. -A family rule that no one ever reads or types on a cell phone while driving							
	Not At All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
#1 mailed	1.1%	.6%	.5%	1.5%	2.9%	6.6%	86.7%
#2 internet	.6%	.6%	1.0%	3.7%	4.2%	8.4%	81.4%

9 APPENDIX D

9.1 Cultural Summary – Intervening on Seat Belt Use

The following graphs compare the means in responses between those who intervened half the time or less and those who intervened more than half the time for each component of the survey. The bar on the graph indicates the mean value for each group with a 95 percent confidence level. For each graph, the level of protection increases from left to right (noted by the increasing shade of green). When the bar of one group overlaps the bar of another group, the means are not statistically significantly different. The following graphs focus on intervening on seat belt use.

9.1.1 Cultural Summary – Attitude

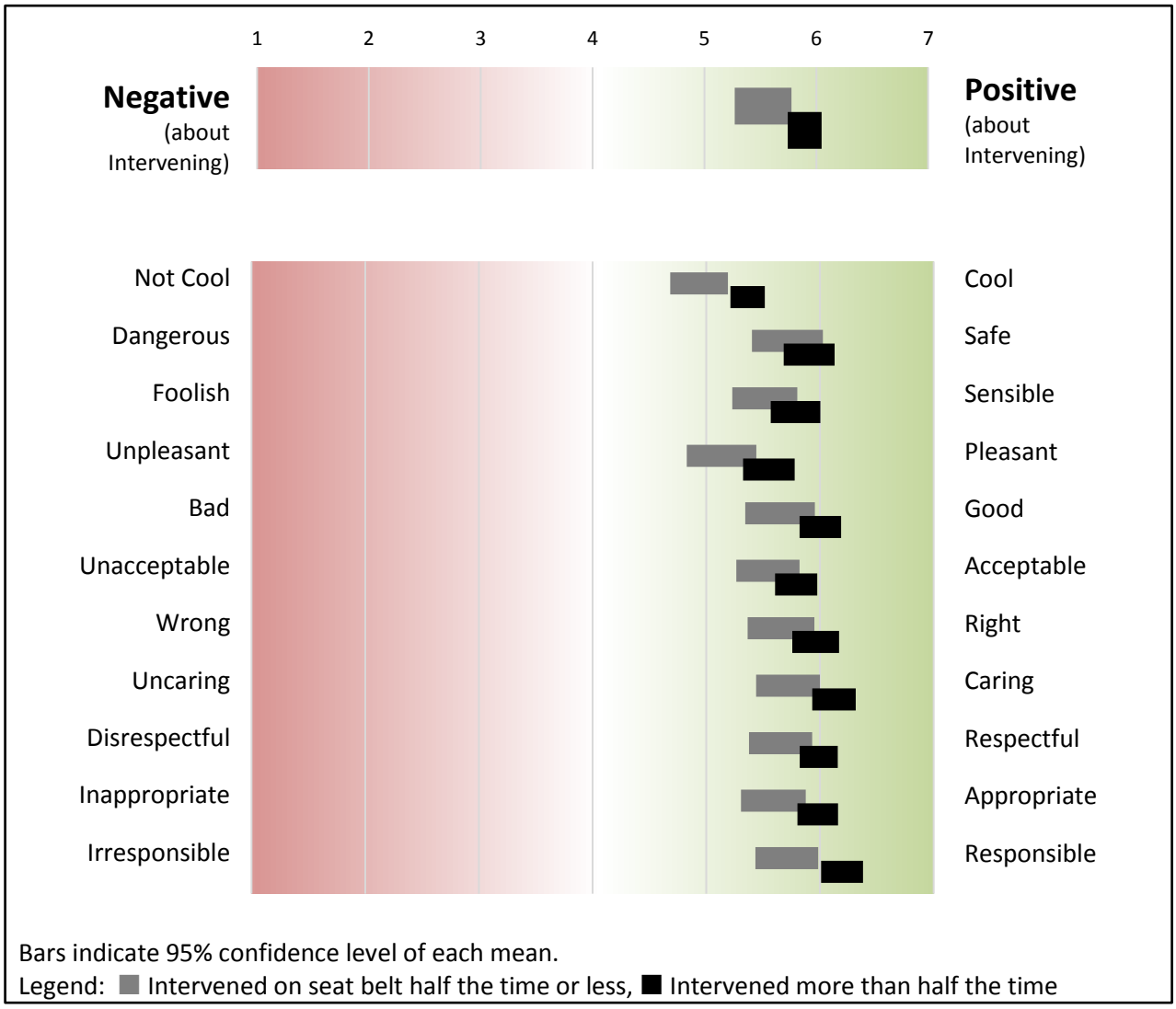

Figure 12. Means of Attitude Based on Intervening on Seat Belt Usage

9.1.2 Cultural Summary – Approval

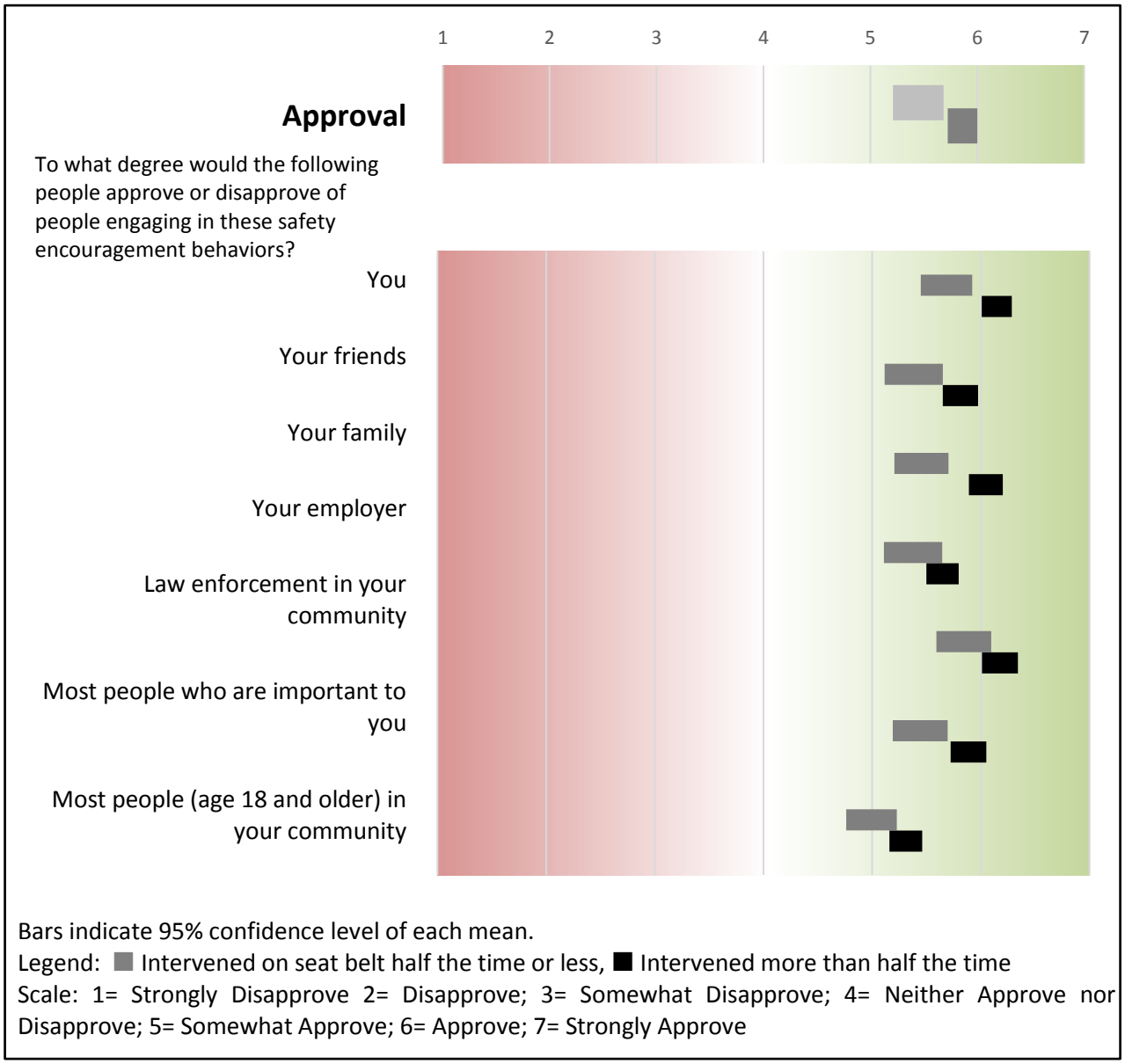

Figure 13. Means of Approval Based on Intervening on Seat Belt Usage

9.1.3 Cultural Summary – Support

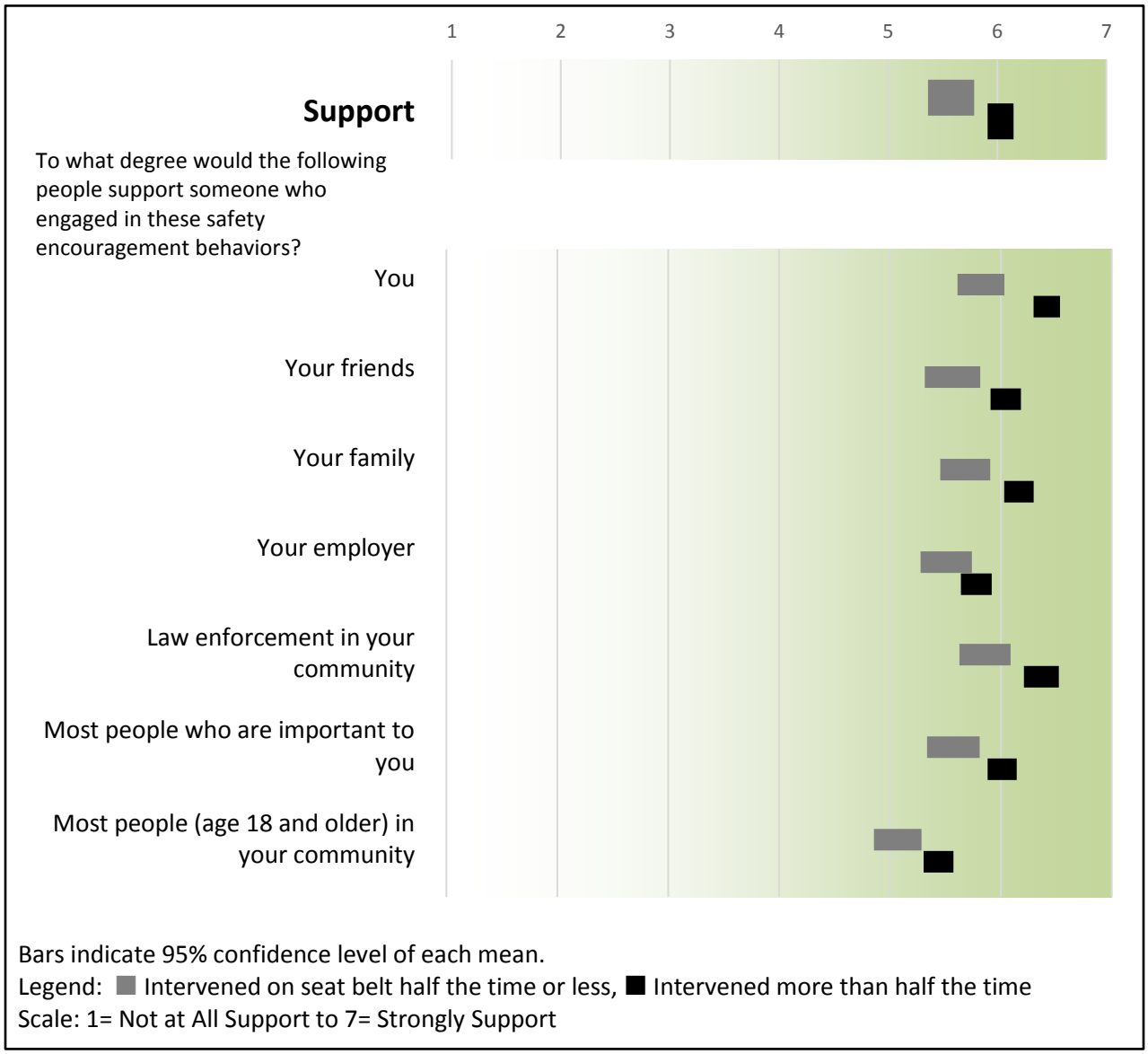

Figure 14. Means of Support Based on Intervening on Seat Belt Usage

9.1.4 Cultural Summary – Normative Beliefs (Injunctive)

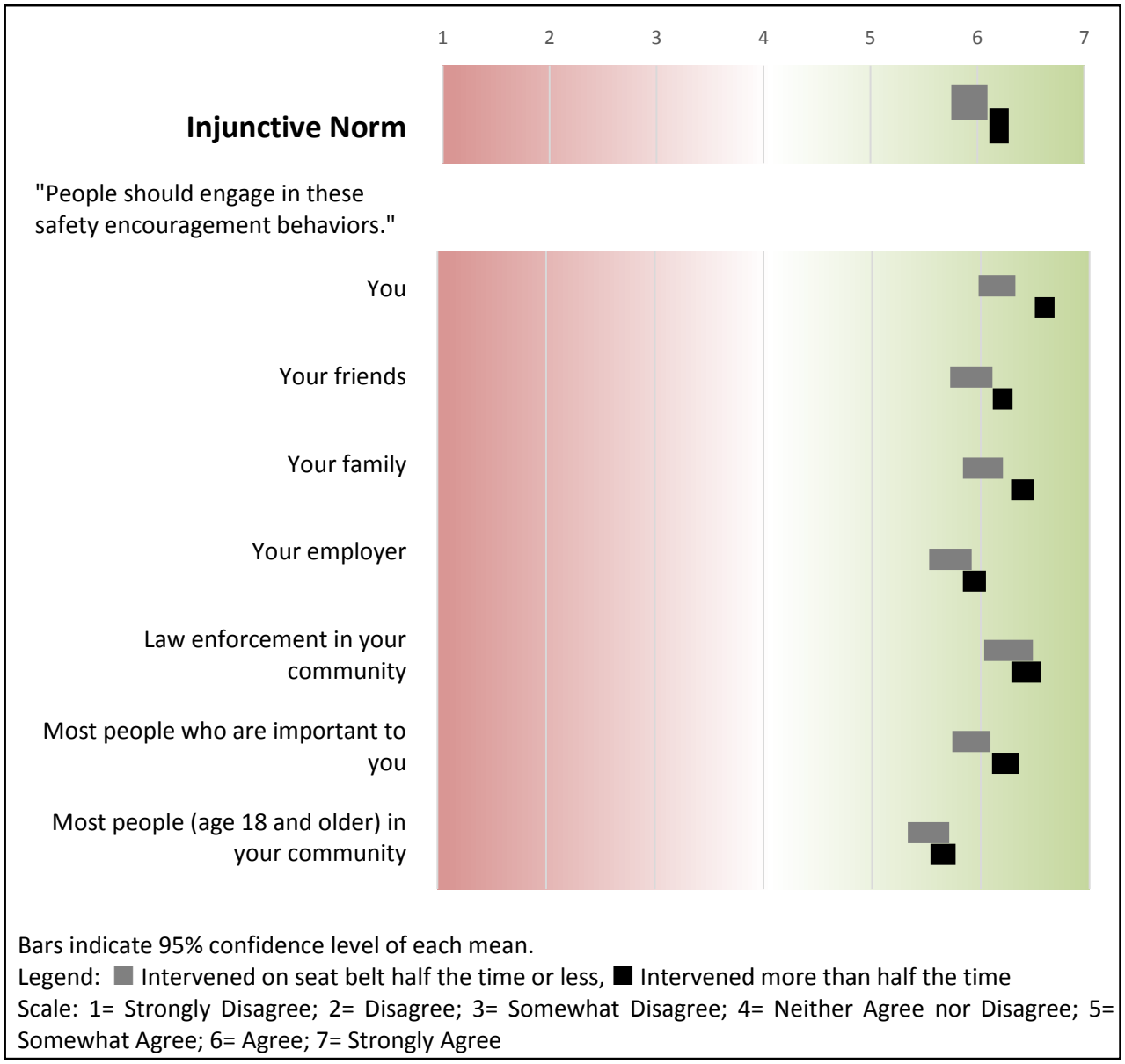

Figure 15. Means of Injunctive Norms Based on Intervening on Seat Belt Usage

9.1.5 Cultural Summary – Normative Beliefs (Descriptive)

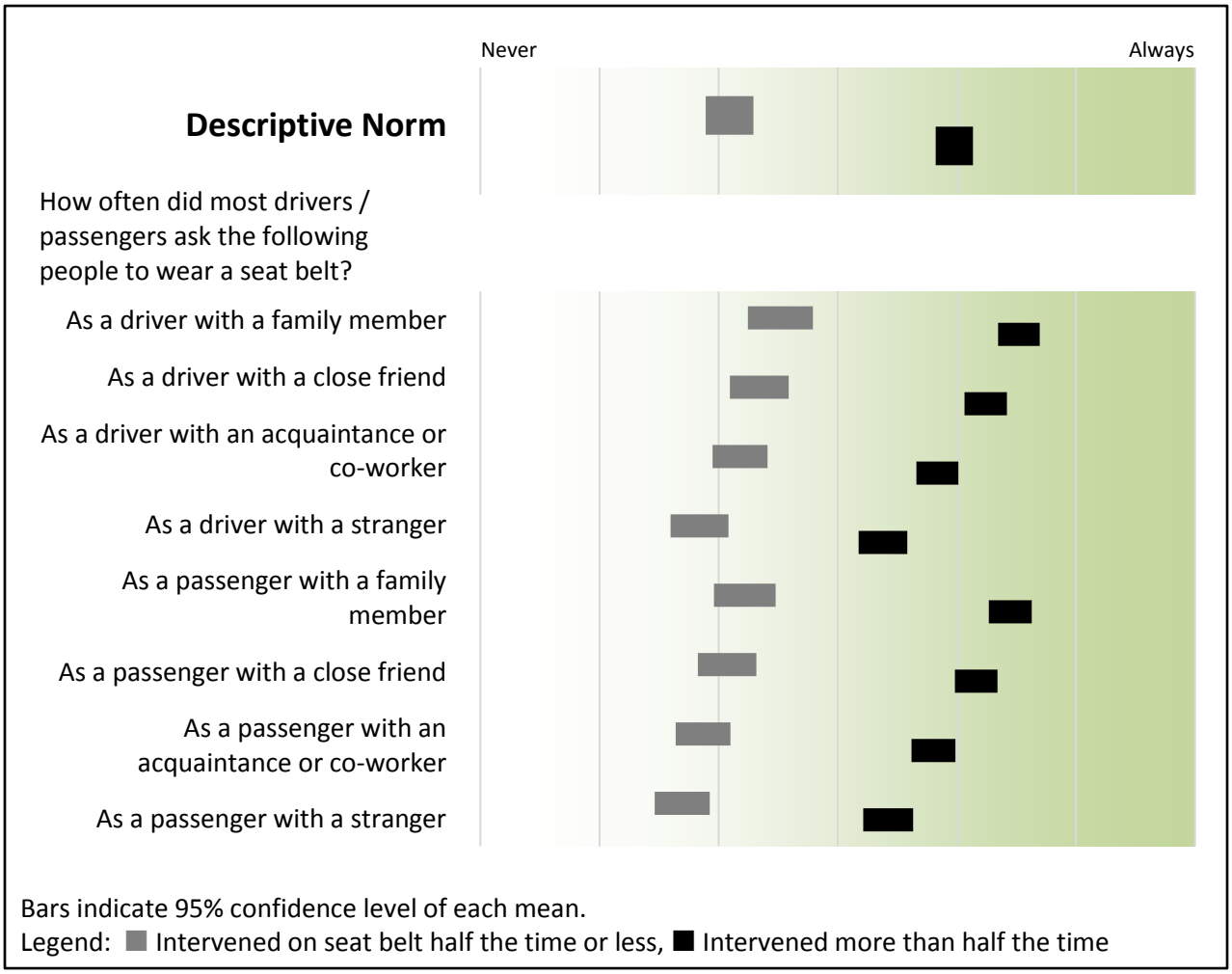

Figure 16. Means of Descriptive Norms Based on Intervening on Seat Belt Usage

9.1.6 Cultural Summary – Control Beliefs

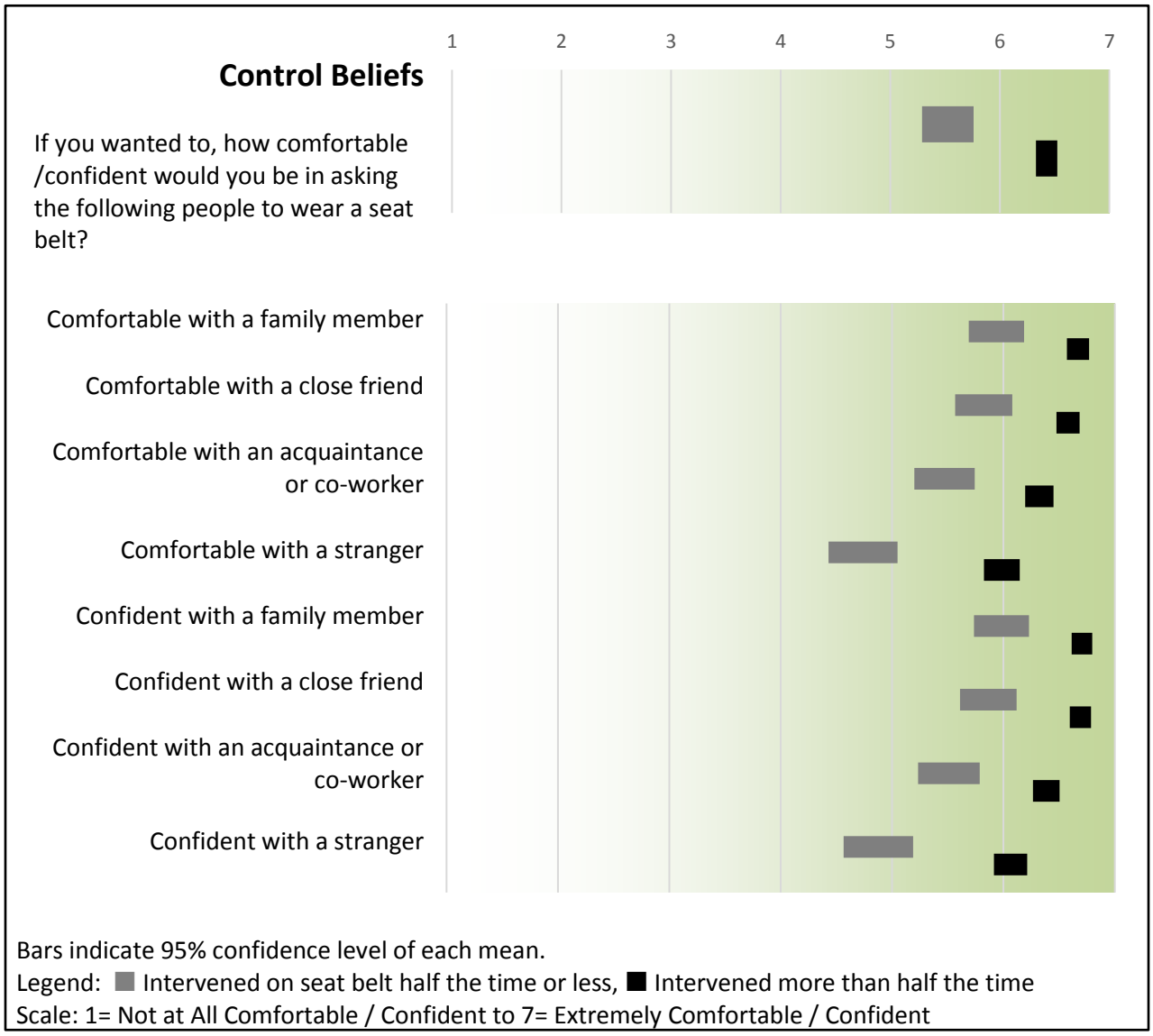

Figure 17. Means of Control Beliefs Based on Intervening on Seat Belt Usage

9.1.7 Cultural Summary – General Values

The survey also used a general values scale to measure the dominant values of respondents. Figure 18 shows the means for 10 general values for each of the two groups. The distance from the center of the graph indicates the strength of the value. The general pattern of values is similar among both groups revealing no statistically significant differences.

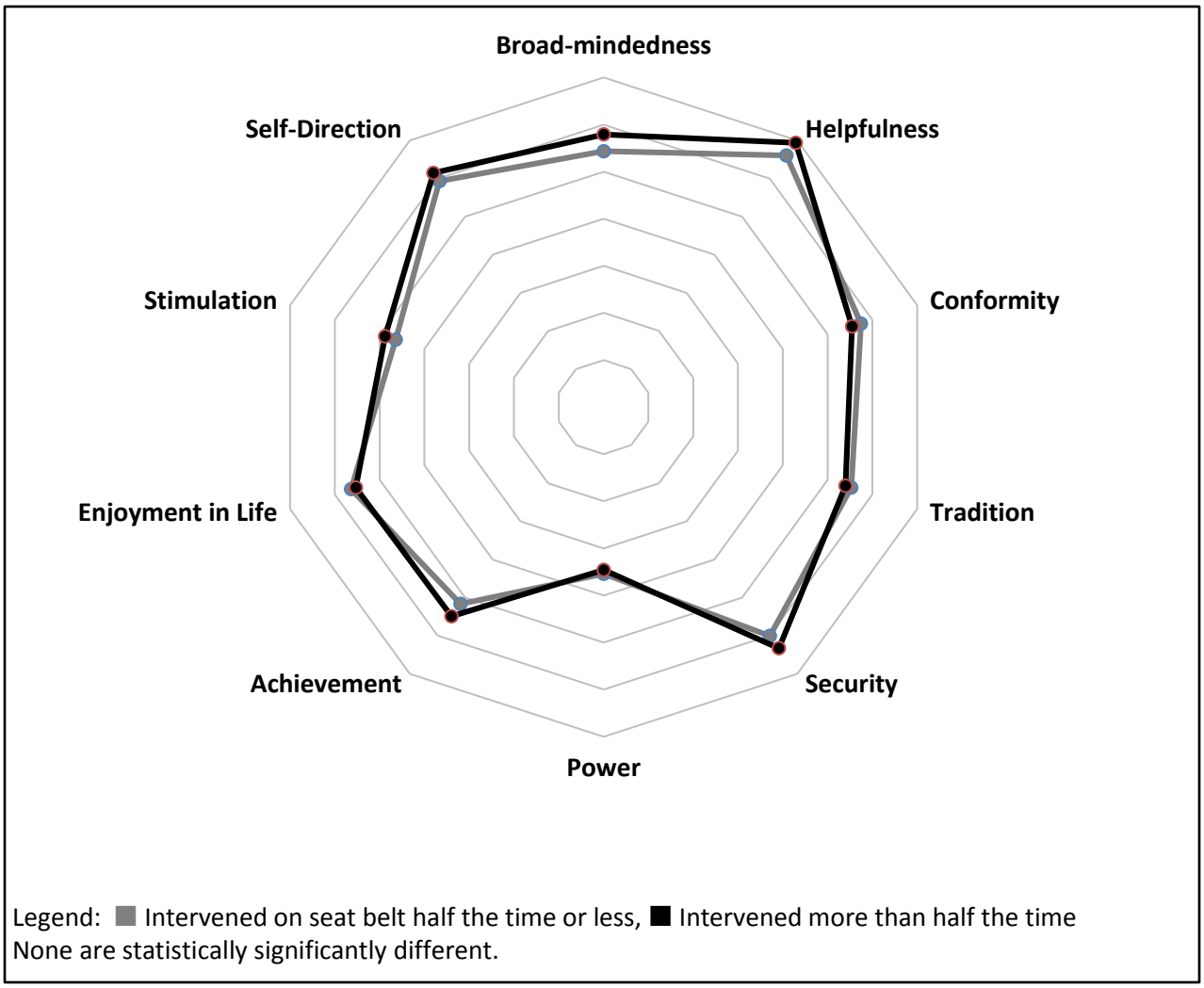

Figure 18. Means of Values Based on Intervening on Seat Belt Usage

10 APPENDIX E

10.1 Cultural Summary – Intervening on Texting

The following graphs compare the means in responses between those who intervened half the time or less and those who intervened more than half the time for each of the components of the survey. The bar on the graph indicates the mean value for each group with a 95 percent confidence level. For each graph, the level of protection increases from left to right (noted by the increasing shade of green). When the bar of one group overlaps the bar of another group, the means are not statistically significantly different. The following graphs focus on intervening on reading or typing on a cell phone while driving.

10.1.1 Cultural Summary – Overview

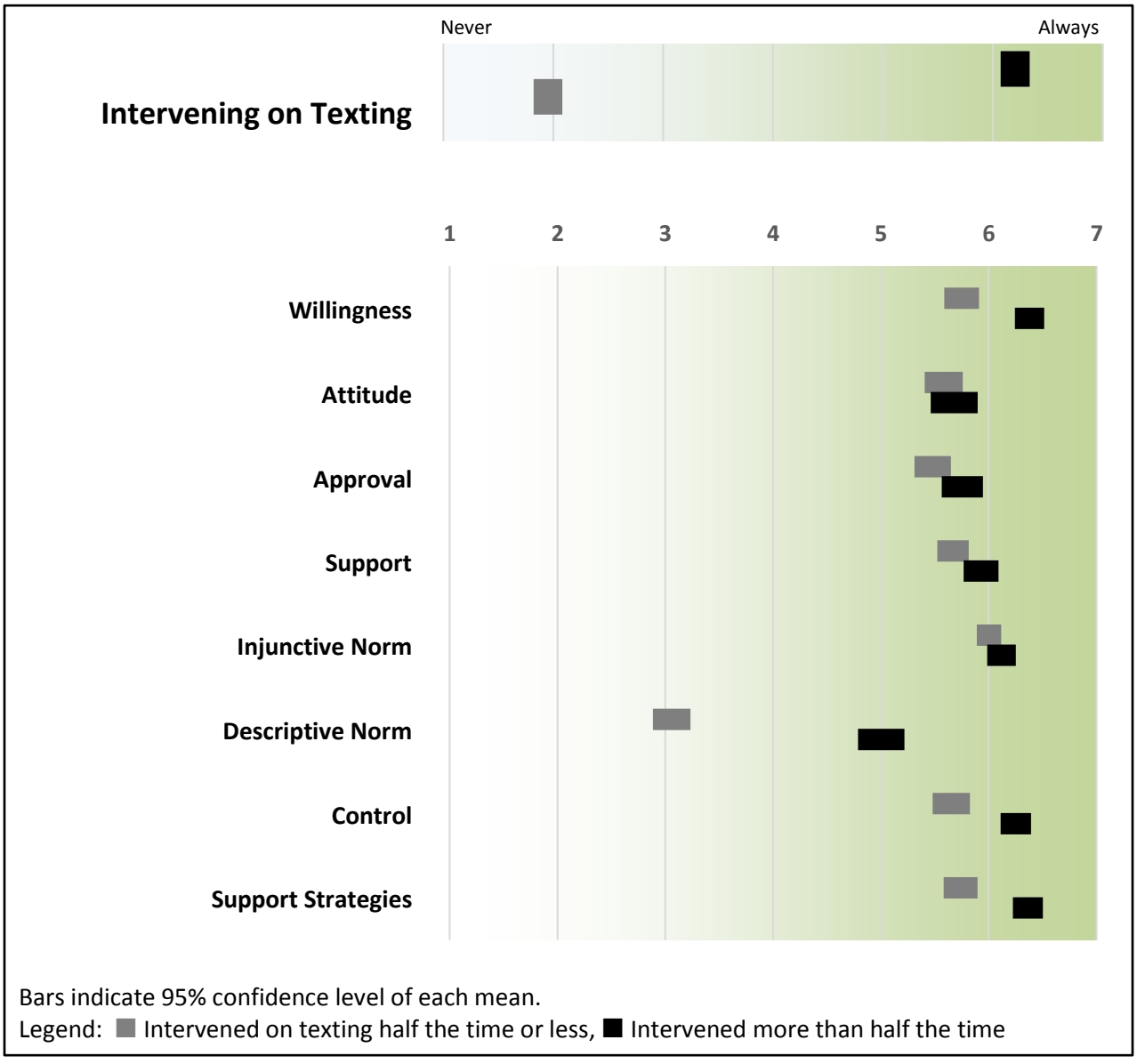

Figure 19. Summary of Means Based on Intervening on Reading or Typing on a Cell Phone

10.1.2 Cultural Summary – Attitude

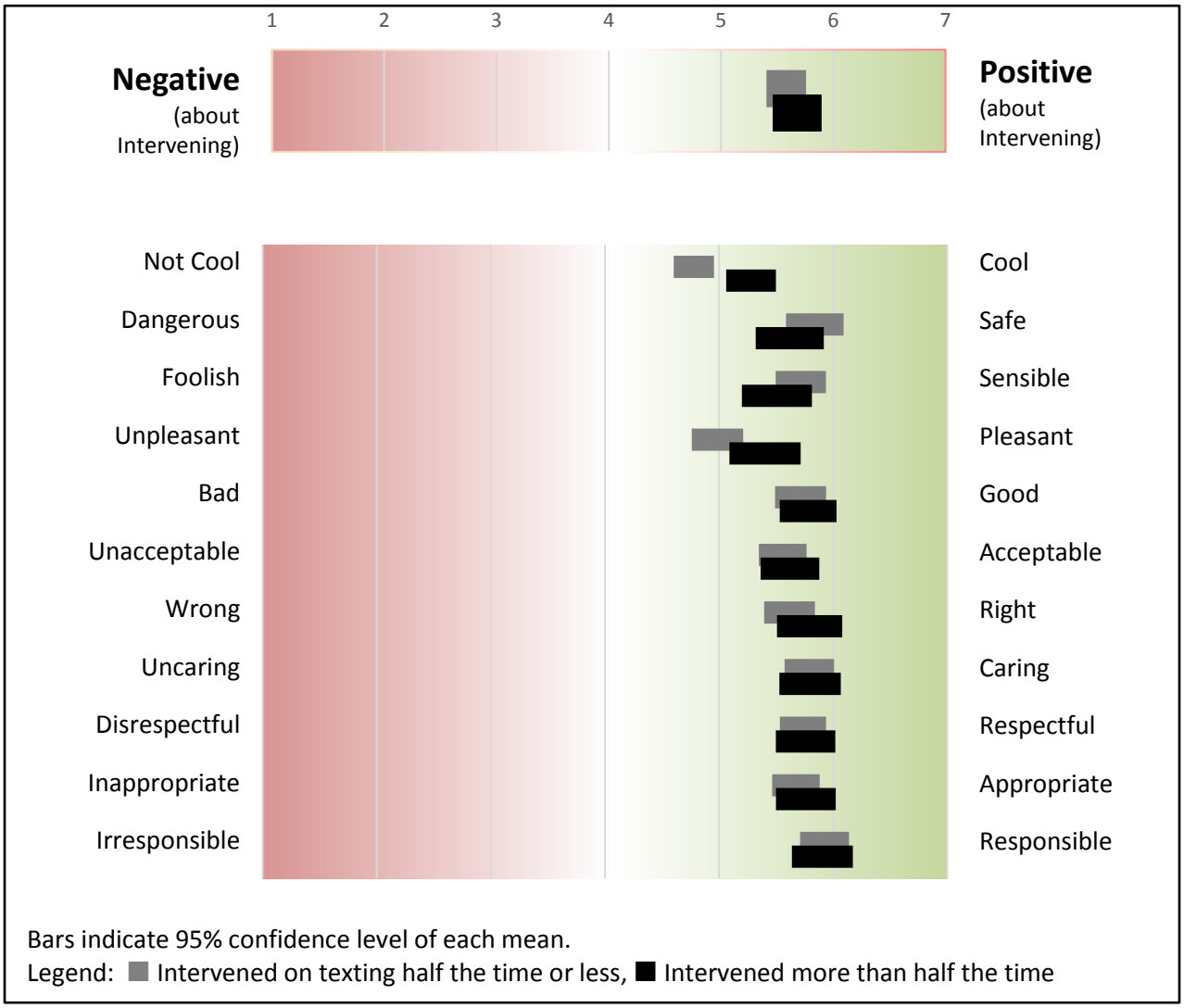

Figure 20. Means of Attitude Based on Intervening on Reading or Typing on a Cell Phone

10.1.3 Cultural Summary – Approval

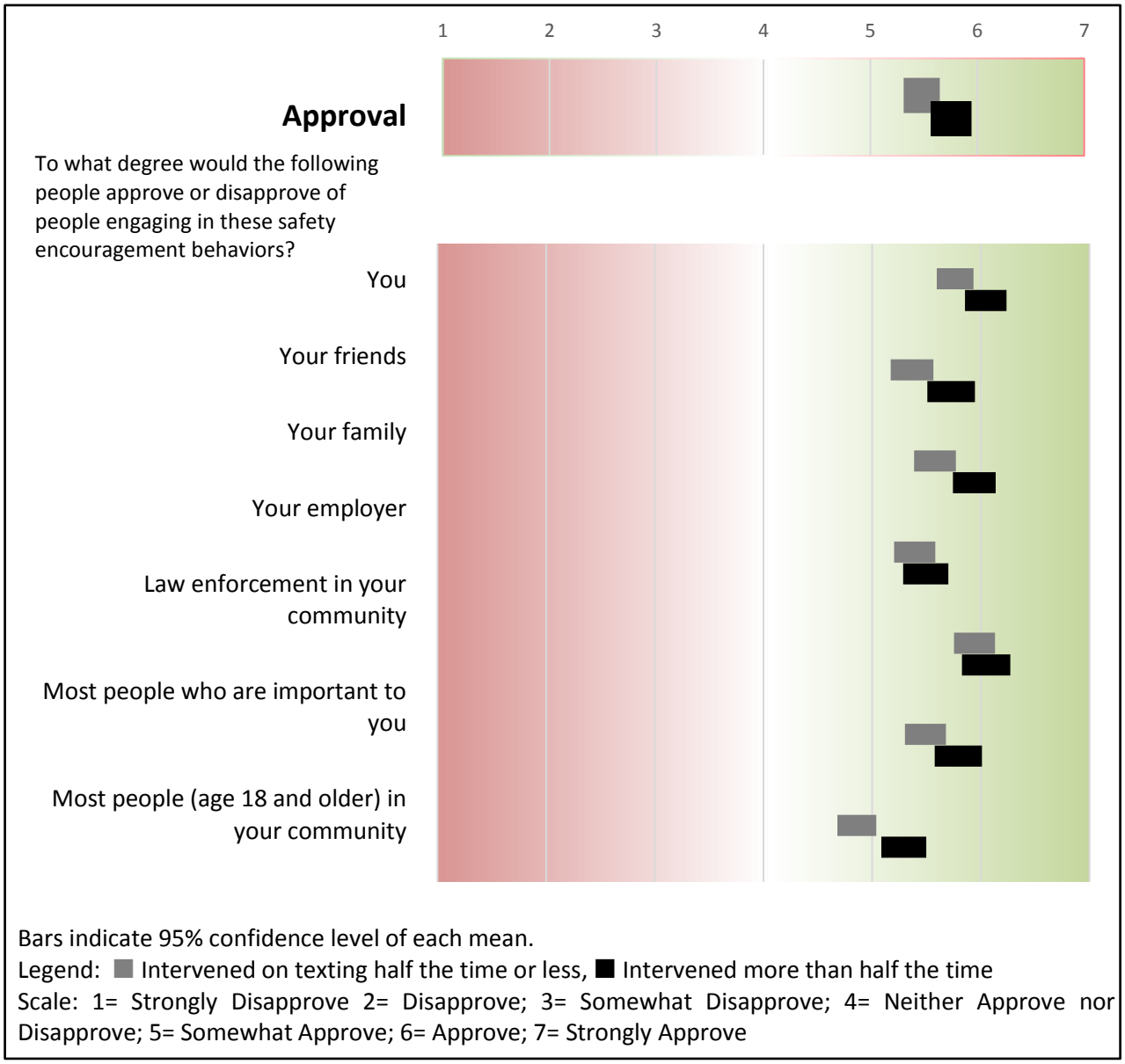

Figure 21. Means of Approval Based on Intervening on Reading or Typing on a Cell Phone

10.1.4 Cultural Summary – Support

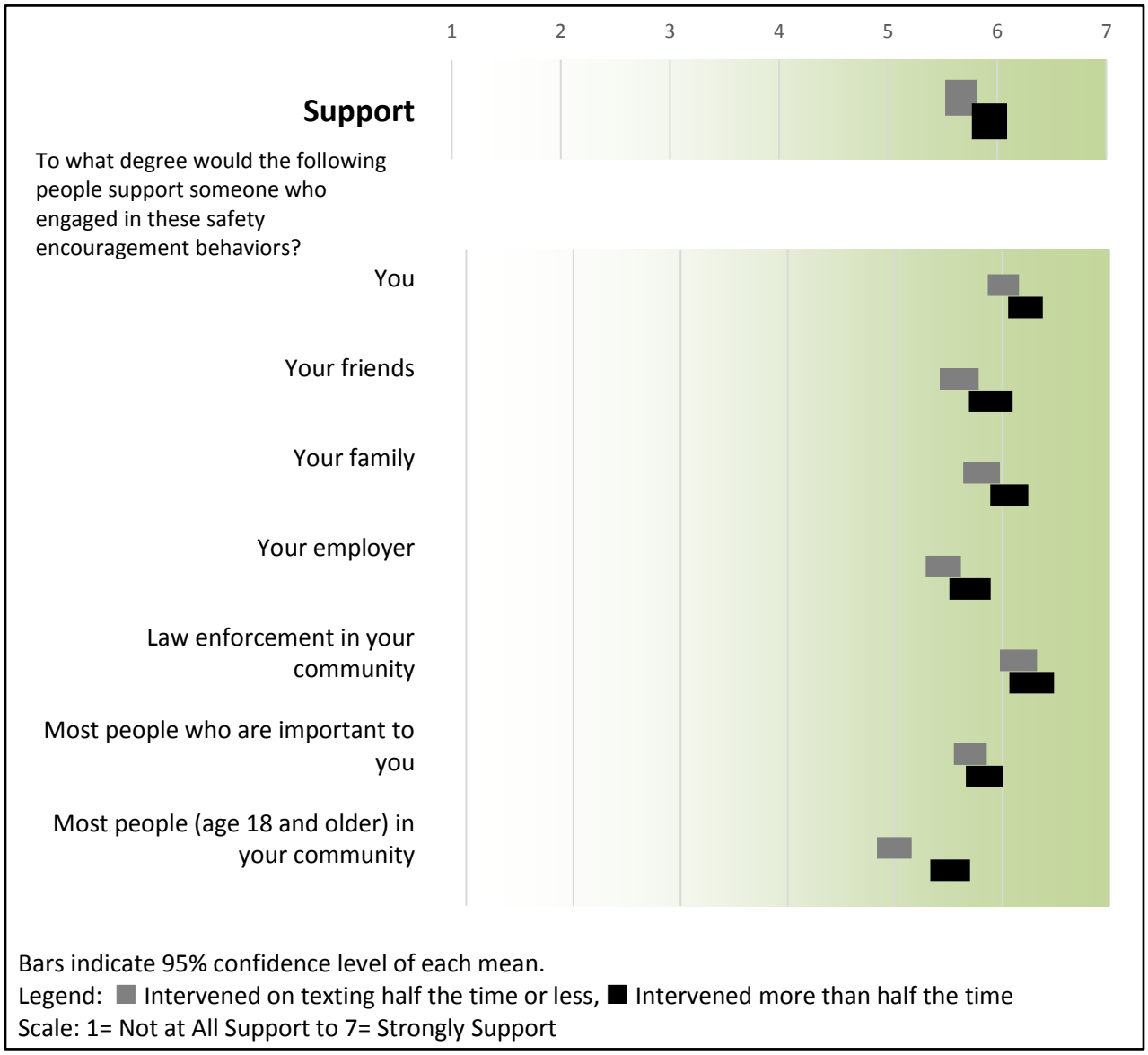

Figure 22. Means of Support Based on Intervening on Reading or Typing on a Cell Phone

10.1.5 Cultural Summary – Normative Beliefs (Injunctive)

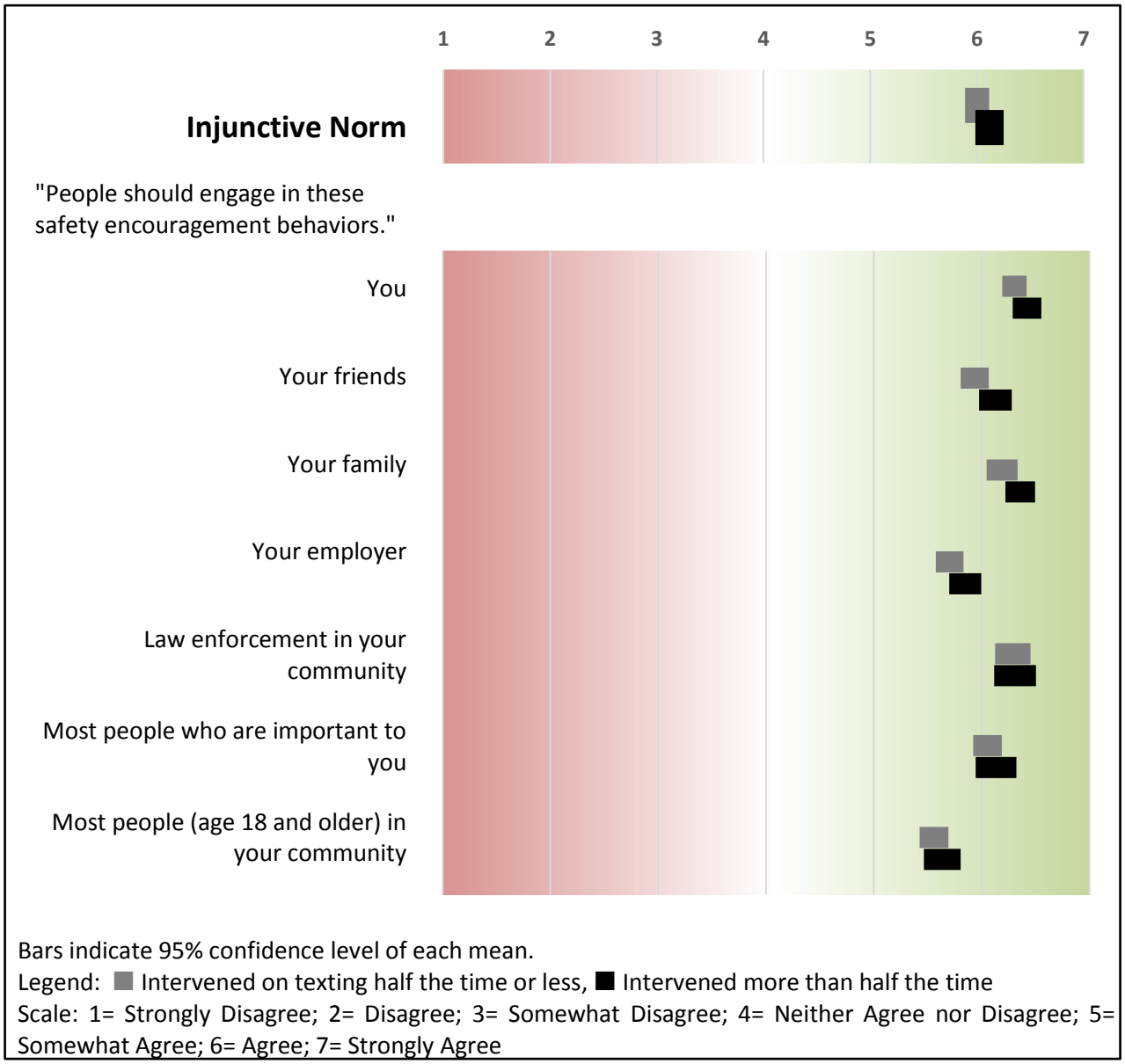

Figure 23. Means of Injunctive Norms Based on Intervening on Reading or Typing on a Cell Phone

10.1.6 Cultural Summary – Normative Beliefs (Descriptive)

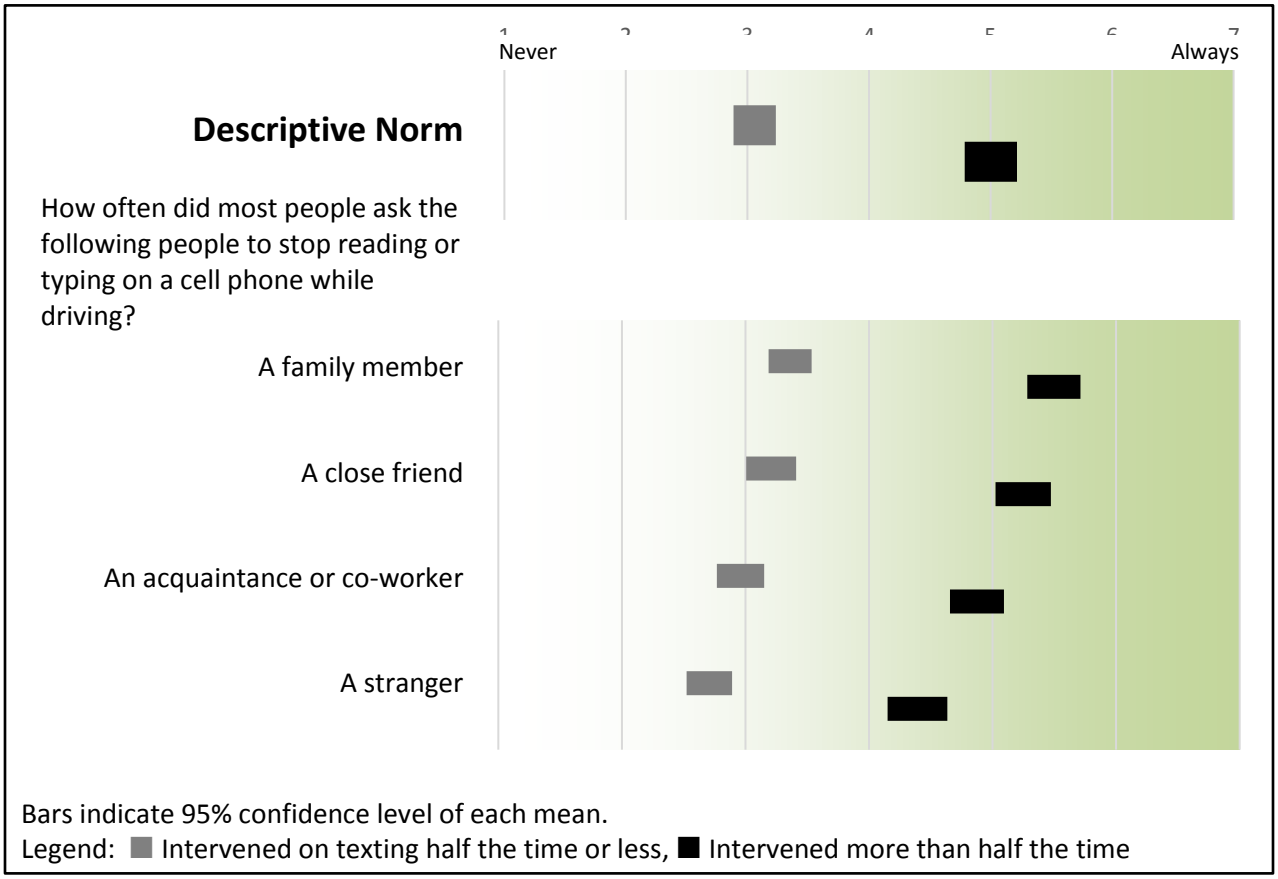

Figure 24. Means of Descriptive Norms Based on Intervening on Reading or Typing on a Cell Phone

10.1.7 Cultural Summary – Control Beliefs

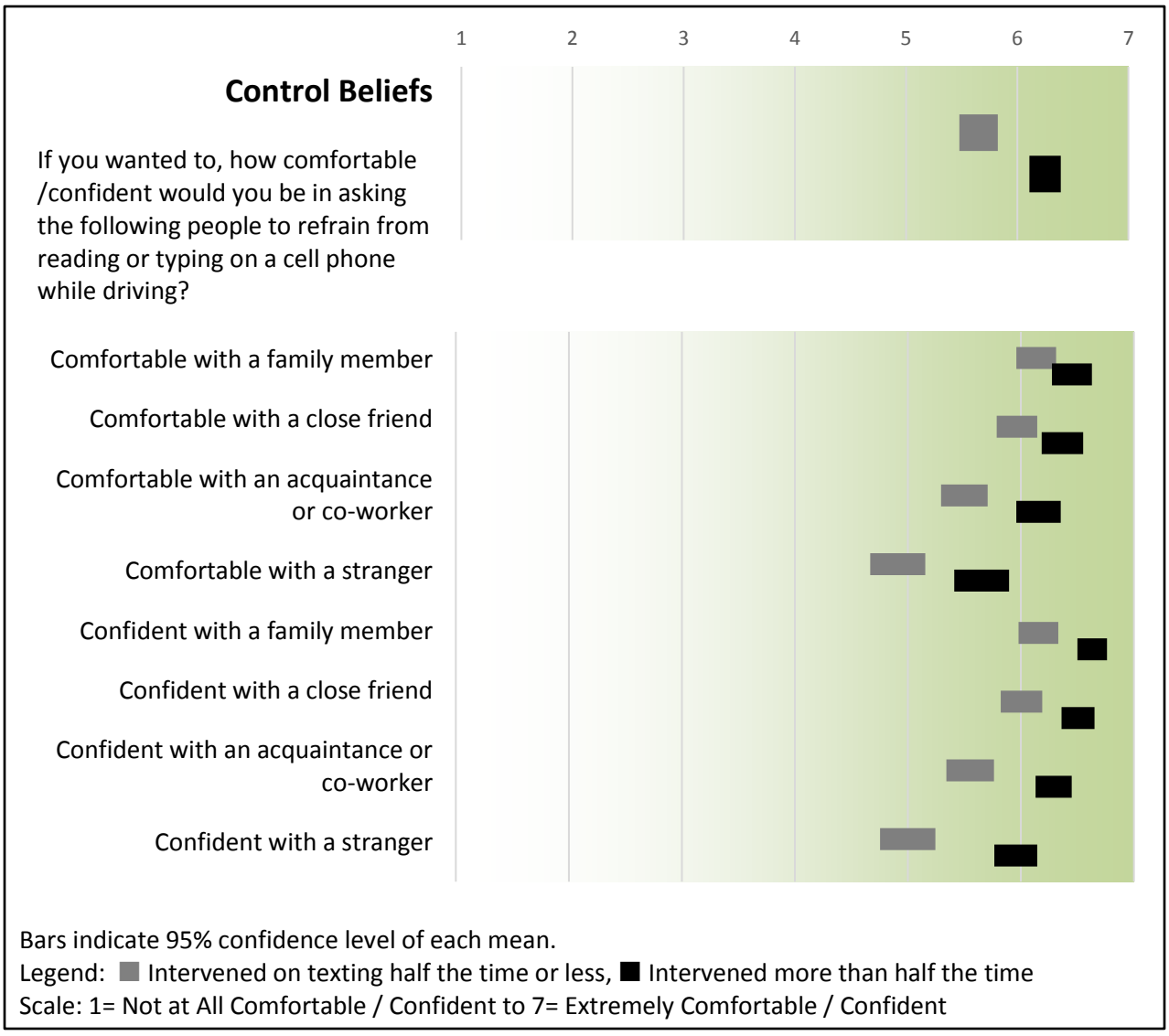

Figure 25. Means of Control Beliefs Based on Intervening on Reading or Typing on a Cell Phone

10.1.8 Cultural Summary – General Values

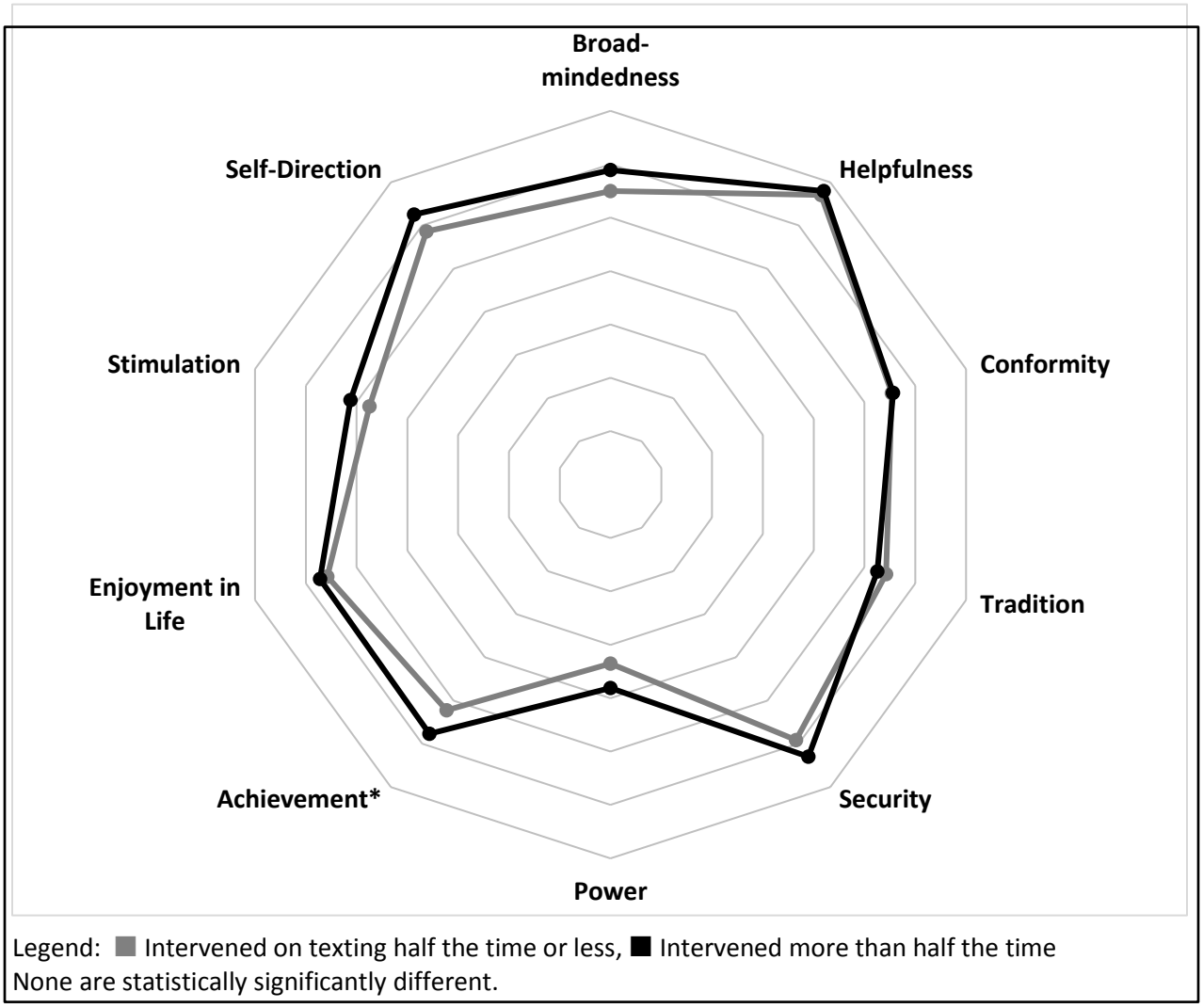

Figure 26. Means of Values Based on Intervening on Reading or Typing on a Cell Phone