

# Distracted Driving Attitudes and Behaviors Survey

Final Results Report  
Roseburg, Oregon 2016



Portland  
State  
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# Table of Contents

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- Table of Contents ..... 3**
- List of Tables and Figures ..... 4**
- Executive Summary ..... 6**
- Introduction..... 11**
- Methodology ..... 12**
  - Sampling Plan and Margin of Error ..... 13
  - Call Dispositions and Response Rates..... 13
  - Respondent Demographics..... 15
  - Future Methodological Considerations..... 17
  - Weighting ..... 17
- Findings ..... 19**
  - Phone-Related Distracted Driving ..... 19
  - Changes in Cell Phone-Related Distracted Driving ..... 42
  - Distracted Driving Laws..... 46
  - Distracted Driving Messaging and Special Efforts ..... 50
- Appendix A: Survey Instrument ..... 57**
- Appendix B: Additional Comments ..... 91**
- Appendix C: ODOT Project Materials ..... 94**

# List of Tables and Figures

---

|            |  |    |
|------------|--|----|
| Table 1:   | Survey Disposition Codes .....   | 13 |
| Table 2:   | Respondent Demographics—Unweighted (N=378) .....   | 15 |
| Table 3:   | Calculated Weights for Gender and Age Groups.....  | 17 |
| Table 4:   | Gender by Age Weights Across Respondent Types .....  | 18 |
| Table 5:   | Electronic Devices or Capabilities Available While Driving .....                                 | 19 |
| Figure 1:  | Frequency of Driving with Cell Phone .....   | 20 |
| Figure 2:  | Drivers Who Make or Answer Cell Phone Calls While Driving .....                                  | 21 |
| Figure 3:  | Cell Phone Usage While Driving by Age .....  | 21 |
| Table 6:   | Reasons for NOT Making or Answering Cell Phone Calls While Driving .....                         | 22 |
| Figure 4:  | Willingness to Make or Answer Phone Calls Using Hands-Free System While Driving .....            | 22 |
| Table 7:   | Reasons for Not Using Hands-free System While Driving .....                                      | 23 |
| Table 8:   | Reasons for Answering Incoming Phone Calls While Driving .....                                   | 24 |
| Table 9:   | Reasons for Making Phone Calls While Driving.....  | 25 |
| Table 10:  | Usual Ways to Make Phone Calls While Driving.....  | 26 |
| Figure 5:  | Frequency of Answering Phone Calls While Driving: Hands-Free vs. Hand-Held .....                 | 27 |
| Table 11:  | Reasons for NOT Answering Cell Phone Calls While Driving .....                                   | 28 |
| Figure 6:  | Behavior After Answering a Phone Call While Driving: Hands-Free vs. Hand-Held .....              | 29 |
| Figure 7:  | Frequency of Making Cell Phone Calls While Driving: Hands-Free vs. Hand-Held.....                | 30 |
| Table 12:  | Reasons for NOT Making Cell Phone Calls While Driving .....                                      | 31 |
| Figure 8:  | Behavior When Making a Phone Call While Driving: Hands-Free vs. Hand-Held.....                   | 32 |
| Table 13:  | Ways Driving is Different When Talking on a Cell Phone .....                                     | 33 |
| Figure 9:  | Ever Send or Read Text Messages While Driving .....  | 34 |
| Figure 10: | Text Messaging Behavior by Age .....   | 34 |
| Table 14:  | Reasons for Never Sending or Reading Text Messages While Driving.....                            | 35 |
| Figure 11: | Willingness to Send or Read Text Messages Using Hands-free System While Driving.....             | 35 |
| Table 15:  | Reasons for Not Using Hands-Free System for Texting While Driving .....                          | 36 |
| Table 16:  | Circumstances Making it More Likely to Send Text Messages While Driving.....                     | 37 |
| Figure 12: | Frequency of Sending Text Messages While Driving: Hands-Free vs. Hand-Held .....                 | 38 |
| Figure 13: | Behavior When Sending a Text Message While Driving: Hands-Free vs. Hand-Held.....                | 39 |
| Table 17:  | Ways Driving is Different When Sending a Text Message .....                                      | 40 |
| Table 18:  | Ways Driving is Different When Reading Text Messages .....                                       | 41 |
| Figure 14: | Change in Overall Cell Phone Use While Driving since April 2016 .....                            | 42 |
| Table 19:  | Reasons for DECREASE in Overall Frequency of Cell Phone Use While Driving Since April 2016 ..... | 43 |
| Table 20:  | Reasons for INCREASE in Overall Frequency of Cell Phone Use While Driving Since April 2016 ..... | 43 |
| Figure 15: | Change in Overall Text Messaging While Driving since April 2016 .....                            | 44 |

Table 21: Reasons for DECREASE in Overall Frequency of Text Messaging While Driving Since April 2016 ..... 45

Table 22: Reasons for INCREASE in Overall Frequency of Text Messaging While Driving Since April 2016 ..... 45

Figure 16: Oregon Has a Law Banning Talking on Hand-Held Cell Phones While Driving ..... 46

Figure 17: Support the Law Banning Talking on a Hand-Held Cell Phone While Driving ..... 46

Figure 18: Likelihood of Receiving a Ticket for Talking on a Hand-Held Cell Phone While Driving in Roseburg Oregon ..... 47

Figure 19: Oregon Has a Law Banning Text Messaging While Driving ..... 48

Figure 20: Support the Law Banning Text Messaging While Driving ..... 48

Figure 21: Likelihood of Receiving a Ticket for Texting While Driving in Roseburg Oregon ..... 49

Figure 22: Saw or Heard Distracted Driving Messages or Police Efforts to Enforce Hand-Held Cell Phone Laws in Roseburg Oregon ..... 50

Figure 23: Driving Frequency of Respondents Exposed to Messaging and Efforts to Reduce Distracted Driving in Roseburg Oregon..... 51

Table 23: Sources of Messaging to Reduce Cell Phone-Related Distracted Driving..... 52

Figure 24: Categorized Sources of Messaging to Reduce Cell Phone-Related Distracted Driving ..... 53

Figure 25: Categorized Sources of Messaging to Reduce Cell Phone-Related Distracted Driving by Age Group..... 54

Figure 26: Categorized Sources of Messaging to Reduce Cell Phone-Related Distracted Driving by Driving Frequency ..... 55

Figure 27: Frequency of Exposure to Messaging and Efforts to Reduce Distracted Driving ..... 56

Table 24: Messages Seen or Heard in April 2016 ..... 56



# Executive Summary

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The Distracted Driving Attitudes and Behaviors Survey was conducted in Roseburg Oregon in May 2016 by Survey Research Lab (SRL) at Portland State University (PSU) on behalf of the Oregon Department of Transportation (ODOT) Transportation Safety Division. The survey gathered data on public behaviors and knowledge regarding traffic safety issues with residents of Roseburg after a high visibility enforcement and outreach campaign was carried out in April 2016. This study was based on a national survey conducted in 2012 by the U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA) and a similar survey conducted with Bend, Oregon residents in 2015. The SRL worked collaboratively with ODOT to revise the 2015 Bend Distracted Driving survey, develop a sampling plan, and implement the citywide phone survey. A total of 378 Roseburg area residents completed the survey, with an overall response rate of 14.73% and a sampling error of  $\pm 4.99\%$ .

The data were weighted to represent the Roseburg Oregon population for both gender and ages. Readers are cautioned to note the sample sizes included with each table and figure of the findings. Not all respondents were asked all questions based on survey item skip patterns; therefore, some of the data are being presented on small groups of respondents.

## Phone-Related Distracted Driving

- **Driving Frequency:** The majority (70.4%) of the respondents reported driving Every Day or Almost Every Day (16.7%).
- **Cell Phone Usage:** Only respondents who have a cell phone accessible while driving were included in the survey. Almost two-thirds (66.1%) of respondents reported being in a household that had both landline and cell phones and another one-third reported being in a cell phone only household (33.3%). Over half of the respondents (55.1%) reported completing the survey on a cell phone.
- **Hands-free Capability:** Just over half (54.6%) of respondents reported having at least one hands-free mechanism available to them in their vehicles. These included (a) wireless phone system built into the vehicle, (b) hands-free Bluetooth accessory for a cell phone, and (c) some other hands-free mechanism.
- **Making or Answering Cell Phone Calls While Driving:** Just about half (50.7%) of respondents reported ever making or answering cell phone calls while driving. The age group with the highest reported cell phone usage while driving was 25- to 34-year-olds (75.0%), followed by 35- to 44-year-olds (68.8%), 16- to 24-year-olds (47.6%) and 45- to 64-year-olds (45.7%). The lowest reported cell phone usage while driving was for respondents 65 years or older (38.0%). Nearly two-thirds of the respondents were either Almost Always (45.3%) or Always (20.5%) willing to use their hands-free system to make or answer cell phone calls. Respondents who reported NOT making or answering calls while driving reported that the most common reasons were Safety (67.7%) and It's Illegal (23.4%).

- **Reasons for Answering or Making Cell Phone Calls While Driving:** Based on responses to previous items in the survey, respondents could be designated as Always Hands-Free, Always Hand-Held or Both Hands-Free and Hand-Held cell phone users. The most common reason for **answering** cell phone calls while driving was the Call Is from Someone I Know for all three types of drivers: Always Hands-Free (31.1%), Always Hand-Held (28.8%), and Both Hands-Free and Hand-Held (44.9%). The most common reasons for **making** cell phone calls while driving were Work-related for Always Hands-Free drivers (28.5%), I Never Make Phone Calls While Driving for Always Hand-Held drivers (44.3%), and If Directions or Other Information is Needed for Both Hands-Free and Hand-Held drivers (26.0%).

When asked about the usual way of **making** phone calls while driving, the most common methods were Voice-Dial Using a Hands-Free Mechanism or Bluetooth Accessory for Always Hands-Free (61.7%) and Both Hands-Free and Hand-Held (60.3%) drivers, and Voice-Dial Directly Through My Phone Using a Hands-Free Mechanism That's Not Bluetooth for Always Hand-Held drivers (48.5%).

- **Hands-Free versus Hand-Held Cell Phone Usage While Driving:** For another series of survey items, respondents were categorized into either Hands-Free or Hand-Held cell phone users. The respondents who reported a combination of Both Hands-Free and Hand-Held cell phone use were asked the same series of questions for each mode of calling. A much larger proportion of Hands-Free cell phone users reported Almost Always (44.3%) or Always (27.2%) **answering** phone calls while driving; whereas, a much larger proportion of Hand-Held cell phone users reported Never (29.7%) or Rarely (27.8%) **answering** calls while driving. The most common reasons for NOT **answering** cell phone calls while driving were Importance of Call, Who Is Calling (51.3%) for Hands-Free drivers and it being Unsafe (57.0%) for Hand-Held drivers. When **answering** a phone call, Hands-Free drivers were much more likely to Continue Driving While Completing the Phone Conversation (96.0%) compared to Hand-Held drivers (51.3%). Hand-Held cell phone users were more likely to Hand the Phone to a Passenger to Answer (59.3%) or Promptly Pull Over to a Safe Location Before Talking (47.7%) than Hands-Free users (27.3% and 25.4%, respectively).

Hands-Free drivers were more likely to Rarely (30.7%), Never (22.5%) or Sometimes (22.5%) **make** a cell phone call while driving, while Hand-Held users were more likely to Never (49.7%), Rarely (30.7%) or Sometimes (15.5%) **make** calls while driving. The most common reasons for NOT **making** cell phone calls while driving was that it is Unsafe for both Hands-Free (57.4%) and Hand-Held (65.9%) drivers. When **making** a phone call, Hands-Free drivers are much more likely to Continue Driving While Completing the Phone Conversation (94.3%) compared to Hand-Held drivers (51.6%). Hand-Held drivers were more likely to Hand the Phone to a Passenger to Make the Call (54.5%) or Pull Over to a Safe Location Before Talking (52.0%).

All respondents who reported making or answering cell phone calls while driving were asked how they believe their driving is different while talking on a cell phone. The most common answer was No Difference for both Hands-Free (57.9%) and Hand-Held (37.7%) cell phone users. Being Distracted or Not as Aware of Things was the second most common reason for both Hands-Free (27.9%) and Hand-Held (32.0%) cell phone users.

- **Sending and Reading Text Messages While Driving:** Only about one-quarter (24.2%) of the respondents reported ever sending or reading text messages while driving. The age groups with the highest reported text messaging while driving were 16- to 24-year-olds (53.7%) and 35- to 44-year-olds (46.9%). The lowest reported text messaging behavior while driving was for those 65 years or older (4.7%) and 45- to 64-year-olds (15.5%). Respondents who reported NOT sending or reading text messages while driving reported that the most common reasons were Safety (62.2%) and Preference, Dislike Texting, or Limited Cell Phone Use (24.5%).

There was a lot of variability across the responses for willingness to send or read text messages using their hands-free system while driving, with a slightly larger proportion of respondents reporting Rarely (29.7%) than Sometimes (24.9%) willing to send or read text messages using a hands-free system while driving. Looking at the two ends of the scale, proportionally more respondents reported being either Rarely or Never (48.3%) willing to send or read text messages using a hands-free system while driving than either Always or Almost Always (25.5%) willing. The most common reasons for NOT using their hands-free system for texting while driving were Safety Concerns (22.6%), Hands-free System is Too Complicated or I Don't Know How to Use it (20.6%), Hands-free System Doesn't Work Well (18.5%), and Driving Conditions, Traffic, Weather (17.6%).

Respondents who reported sending or reading text messages while driving were asked what would make them more likely to SEND text messages while driving. The most common circumstance was How Important the Message Is (36.5%), followed by Not Applicable, I Don't Send Text Messages While Driving (23.3%), and Making or Responding to a Quick or Short Message (13.6%).

- **Hands-Free versus Hand-Held Text Messaging While Driving:** For another series of survey items, respondents were categorized into either Hands-Free or Hand-Held cell phone users. The respondents who reported a combination of Both Hands-Free and Hand-Held cell phone use were asked the same series of questions for each mode of calling. Hands-Free cell phone users were more likely to Sometimes (36.4%), Rarely (29.3%) or Never (23.0%) send a text message while driving. Hand-Held cell phone users were more likely to Rarely (38.3%), Never (36.8%) or Sometimes (20.3%) send a text message while driving. Both groups were extremely unlikely to report Always (4.4% Hands-Free, 3.2% Hand-Held) or Almost Always (6.9% Hands-Free, 1.5% Hand-Held) sending text messages while driving. When **sending** a text message, Hands-Free drivers are more likely to Continue Driving While Completing the Phone Conversation (53.2%) compared to Hand-Held drivers (40.6%). Hand-Held drivers were more likely to Wait to Reach a Red Light or Stop Sign to Send the Message (78.6%), Hand the Phone to a Passenger to Answer (67.2%), or Pull Over to a Safe Location (34.7%) than Hands-Free drivers (54.8%, 32.8%, and 26.1%, respectively).

All respondents who reported **sending** text messages while driving were asked how they believe their driving is different while texting. The most common answers for Hands-Free cell phone users was No Difference (65.5%) and Distracted or Not as Aware of Things (18.2%). For Hand-Held cell phone users the most common answers were Distracted or Not as Aware of Things (59.0%) and No Difference (17.6%). Respondents who reported **reading** text messages while driving were asked how they believe their driving is different. The most common answers for Hands-Free cell phone users was No Difference (57.5%) and Distracted or Not as Aware of Things (11.4%). For Hand-Held cell phone users the most common answers were Distracted or Not as Aware of Things (55.4%) and No Difference (13.1%).



## Changes in Cell Phone-Related Distracted Driving

- **Change in Cell Phone Use While Driving since April 2016:** Since the driving safety campaign was implemented in Roseburg Oregon in April 2016, the majority of respondents reported that their cell phone use while driving Stayed the Same (80.0%), with a small proportion of people Decreasing their use (17.5%). The most common reasons for respondents decreasing their cell phone usage were Fewer People Calling (23.6%), Driving Less (19.5%), Increased Awareness of Safety (17.0%), Less Use in General (16.3%), Trying to Use Phone Less (13.8%), Saw a Distracted Driving Campaign (14.0%), and Law that Bans Cell Phone Use (13.5%).
- **Change in Text Messaging While Driving since April 2016:** Since the driving safety campaign was implemented in Roseburg Oregon in April 2016, the majority of respondents reported that their text messaging frequency while driving Stayed the Same (81.8%), with a small proportion of people Decreasing their texting (13.8%). The most common reasons for respondents decreasing their text messaging were Saw a Distracted Driving Media Campaign or Community Message (30.6%), Less Text Messages in General (26.5%), Increased Awareness of Safety (18.1%), and Nothing or No Specific Reason (11.4%).

## Distracted Driving Laws in Oregon

- **Oregon Laws for Talking on Cell Phones While Driving:** The majority of respondents (85.3%) reported that Oregon has a law banning talking on a hand-held cell phone while driving, and most of the remaining respondents (11.0%) reported that there probably is a law. Most of the respondents (89.1%) support the Oregon law banning talking on a hand-held cell phone while driving. Respondents varied in their belief about the likelihood of getting a ticket for talking on a hand-held cell phone while driving in Roseburg Oregon, with nearly equal proportions of the respondents believing it is Somewhat Likely (28.9%) and Very Unlikely (26.3%), and nearly equal proportions of respondents believing it is Very Likely (19.8%) and Somewhat Unlikely (16.6%) to receive a ticket.
- **Oregon Laws for Texting While Driving:** Respondents were not as certain about texting as they were about talking on cell phones, with the majority of respondents (64.0%) reporting that Oregon has a law banning texting while driving, and many of the remaining respondents (26.8%) reporting that there probably is a law. Nearly all respondents (98.2%) support the Oregon law banning text messaging while driving. Respondents varied in their belief about the likelihood of getting a ticket for texting while driving in Roseburg Oregon, with nearly equal proportions of the respondents believing it is Somewhat Likely (25.2%), Very Unlikely (23.2%) or Very Likely (22.6%). Another 16.2% thought it was Somewhat Unlikely to get a ticket for texting while driving.

## Distracted Driving Messaging and Special Efforts

- **Exposure to Distracted Driving Messaging and Special Efforts to Enforce Hand-Held Cell Phone Laws in Bend Oregon:** Just over half (55.6%) of the respondents reported having seen or heard any special messaging regarding distracted driving or special efforts by Bend police to enforce hand-held cell phone laws. Of those respondents who reported seeing or hearing special messages or efforts, the majority (76.9%) reported that they drive every day.
- **Sources of Messaging and Special Efforts to Reduce Cell Phone-Related Distracted Driving:** The most common sources of special efforts were the Radio (27.2%), Newspaper (24.1%), News Interviews on TV (24.0%), and Local or Oregon Public Service Announcements on TV (22.4%). The individual sources of messages and special efforts were grouped into five higher order categories: TV, print media, radio, Internet, and other<sup>1</sup>. The most common categorized sources of special efforts were TV (27.0%), followed by Radio (22.5%), Other (20.6%) and Print Media (20.2%). For 16- to 24-year-olds, the most common sources were Other (35.7%), TV (28.6%) and Radio (28.6%). For 25- to 34-year-olds it was Internet (50.0%). The 35- to 44-year-olds were equally likely to see or hear those messages on the Radio (33.3%) or Other sources (33.3%). For the 45- to 64-year-olds, it was Radio (29.1%), TV (27.3%) and Print Media (21.8%). The 65 years and older group reported both TV (38.5%) and Print Media (33.3%) as primary sources of special efforts.

There was no single source of exposure to special efforts across all of the driving frequencies. TV was the most common messaging source for respondents who drive both Almost Every Day (36.4%) and a Few Days a Week (54.5%). Drivers who drove Every Day were identifying most of the sources equally, having seen messages from TV (23.5%), Radio (23.5%), Other (22.6%), and Print Media (20.0%). The only source of special efforts for people who drive a Few Days a Month was Other (100%).

- **Frequency of Exposure to Messaging and Efforts to Reduce Distracted Driving:** The largest proportion of respondents reported seeing or hearing messages regarding distracted driving a Few Days a Month (52.8%) or a Few Days a Week (25.0%).
- **Messages Seen or Heard in April 2015:** The most common message seen or heard was something related to Increased Enforcement Warnings (30.4%). “You Text, You Drive, You Pay” (13.2%) and “One Text or Call Could Wreck it All” (10.2%) were the next most common messages seen or heard. Interestingly, the most common response was Don’t Know (37.9%).

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<sup>1</sup> The Other recoded category included billboards or road signs, police officer (i.e., direct contact), friend or relative (i.e., word of mouth), witnessed more enforcement activity, local business message boards, school or vendor reader board signs, educational program, school events, and other.

# Introduction

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The Survey Research Lab (SRL) at Portland State University (PSU) assisted the Oregon Department of Transportation (ODOT) Transportation Safety Division in implementing a household phone survey of Roseburg, Oregon residents. The purpose of the survey was to gather data on public behaviors and knowledge regarding traffic safety issues with residents of Roseburg after a high visibility enforcement and outreach campaign was carried out in April 2016. This study was based on a national survey conducted in 2012 by the U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA) and a similar survey conducted with Bend, Oregon residents in 2015. The SRL worked collaboratively with ODOT to revise the 2015 Bend Distracted Driving survey, develop a sampling plan, and implement the citywide phone survey.

Survey calling started on May 18, 2016 and concluded on June 1, 2016, for a total of 15 calling days. A total of 378 Roseburg residents completed the survey. To ensure survey results were representative of the population of Roseburg, respondent age groups were monitored and a soft screening was implemented halfway through calling. The overall response rate was 14.73% and the sampling error was  $\pm 4.99\%$  based on the population of Roseburg residents who are 16 years of age and older.

This report provides a summary of the methodology employed for the survey, as well as a presentation of the findings.

# Methodology

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The SRL worked closely with ODOT research staff to review and revise the 2015 Bend Distracted Driving Survey (was based on the 2012 NHTSA survey instrument), which maintained the same question content whenever possible to allow for longitudinal comparisons with 2012 national data. The changes to existing questions were not extensive and mainly focused on editing the content for surveying in Roseburg. The main change implemented in the Roseburg Survey was editing the options provided in some of the “select all that apply” items, removing the options that had low frequencies, and adding options that appeared in high frequency in the “other” open-ends in the 2015 Bend Survey findings.

The finalized survey instrument was programmed in Voxco Virtual Call Center (VCC)<sup>2</sup> software. SRL staff conducted internal pre-testing to ensure appropriate wording of questions, correct functioning of all skip patterns, and accurate data collection. A copy of the final survey is included in Appendix A of this report.

Once the survey was finalized, a project training was conducted that included the SRL’s Senior Research Assistant, Interview Coordinators, and Research Interviewers. During the training, the SRL Senior Research Assistant provided an overview of the survey to familiarize interviewers with the context within which the survey was being conducted. This was followed by a round-table review of the entire survey in order to review the survey items, discuss idiosyncratic issues related to the population being surveyed, and clarify the investigator’s data needs. Finally, interviewers participated in on-line practice of the survey before going live. Any remaining issues were discussed with ODOT research staff and final changes were implemented.

Survey calling started on **May 18, 2016** and concluded on **June 1, 2015**, for a total of 15 calling days. Calls were made during both weekdays and weekends, in the morning, afternoon, and evening hours, until calling was complete. A final total of **378 surveys** were completed with people who reside in Roseburg and drive with a cell phone in the vehicle.

Interview Coordinators provided on-site monitoring and supervision during all calling hours to ensure the highest quality data collection, as well as accurate real-time data entry. For quality assurance purposes, the Interview Coordinators frequently monitored the Research Interviewers, with the level of monitoring varying depending upon the individual needs of each interviewer. The interview monitoring was live and involved the Coordinator patching into the telephone conversation to listen to the interviewer conducting the survey, as well as viewing the Interviewer’s input of the data being collected. The Computer Assisted Telephone Interviewing (CATT) software allowed the Coordinators to pull up the live interview on their computer screen to view the real-time typing, away from the Interviewer’s view for reduced distraction. Interviewers were then given immediate feedback. Additional quality assurance checks were conducted repeatedly throughout survey calling by the Senior Research Assistant, with a higher frequency at the beginning of calling. These included the Research Assistant reviewing the collected data and the Interview Coordinators continuously overseeing the data collection process. Any issues that came up during the survey were quickly resolved with ODOT staff.

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<sup>2</sup> <http://www.voxco.com>

# Sampling Plan and Margin of Error

The SRL worked with ODOT to develop a target number of completes based on the goals of achieving a response rate of at least 12% and being able to generalize the findings to the population of interest within Roseburg. The initial goal of completing 376 surveys was established in order to achieve a sample error of  $\pm 5\%$  and to generalize the survey findings to the population of Roseburg. Also, a sufficient number of completed surveys in each demographic age group was desired in order to conduct statistical comparisons across the age groups to determine significant differences, if any existed.

The SRL purchased a sample of 6,507 phone numbers distributed proportionally to the populations of Roseburg Oregon<sup>3</sup>. This sample consisted of 2,815 listed, 298 randomly generated unlisted, and 3,394 cell phone numbers. Once the sample was received, 3,254 (i.e., half) of the records were randomly selected numbers distributed proportionally across the sample types and formatted to be uploaded into the survey software for calling. The other half of the records purchased were not needed due to achieving the goal number of completed surveys with just half of the sample ordered.

Determining the margin of error (i.e., the level of accuracy we have in the results) requires (a) knowledge of the final sample size, (b) the population from which the sample was drawn, (c) the confidence we would like to have that the data gathered from the sample is representative of the entire population, and (d) knowledge of the population's variability on a key characteristic (Kraemer & Thiemann, 1987<sup>4</sup>; Dillman, 2000<sup>5</sup>; Fowler, 1993<sup>6</sup>). The commonly accepted value for sampling error is plus or minus five percent (denoted  $\pm 5\%$ ) and a typical confidence interval used in survey research is 95%. For the current survey, the maximum variation was used. Based on these assumptions, the achieved sample size of 376 completed surveys, and an estimated Roseburg Oregon driving age population<sup>7</sup> of 18,610, the final sampling error was  $\pm 4.99\%$ .

## Call Dispositions and Response Rates

Following the data collection period, SRL submitted a final status report to the ODOT staff that itemized the status of all the telephone numbers in the sample. The numbers were divided into two groups, active and resolved, and these two groups were further subdivided into call disposition codes. The final counts for the resolved and active disposition codes are presented in Table 1. The notations (\* and ^) are used for the response and refusal rates that will be described below. The average length of a completed survey was 11.10 minutes.

**Table 1: Survey Disposition Codes**

| <b>Disposition Codes: Resolved Records</b> | <b>Count</b> | <b>Percent of Resolved</b> | <b>Percent of Total</b> |
|--|--------------|----------------------------|-------------------------|
| Completed Interviews*                      | 378          | 28.7%                      | 11.6%                   |
| Non-working, Disconnected, Fast Busy       | 198          | 15.0%                      | 6.1%                    |
| Non-Residential                            | 54           | 4.1%                       | 1.7%                    |
| Language Barrier*                          | 11           | 0.8%                       | 0.3%                    |
| Disability Barrier*                        | 22           | 1.7%                       | 0.7%                    |
| Group Home                                 | 2            | 0.2%                       | 0.1%                    |

<sup>3</sup> Sample purchased from Marketing Systems Group, <http://www.m-s-g.com>.

<sup>4</sup> Kraemer, H.S. & Thiemann, S. (1987). *How many subjects?* Newbury Park, CA: Sage.

<sup>5</sup> Dillman, D.A. (2000). *Mail and internet surveys: The tailored design method*. NY: Wiley.

<sup>6</sup> Fowler, F.J., Jr. (1993). *Survey research methods (2<sup>nd</sup> ed.)*. Newbury Park, CA: Sage.

<sup>7</sup> US Census Bureau, American Community Survey 5-Year Estimates 2009-2013 (Table DP05). <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkml>



**Table 1: Survey Disposition Codes**

| <b>Disposition Codes: Resolved Records</b>              | Count        | Percent of Resolved | Percent of Total |
|---|--------------|---------------------|------------------|
| HH Not in or Near Roseburg                              | 111          | 8.4%                | 3.4%             |
| FAX Machine   | 8            | 0.6%                | 0.2%             |
| Cell Phone Refusal* ^                                   | 2            | 0.2%                | 0.1%             |
| Doesn't Drive with Cell Phone (per Q2)                  | 52           | 3.9%                | 1.6%             |
| Doesn't Currently Drive (per Q1A)                       | 82           | 6.2%                | 2.5%             |
| Screened Out for Age                                    | 176          | 13.4%               | 5.4%             |
| No HHMs 16+ or Child's Cell Phone                       | 3            | 0.2%                | 0.1%             |
| Don't Know/Refused Q1A (Driving Motor Vehicle)* ^       | 1            | 0.1%                | 0.0%             |
| Refused to Answer Age Screening Questions (S1 or S2)* ^ | 1            | 0.1%                | 0.0%             |
| Suspend without Callback* ^                             | 13           | 1.0%                | 0.4%             |
| Hard Refusal* ^   | 131          | 9.9%                | 4.0%             |
| Never Callback* ^                                       | 72           | 5.5%                | 2.2%             |
| <b>Total Resolved Records</b>                           | <b>1,317</b> | <b>100%</b>         | <b>40.5%</b>     |
| <b>Disposition Codes: Active Records</b>                | Count        | Percent of Active   | Percent of Total |
| Answering Machine*                                      | 1,118        | 57.7%               | 34.4%            |
| Regular Busy*   | 13           | 0.7%                | 0.4%             |
| No Answer*  | 380          | 19.6%               | 11.7%            |
| Soft Refusal (Generic Callback)*                        | 145          | 7.5%                | 4.5%             |
| Immediate Hang Up* ^                                    | 265          | 13.7%               | 8.1%             |
| <b>Total Active Records</b>                             | <b>1,937</b> | <b>100%</b>         | <b>59.5%</b>     |
| <b>Total Sample</b>                                     | <b>3,254</b> |                     | <b>100%</b>      |

Initially, the response rate goal for the telephone survey was 12%. The actual, final response rate for this survey was calculated using two methods. Response rate was first calculated using all eligible numbers in the denominator (noted with \* in Table 1; n=2,566). This included phone numbers within the resolved and active disposition codes except records that were classified as non-working, disconnected, fast busy, fax, non-residential, group homes, respondents who do not drive, respondents who do not drive with a cell phone (or other electronic devices), respondents who were not a Roseburg area resident, and respondents who were screened out for age. This calculation resulted in a **response rate of 14.73% for eligible numbers**.

The second method used in calculating the response rate was based on only resolved numbers (n=1,317), which includes both eligible and ineligible resolved records, but excludes records that are still active (i.e., unresolved). This rate represents the proportion of all resolved numbers that are actually completed surveys. This second calculation resulted in a **response rate of 28.70% for resolved numbers**.

The refusal rate was calculated using any numbers for which the prospective respondent was unwilling to complete the survey (noted with ^ in Table 1; n=483). This includes numbers classified as a suspend without callback, never callback, hard refusal, immediate hang up, or not able or willing to answer key screening questions. These counts were considered relative to the total eligible sample (n=2,566), resulting in a **refusal rate of 18.82%**.

# Respondent Demographics

Table 2 presents the demographic characteristics of the entire sample of respondents who participated in the survey.

| <b>Table 2: Respondent Demographics Unweighted (N 378)</b>                             |              |                |
|--|--------------|----------------|
| <b>Gender</b> <i>[sorted in descending order of frequency]</i>                         | <b>Count</b> | <b>Percent</b> |
| Female   | 206          | 54.5%          |
| Male   | 172          | 45.5%          |
| <b>Age</b>   | <b>Count</b> | <b>Percent</b> |
| 16-24 years old  | 32           | 8.5%           |
| 25-34 years old  | 38           | 10.1%          |
| 35-44 years old  | 41           | 10.8%          |
| 45-64 years old  | 145          | 38.4%          |
| 65 years of age or older   | 122          | 32.3%          |
| Missing or Refused   | 378          | 100%           |
| <b>Mean Age = 54.05 years</b>  |              |                |
| <b>Race or Ethnicity</b> <sup>8</sup> <i>[sorted in descending order of frequency]</i> | <b>Count</b> | <b>Percent</b> |
| White or Caucasian   | 339          | 89.7%          |
| American Indian or Alaskan Native  | 32           | 8.5%           |
| Spanish, Hispanic, or Latino   | 7            | 1.9%           |
| Asian or Asian American  | 4            | 1.1%           |
| Black or African American  | 3            | 0.8%           |
| Native Hawaiian or other Pacific Islander  | 3            | 0.8%           |
| Other (mixed race)   | 0            | 0.0%           |
| Don't Know   | 3            | 0.8%           |
| Refused  | 13           | 3.4%           |
| <b>2015 Household Income</b>   | <b>Count</b> | <b>Percent</b> |
| Less than \$10,000   | 21           | 5.6%           |
| \$10,000 to less than \$15,000   | 18           | 4.8%           |
| \$15,000 to less than \$25,000   | 32           | 8.5%           |
| \$25,000 to less than \$50,000   | 70           | 18.5%          |
| \$50,000 to less than \$100,000  | 108          | 28.6%          |
| \$100,000 to less than \$150,000   | 45           | 11.9%          |
| \$150,000 to less than \$200,000   | 10           | 2.6%           |
| \$200,000 or more  | 8            | 2.1%           |
| Don't Know   | 21           | 5.6%           |
| Refused  | 45           | 11.9%          |

<sup>8</sup> Race or ethnicity was a check all that apply item, so the percentages of the responses add up to more than 100%.

**Table 2: Respondent Demographics Unweighted (N 378)**

| <b>Frequency of Driving</b>                                | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Everyday   | 259          | 68.5%          |
| Almost everyday  | 66           | 17.5%          |
| Few days a week  | 44           | 11.6%          |
| Few days a month   | 9            | 2.4%           |
| <b>Types of Phones in Household</b>                        | <b>Count</b> | <b>Percent</b> |
| Only cell phones   | 126          | 33.3%          |
| Both cell and landline phones                              | 250          | 66.1%          |
| Only landline phones                                       | 2            | 0.5%           |
| <b>Survey Completed on a Cell Phone</b>                    | <b>Count</b> | <b>Percent</b> |
| No   | 169          | 44.9%          |
| Yes  | 207          | 55.1%          |
| Other  | 0            | 0.0%           |
| <b>Zip Codes [sorted in descending order of frequency]</b> | <b>Count</b> | <b>Percent</b> |
| 97471 (Roseburg)   | 156          | 41.3%          |
| 97470 (Roseburg)   | 106          | 28.0%          |
| 97496 (Winston)  | 27           | 7.1%           |
| 97457 (Myrtle Creek)                                       | 16           | 4.2%           |
| 97479 (Sutherlin)  | 16           | 4.2%           |
| 97495 (Winchester)   | 8            | 2.1%           |
| 97462 (Oakland)  | 7            | 1.9%           |
| 97443 (Glide)  | 5            | 1.3%           |
| 97469 (Riddle)   | 5            | 1.3%           |
| 97417 (Canyonville)  | 4            | 1.1%           |
| 97499 (Yoncalla)   | 4            | 1.1%           |
| 97432 (Dillard)  | 3            | 0.8%           |
| 97416 (Camas Valley)                                       | 2            | 0.5%           |
| 97410 (Azalea)   | 1            | 0.3%           |
| 97459 (North Bend)   | 1            | 0.3%           |
| 97476 (Sixes)  | 1            | 0.3%           |
| 97481 (Tenmile)  | 1            | 0.3%           |
| 97486 (Umpqua)   | 1            | 0.3%           |
| 97501 (Medford)  | 1            | 0.3%           |
| Don't Know   | 6            | 1.6%           |
| Refused  | 7            | 1.9%           |

# Future Methodological Considerations

In future surveys, the questionnaire content should be reviewed carefully to account for changes in technology, new laws being passed, and distracted driving education and outreach mechanisms utilized by the city being surveyed. The technology industry changes so rapidly that the current survey content may be outdated within years or even months since this current implementation. This may require changes to question wording, options, and the survey structure.

## Weighting

The distributions of respondent genders and ages do not reflect those found in licensed drivers (the subset of the population of interest for this survey). For that reason, statistical weighting was used to adjust for the artificially increased influence of female and older drivers. To create the weights, Oregon Department of Motor Vehicles (DMV) data was used to identify the number of licensed drivers for each gender and in each age group used in the survey<sup>9</sup>. Data was not available for these specific demographic groups within Roseburg, Oregon; therefore, data for Douglas County was used as a proxy for age groups and statewide data was used for gender. Individual gender and age weights were calculated by multiplying the percentage found in the population by the sample size of completed surveys. This resulted in a count of completed surveys that is in proportion to the expected distribution of licensed drivers by gender and age group. For example, the proportion of men in the population is 50.0%. Applying that percentage to the 378 total surveys completed, results in an adjusted sample size of 189 men, compared to the actual count of 172 men who completed the survey. The weight is calculated by dividing the adjusted sample size by the actual sample size. For men, 189 divided by 172 results in a weight of 1.0988. Table 3 presents all of the gender and age group weights.

**Table 3: Calculated Weights for Gender and Age Groups**

| <b>Gender</b> | <b>Gender Weight</b> | <b>Age Group</b>  | <b>Age Weight</b> |
|---------------|----------------------|-------------------|-------------------|
| Male          | 1.0988               | 16 to 24 Years    | 1.3125            |
| Female        | 0.9175               | 25 to 34 Years    | 1.3438            |
|               |                      | 35 to 44 Years    | 1.1694            |
|               |                      | 45 to 64 Years    | 0.8955            |
|               |                      | 65 Years or Older | 0.8789            |

<sup>9</sup> [http://www.oregon.gov/ODOT/DMV/docs/stats/driver/gender/2015\\_gender\\_Summary.pdf](http://www.oregon.gov/ODOT/DMV/docs/stats/driver/gender/2015_gender_Summary.pdf) and [http://www.oregon.gov/ODOT/DMV/docs/stats/age/2015\\_Age\\_Summary.pdf](http://www.oregon.gov/ODOT/DMV/docs/stats/age/2015_Age_Summary.pdf).

To apply both of those weights simultaneously to the data file, they were multiplied together for each respondent based on their gender and age group. If a respondent did not provide data for one of the demographics, a weight of 1.0 was used. Table 4 presents the gender by age weights used for each potential combination across respondent types.

**Table 4: Gender by Age Weights Across Respondent Types**

| <b>Males</b>      | GenderAge<br>Weight | <b>Females</b>    | GenderAge<br>Weight |
|-------------------|---------------------|-------------------|---------------------|
| 16 to 24 Years    | 1.4422              | 16 to 24 Years    | 1.2042              |
| 25 to 34 Years    | 1.4766              | 25 to 34 Years    | 1.2329              |
| 35 to 44 Years    | 1.2850              | 35 to 44 Years    | 1.0729              |
| 45 to 64 Years    | 0.9840              | 45 to 64 Years    | 0.8216              |
| 65 Years or Older | 0.9657              | 65 Years or Older | 0.8063              |

The findings presented throughout this report are based on calculations made using *weighted data* (i.e., adjusted to be comparable to gender and age proportions in the population). Each table and figure includes a footnote with the unweighted sample size, denoted with N for the full sample and n for a subsample.



# Findings

As the findings in this report are reviewed, it is important to note the sample sizes included below each table or figure. Not all respondents were asked all questions depending on the skip patterns throughout the survey; therefore, some of the data are being presented on small groups of respondents and should be interpreted with caution.

## Phone-Related Distracted Driving

This section of the report presents findings from the survey items related to the use of cell phones for making and answering calls and sending and reading text messages while driving. It also includes the reasons for Roseburg drivers making the behavioral choices they do. Before exploring the use of cell phones, it was necessary to first determine what types of devices or capabilities the drivers had with them while driving to allow for (or not allow for) using a cell phone hands-free. Also, rather than just asking about cell phones, the survey inquired about a variety of electronic devices. Table 5 itemizes those electronic devices and capabilities. The goal of this survey was to understand the cell phone behavior of drivers; therefore, the survey was only completed with respondents who had a cell phone in the car with them, resulting in that percentage being 100%.

One of the findings from this question upon which a number of other findings are based is whether or not drivers have any hands-free capability with them in the car. Three of the response options in Table 5 are considered hands-free and marked with an asterisk (\*): Wireless phone system built into the vehicle, Hands-free Bluetooth accessory for your cell phone, and Other hands-free mechanism. Slightly over half (54.6%) of the respondents had at least one of these capabilities with them in their vehicles. Some respondents had two or all three of the capabilities in their vehicles.

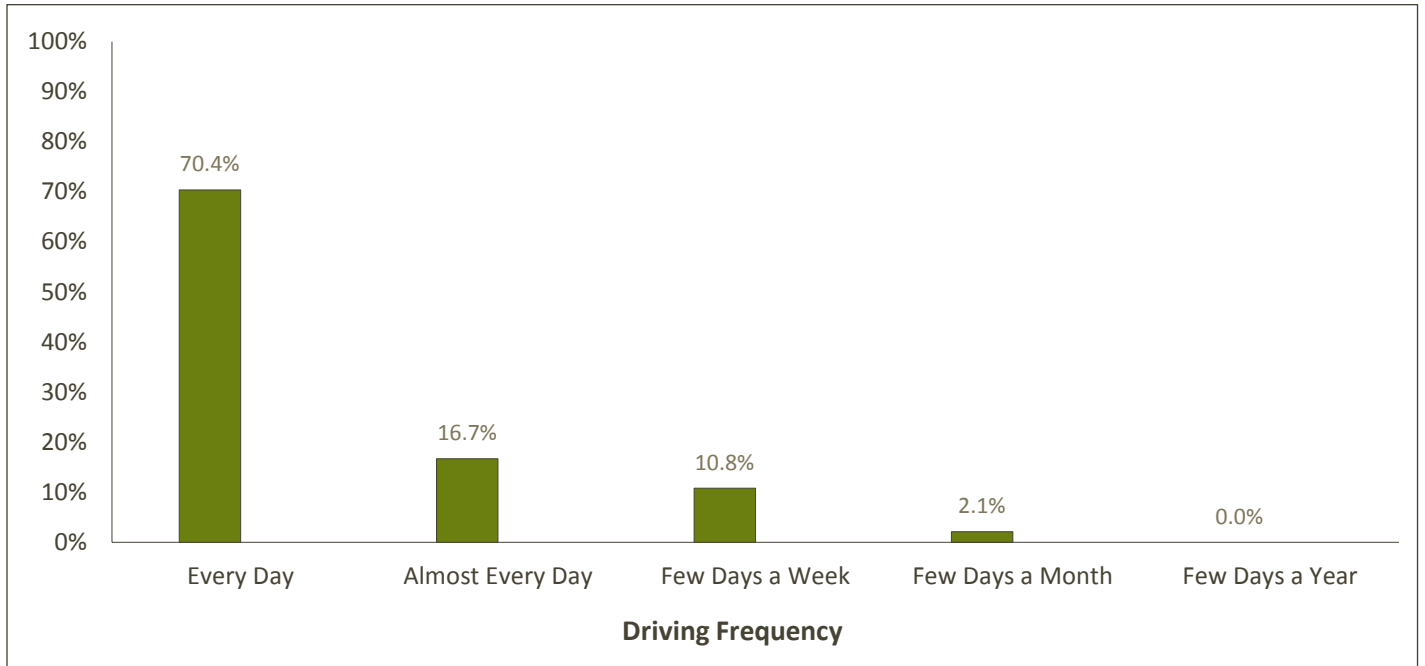
**Table 5: Electronic Devices or Capabilities Available While Driving**

| <b>Device or Capability</b> <i>[in descending order of percent]</i>  | <b>Percent</b> |
|--|----------------|
| Cell phone (including smart phones)  | 100.0%         |
| *Hands-free Bluetooth accessory for your cell phone (e.g., wireless Bluetooth accessories, including Navdy projectors)                                   | 37.0%          |
| *Wireless phone system built into the vehicle  | 28.1%          |
| Navigation system built into vehicle (e.g., OnStar or Sync)  | 21.5%          |
| Portable navigation system (e.g., TomTom or Garmin, not on your cell phone)  | 16.5%          |
| Laptop computer, iPad, Kindle, Nook or something similar   | 15.1%          |
| *Other hands-free mechanism (that's not Bluetooth or built into car, e.g., Siri, Google Now, Cortana, wired headset, auxiliary cord, speakerphone, etc.) | 12.0%          |
| Portable music player (e.g., MP3, iPod)  | 11.3%          |
| Anything else  | 0.5%           |
| Don't Know or Refused  | 0.0%           |

Q2: Which of the following electronic devices or capabilities do you usually have with you or have access to while you are driving?  
Unweighted N = 378

Figure 1 presents the distribution of driving frequency for all of the respondents. Recall that all of the respondents for this survey have a cell phone with them while driving. The majority of the respondents are driving Every Day (70.4%) or Almost Every Day (16.7%).

**Figure 1: Frequency of Driving with Cell Phone**



Q1A: First, how often do you drive a motor vehicle, regardless of whether it is for work or for personal use?

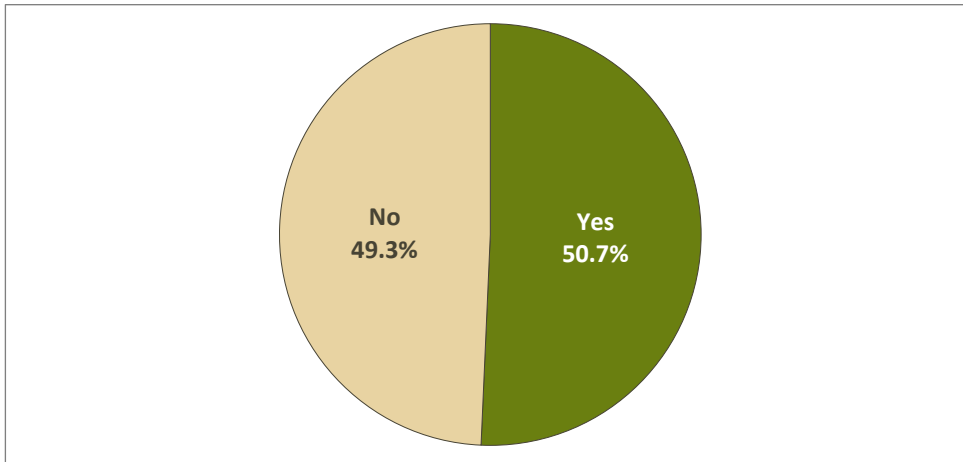
Q2 (option 01): Which of the following electronic devices or capabilities do you usually have with you or have access to while you are driving? 01=Cell phone (including smart phones)

Unweighted N = 378

## Making and Answering Phone Calls

Respondents were asked if they ever make or answer cell phone calls when they are driving. Figure 2 shows that respondents were split almost in half, with 50.7% reporting that they do use their cell phones while driving and 49.3% reporting that they do not make or answer cell phone calls while driving.

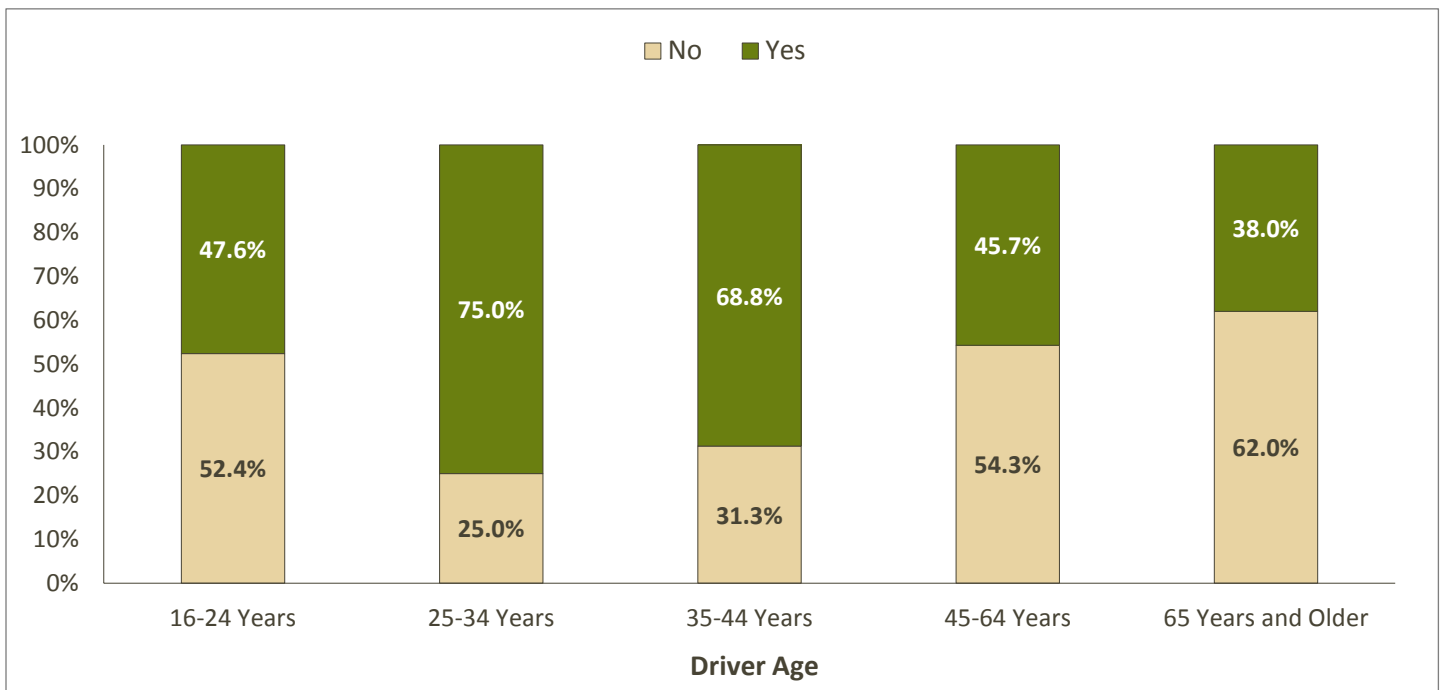
Figure 2: Drivers Who Make or Answer Cell Phone Calls While Driving



Q3: When you are driving, do you ever make or answer cell phone calls?  
Unweighted N = 378

To further understand cell phone usage, respondents who reported making or answering phone calls were looked at by age group. Figure 3 shows that the age group with the highest reported cell phone usage while driving was 25- to 34-year-olds (75.0%), followed by 35- to 44-year-olds (68.8%), 16- to 24-year-olds (47.6%), and 45- to 64-year- (45.7%). The lowest reported cell phone usage while driving is for 65-year-olds and older (38.0%).

Figure 3: Cell Phone Usage While Driving by Age



Q3: When you are driving, do you ever make or answer cell phone calls?  
AGE: What is your age? (recoded into groups)  
Unweighted N = 378

The respondents who reported **not** making or answering phone calls while driving were asked why they never do that. Respondents could identify more than one reason, so the reasons presented in Table 6 add up to more than 100%. The most common reason was that it is Unsafe or Distracting (67.7%), followed by the fact that It's Illegal (23.4%). The frequencies of all the other reasons were 6.1% or fewer respondents.

**Table 6: Reasons for NOT Making or Answering Cell Phone Calls While Driving**

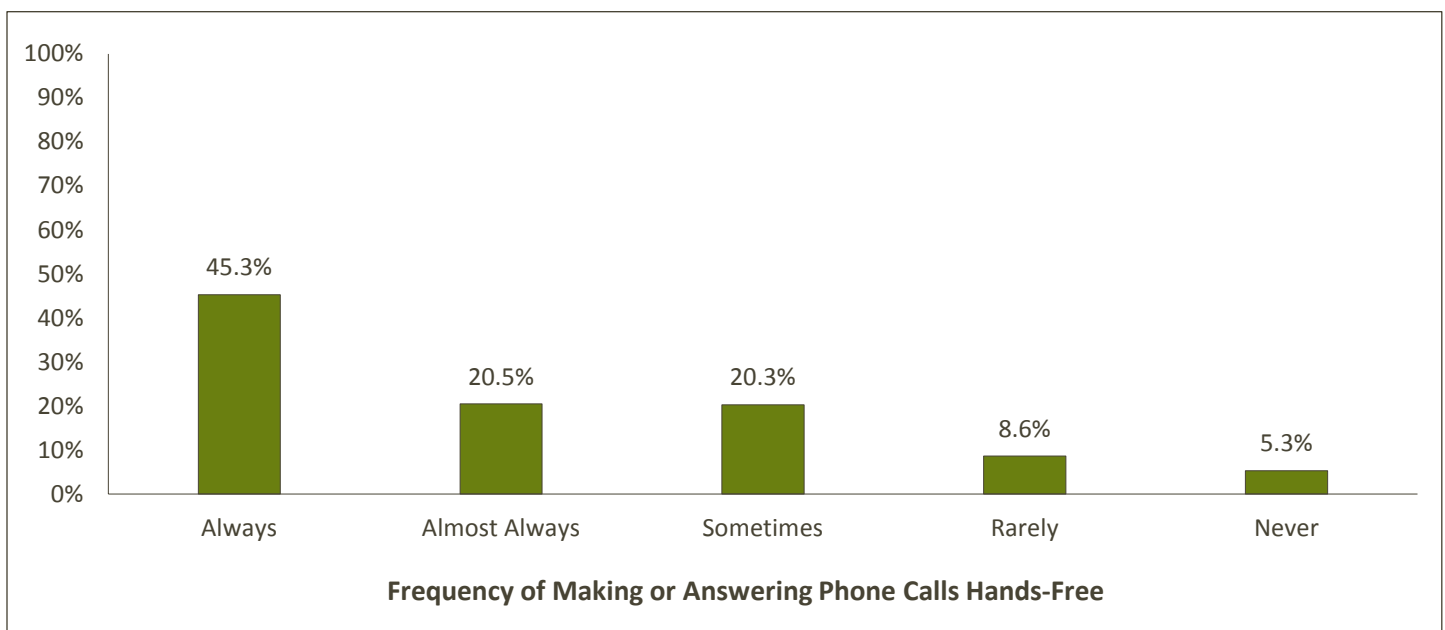
| Reason [In descending order of percent]            | Percent |
|--|---------|
| Unsafe, distracting                                | 67.7%   |
| It's illegal, don't want a ticket                  | 23.4%   |
| Turn my phone off                                  | 6.1%    |
| Limited cell phone use, in general                 | 5.3%    |
| Just should not do it, focus is on driving         | 4.6%    |
| Family agreement not to use cell phones in the car | 3.2%    |
| It can wait, call back later                       | 3.1%    |
| Phone not accessible                               | 1.5%    |
| Other  | 2.9%    |
| Don't Know   | 0.9%    |

Q3A: Why don't you EVER make or answer cell phone calls when you are driving?

Unweighted n = 194

The subset of respondents who use their cell phones while driving and have the capacity to do that hands-free based on having some capability for that in their vehicle, were asked how often they are willing to make or answer phone calls using their hands-free system. Nearly two-thirds of the respondents were either Always (45.3%) or Almost Always (20.5%) willing to use their hands-free system to make or answer phone calls (Figure 4).

**Figure 4: Willingness to Make or Answer Phone Calls Using Hands-Free System While Driving**



Q4: While you are driving, how often are you willing to MAKE or ANSWER phone calls using your hands-free system?

Unweighted n = 132

The respondents who reported **not** using their available hands-free system for making or answering phone calls while driving were asked their reasons for not doing so. Respondents could identify more than one reason, so the reasons presented in Table 7 add up to more than 100%. Based on the responses received for this item, it is clear that respondents were not just thinking about talking on their cell phone *without using the existing hands-free system*, but also about not making cell phone calls at all while driving. The most common reason was Driving Conditions, Weather or Traffic (32.3%), followed by Unsafe or Distracting (15.5%), and Forget to Use It, Bring It or Plug It in (13.1%). All of the remaining reasons were endorsed by 8.2% or fewer respondents. The only exception to that was for respondents who Don't Know (10.3%) the reasons or situation that discourage them from using their hands-free system while driving.

**Table 7: Reasons for Not Using Hands free System While Driving**

| <b>Reason</b> [in descending order of percent]                                  | <b>Percent</b> |
|---|----------------|
| Driving conditions, weather, traffic  | 32.3%          |
| Unsafe, distracting   | 15.5%          |
| Forget to use it, bring it, or plug it in                                       | 13.1%          |
| Hands-free system is too complicated or I don't know how to use it              | 8.2%           |
| Urgent or important calls   | 7.3%           |
| It's against the law, don't want to get a ticket                                | 4.9%           |
| Don't want other people in the car to hear the call (i.e., private or personal) | 4.7%           |
| Hands-free doesn't work well, technical difficulties, hard to hear              | 4.7%           |
| Quick calls   | 1.3%           |
| Don't like using the hands-free system  | 1.1%           |
| Other   | 4.1%           |
| Don't Know  | 10.3%          |
| Refused   | 2.4%           |

Q4A: What reasons or situations discourage you from using your hands-free system while driving?

Unweighted n = 74



Respondents who reported making or answering cell phone calls while driving answered a series of questions about their general use of cell phones while driving. Based on their responses to previous items (e.g., having a hands-free system available in their vehicle, frequency of using the hands-free system), we could designate them as “Always Hands-Free,” “Always Hand-Held” or “Both Hands-Free and Hand-Held” cell phone users. The latter group reported that they don’t **always** use their hands-free system to make or answer calls.

Table 8 presents the reasons that make respondents more likely to **answer an incoming phone call** while driving. Respondents could identify more than one reason, so the percentages in each column of the table add up to more than 100%. The most common reason for answering cell phone calls while driving (**bolded** percentages in Table 8) was Call is from Someone I Know for Always Hands-Free drivers (31.1%), Always Hand-Held drivers (28.8%) and Both Hands-Free and Hand-Held drivers (44.9%). Among the top reasons across the groups were that the call was Work-related (Always Hands-Free, 27.0%; Always Hand-Held, 25.3%; Both, 28.7%), Who is Calling (Always Hands-Free, 26.9%; Always Hand-Held, 23.0%; Both, 31.9%). Interestingly, Always Hand-Held was the only group to Never Answer Phone Calls While Driving (2.4%), but the most likely to answer an Urgent call (23.8%).

**Table 8: Reasons for Answering Incoming Phone Calls While Driving**

| <b>Reason</b><br><i>[in descending order of Always Hands-Free percent]</i>                 | Always<br>Hands-Free<br>Percent | Always<br>Hand-Held<br>Percent | Both<br>Hands-Free<br>& Hand-Held<br>Percent |
|--|---------------------------------|--------------------------------|--|
| Call is from someone I know  | <b>31.1%</b>                    | <b>28.8%</b>                   | <b>44.9%</b>                                 |
| Work-related   | 27.0%                           | 25.3%                          | 28.7%  |
| Who is calling   | 26.9%                           | 23.0%                          | 31.9%  |
| Answer all calls   | 14.0%                           | 8.5%                           | 1.2%   |
| How important or urgent the call is  | 13.4%                           | 18.6%                          | 22.0%  |
| When hands-free or Bluetooth technology is available                                       | 10.9%                           | 0.0%                           | 4.5%   |
| Personal or social call  | 10.5%                           | 3.6%                           | 16.6%  |
| Urgent call  | 7.8%                            | 23.8%                          | 8.3%   |
| If state law permits   | 2.1%                            | 0.0%                           | 0.0%   |
| Personal safety (e.g., checking in with someone, feel more comfortable being on the phone) | 1.7%                            | 3.1%                           | 1.8%   |
| Boredom  | 1.6%                            | 0.0%                           | 0.0%   |
| Routine or expected call   | 1.3%                            | 4.3%                           | 6.1%   |
| Unexpected call  | 1.3%                            | 0.0%                           | 1.4%   |
| If directions or other information is needed   | 0.0%                            | 2.0%                           | 0.0%   |
| Non-stressful traffic conditions   | 0.0%                            | 2.0%                           | 5.5%   |
| Availability of the cell phone   | 0.0%                            | 1.3%                           | 0.0%   |
| Not applicable – I never answer incoming phone calls while driving                         | 0.0%                            | 2.4%                           | 0.0%   |
| Unrecognized number  | 0.0%                            | 0.0%                           | 2.4%   |
| Other  | 2.0%                            | 6.1%                           | 1.2%   |
| Don't Know   | 0.0%                            | 0.0%                           | 1.8%   |

Q5A: In general, what reasons make you more likely to ANSWER an incoming phone call while you are driving?

Unweighted Sample Sizes: Always Hands-Free n = 58; Always Hand-Held n = 59; Both Hands-Free and Hand-Held n = 67

Table 9 presents the reasons that make them more likely to **make a phone call** while driving. Respondents could identify more than one reason, so the percentages in each column of the table add up to more than 100%. The most common reasons for making cell phone calls while driving (**bolded** percentages) were Work-related for Always Hands-Free drivers (28.5%), I Never Make Phone Calls While Driving for Always Hand-Held drivers (44.3%), and If Directions or Other Information is Needed for Both Hands-Free and Hand-Held drivers (26.0%). The second highest reason for each group was I Never Make Phone Calls While Driving for Always Hands-Free (26.7%), How Important or Urgent the Call is for Always Hand-Held (15.9%), and I Never Make Phone Calls While Driving for Both Hands-Free and Hand-Held (23.1%).

**Table 9: Reasons for Making Phone Calls While Driving**

| <b>Reason</b><br><i>[in descending order of Always Hands-Free percent]</i>                 | Always Hands-Free<br>Percent | Always Hand-Held<br>Percent | Both Hands-Free & Hand-Held<br>Percent |
|--|------------------------------|-----------------------------|--|
| Work-related   | <b>28.5%</b>                 | 6.7%                        | 18.1%                                  |
| Not applicable – I never make calls while driving  | 26.7%                        | <b>44.3%</b>                | 23.1%                                  |
| Personal or social call  | 18.7%                        | 4.0%                        | 14.0%                                  |
| Who is being called  | 17.1%                        | 10.6%                       | 9.1%                                   |
| Urgent call  | 12.3%                        | 11.8%                       | 20.9%                                  |
| How important or urgent the call is  | 8.9%                         | 15.9%                       | 15.3%                                  |
| If directions or other information is needed   | 6.7%                         | 12.0%                       | <b>26.0%</b>                           |
| Report a medical emergency   | 5.8%                         | 3.7%                        | 2.2%                                   |
| Report a traffic crash or emergency  | 5.4%                         | 11.6%                       | 9.6%                                   |
| When hands-free or Bluetooth technology is available                                       | 5.2%                         | 0.0%                        | 2.8%                                   |
| Availability of phone  | 3.3%                         | 0.0%                        | 0.0%                                   |
| Boredom  | 3.0%                         | 0.0%                        | 1.2%                                   |
| Personal safety (e.g., checking in with someone, feel more comfortable being on the phone) | 1.6%                         | 1.3%                        | 8.2%                                   |
| Tired, talking keeps me awake  | 1.6%                         | 0.0%                        | 1.9%                                   |
| Good weather conditions  | 1.6%                         | 0.0%                        | 0.0%                                   |
| Traveling at a low speed   | 0.0%                         | 1.6%                        | 1.4%                                   |
| Time of day  | 0.0%                         | 0.0%                        | 1.2%                                   |
| It's safe to call  | 0.0%                         | 0.0%                        | 2.6%                                   |
| Other  | 3.7%                         | 1.6%                        | 1.8%                                   |
| Don't Know   | 0.0%                         | 2.1%                        | 3.0%                                   |

Q5B: In general, what reasons make you more likely to MAKE a phone call while you are driving?

Unweighted Sample Sizes: Always Hands-Free n = 58; Always Hand-Held n = 59; Both Hands-Free and Hand-Held n = 67

The final item in this series of questions asked respondents the ways they usually **make a cell phone call** while driving. Respondents could identify more than one reason, so the reasons add up to more than 100% in Table 10. The most common ways to make cell phone calls while driving (**bolded** percentages) were Voice-dial Using a Hands-free Mechanism or Bluetooth Accessory for Always Hands-Free drivers (61.7%) and for Both Hands-Free and Hand-Held drivers (60.3%), and Speed Dialing or Favorites for Always Hand-Held drivers (48.5%). Voice-dial Directly Through my Phone Using a Hands-free Mechanism that's not Bluetooth was the second most likely way for Always Hands-Free drivers (45.0%) and for Both Hands-Free and Hand-Held drivers (34.6%) to make calls. Manually Dialing Numbers was the second most frequent way to make calls for Always Hand-Held (32.7%).

**Table 10: Usual Ways to Make Phone Calls While Driving**

| <b>Reason</b><br><i>[in descending order of Always Hands-Free percent]</i>  | Always Hands-Free<br>Percent | Always Hand-Held<br>Percent | Both Hands-Free & Hand-Held<br>Percent |
|---|------------------------------|-----------------------------|--|
| Voice-dial using a hands-free mechanism or Bluetooth accessory (e.g., build into the car or other wireless accessory) | <b>61.7%</b>                 | 3.7%                        | <b>60.3%</b>                           |
| Voice-dial directly through my phone using a hands-free mechanism that's not Bluetooth                                | 45.0%                        | 19.6%                       | 34.6%                                  |
| Speed dialing or favorites  | 19.1%                        | <b>48.5%</b>                | 30.9%                                  |
| Scrolling through full contact list   | 18.3%                        | 18.5%                       | 14.8%                                  |
| Manually dialing numbers  | 5.2%                         | 32.7%                       | 5.8%                                   |
| Other   | 8.0%                         | 4.7%                        | 2.1%                                   |
| Don't know  | 0.0%                         | 4.7%                        | 0.0%                                   |

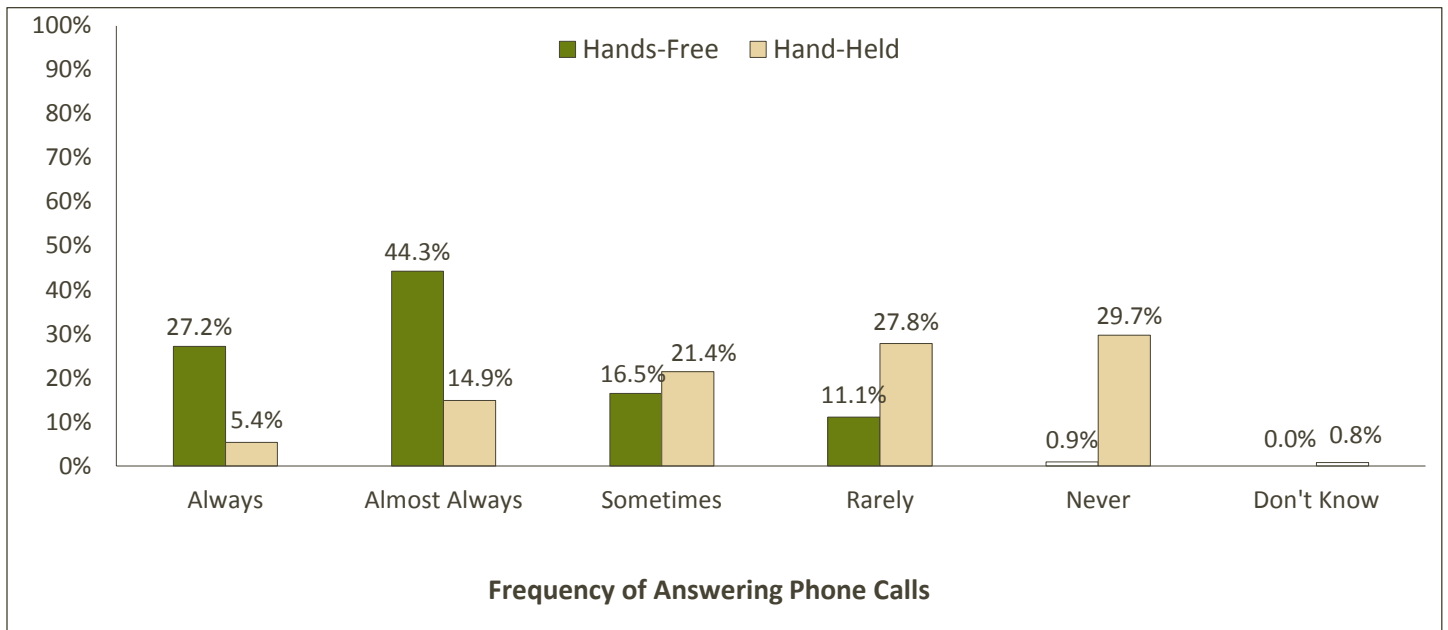
Q5C: Which of the following ways do you usually MAKE a cell phone call while driving?

Unweighted Sample Sizes: Always Hands-Free n = 41; Always Hand-Held n = 32; Both Hands-Free and Hand-Held n = 50

Another series of survey items asked respondents about the use of their cell phone while driving. Based on their responses to previous items (e.g., having a hands-free system available in their vehicle, frequency of using the hands-free system), we could designate them as Hands-Free or Hand-Held cell phone users. Some respondents reported using a combination of both their hands-free system and their cell phone in a hand-held manner. Those respondents were asked the same series of questions for each mode of calling: using their hands-free system and without using their hands-free system. Their responses when using their hands-free system were combined with other respondents who only used a hands-free system, and their responses when using their cell phone in a hand-held manner were combined with other respondents who only use their hand-held cell phone.

Figure 5 shows that the frequency of **answering phone calls** while driving differed across using a Hands-Free system or using a cell phone in a Hand-Held manner. A much larger proportion of Hands-Free cell phone users reported Almost Always (44.3%) or Always (27.2%) answering a phone call while driving, while a larger proportion of Hand-Held cell phone users reported Never (29.7%) or Rarely (27.8%) answering a phone call while driving.

**Figure 5: Frequency of Answering Phone Calls While Driving: Hands-Free vs. Hand-Held**



Q6: When you RECEIVE a phone call while driving, how often do you answer the call?  
 Unweighted Sample Sizes: Hands-Free n = 125; Hand-Held n = 126

Respondents were asked their reasons for not always **answering cell phone calls** while driving. Respondents could identify more than one reason, so the reasons add up to more than 100% in Table 11. The most common reason for not answering cell phone calls while driving (**bolded** percentages) for Hands-Free drivers was Urgency of Call, Who Is Calling (51.3%) and for Hand-Held drivers was Unsafe (57.0%). The second most common reason for Hands-Free drivers was Unsafe (31.1%) and for Hand-Held drivers it was It is Against the Law (28.2%).

**Table 11: Reasons for NOT Answering Cell Phone Calls While Driving**

| <b>Reason</b> <i>[in descending order of Hands-Free percent]</i> | <b>Hands-Free Percent</b> | <b>Hand-Held Percent</b> |
|--|---------------------------|--------------------------|
| Importance of call, who is calling                               | <b>51.3%</b>              | 16.3%                    |
| Unsafe   | 33.1%                     | <b>57.0%</b>             |
| Driving conditions, traffic, weather, or location                | 15.3%                     | 7.3%                     |
| I choose to use other approach                                   | 7.0%                      | 11.5%                    |
| Technical issues, hard to hear                                   | 4.0%                      | 4.3%                     |
| Conversation is private, I don't want others to hear             | 1.6%                      | 0.0%                     |
| It is against the law  | 1.3%                      | 28.2%                    |
| Signed a petition  | 0.0%                      | 0.7%                     |
| Other  | 4.6%                      | 5.3%                     |
| Don't Know   | 3.3%                      | 1.9%                     |

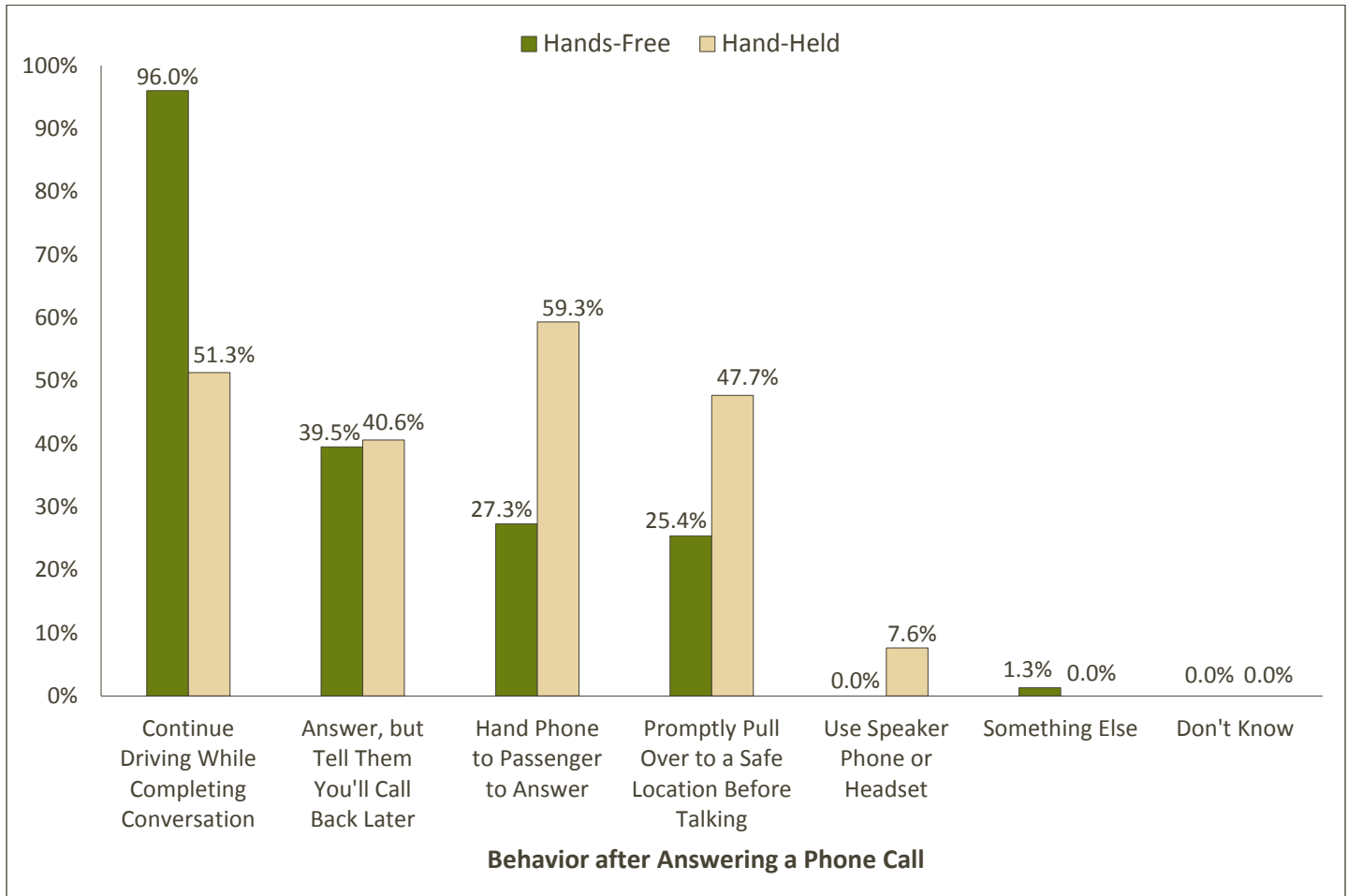
Q6A: Why don't you ANSWER [some] calls while driving?

Unweighted Sample Sizes: Hands-free n = 92; Hand-held n = 118



Figure 6 shows that when **answering a phone call**, drivers using the Hands-Free approach are much more likely to Continue Driving While Completing a Phone Conversation (96.0%) compared to those using the Hand-Held approach (51.3%). However, slightly over half of the Hand-Held drivers continue driving while talking on their phone. Hand-Held cell phone users were more likely to Hand the Phone to a Passenger to Answer (59.3%) and to Promptly Pull Over to a Safe Location Before Talking (47.7%) than Hands-Free users (27.3% and 25.4%, respectively).

**Figure 6: Behavior After Answering a Phone Call While Driving: Hands-Free vs. Hand-Held**  
*(presented in descending order of Hands-Free percent)*

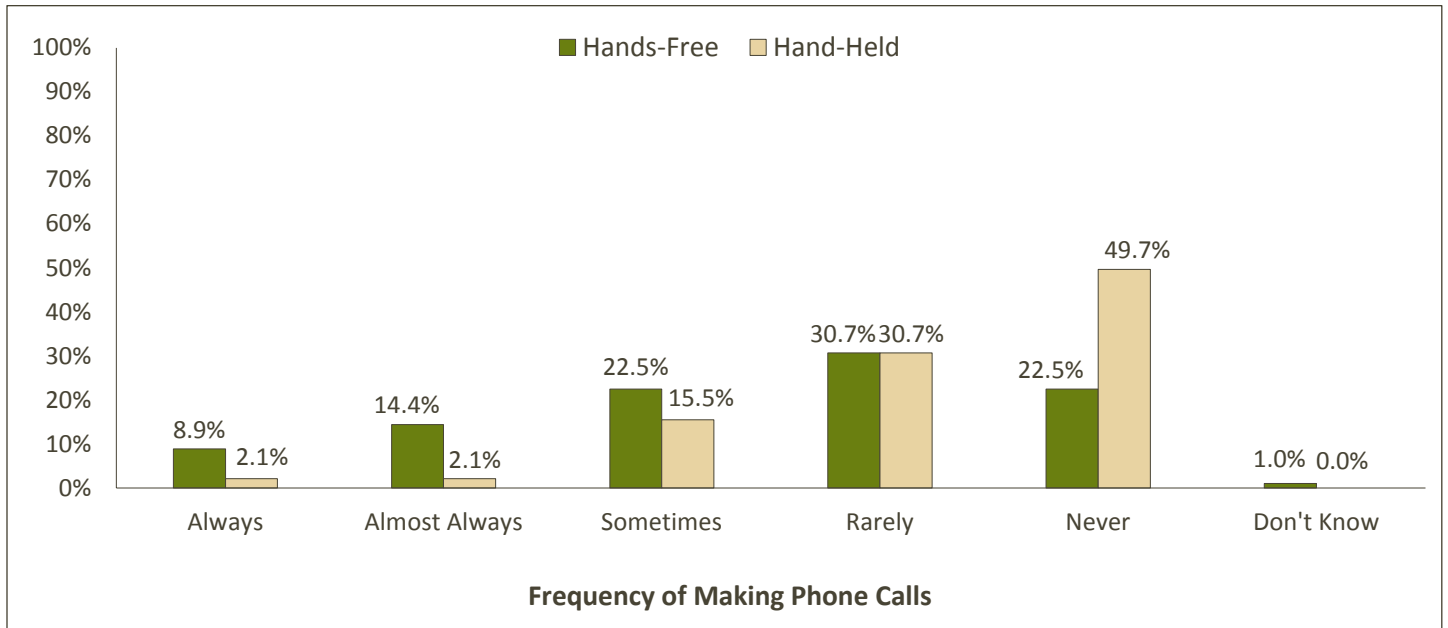


Q7: When you are driving, and you ANSWER a call, do you usually ...?

Unweighted Sample Sizes: Hands-free n = 124; Hand-held n = 87

When looking at the frequency of **making cell phone calls** while driving, Figure 7 shows that Hand-Held users were more likely to Never (49.7%), Rarely (30.7%) or Sometimes (15.5%) make cell phone calls, while Hands-Free users were more likely to Rarely (30.7%), Never (22.5%) or Sometimes (22.5%) make calls while driving.

**Figure 7: Frequency of Making Cell Phone Calls While Driving: Hands-Free vs. Hand-Held**



Q8: When you are driving, how often are you willing to MAKE a cell phone call?

Unweighted Sample Sizes: Hands-free n = 125; Hand-held n = 126

Respondents were asked their reasons for not always **making cell phone calls** while driving. Respondents could identify more than one reason, so the reasons add up to more than 100% in Table 12. The most common reason for not making cell phone calls while driving (**bolded** percentages) was that it is Unsafe for both Hands-Free (57.4%) and Hand-Held drivers (65.9%). The second most common reason for Hands-Free drivers was Preference, Don't Want to or Need to Make a Call (25.6%), while for Hand-Held drivers the second most common reason was it being Against the Law (22.6%).

**Table 12: Reasons for NOT Making Cell Phone Calls While Driving**

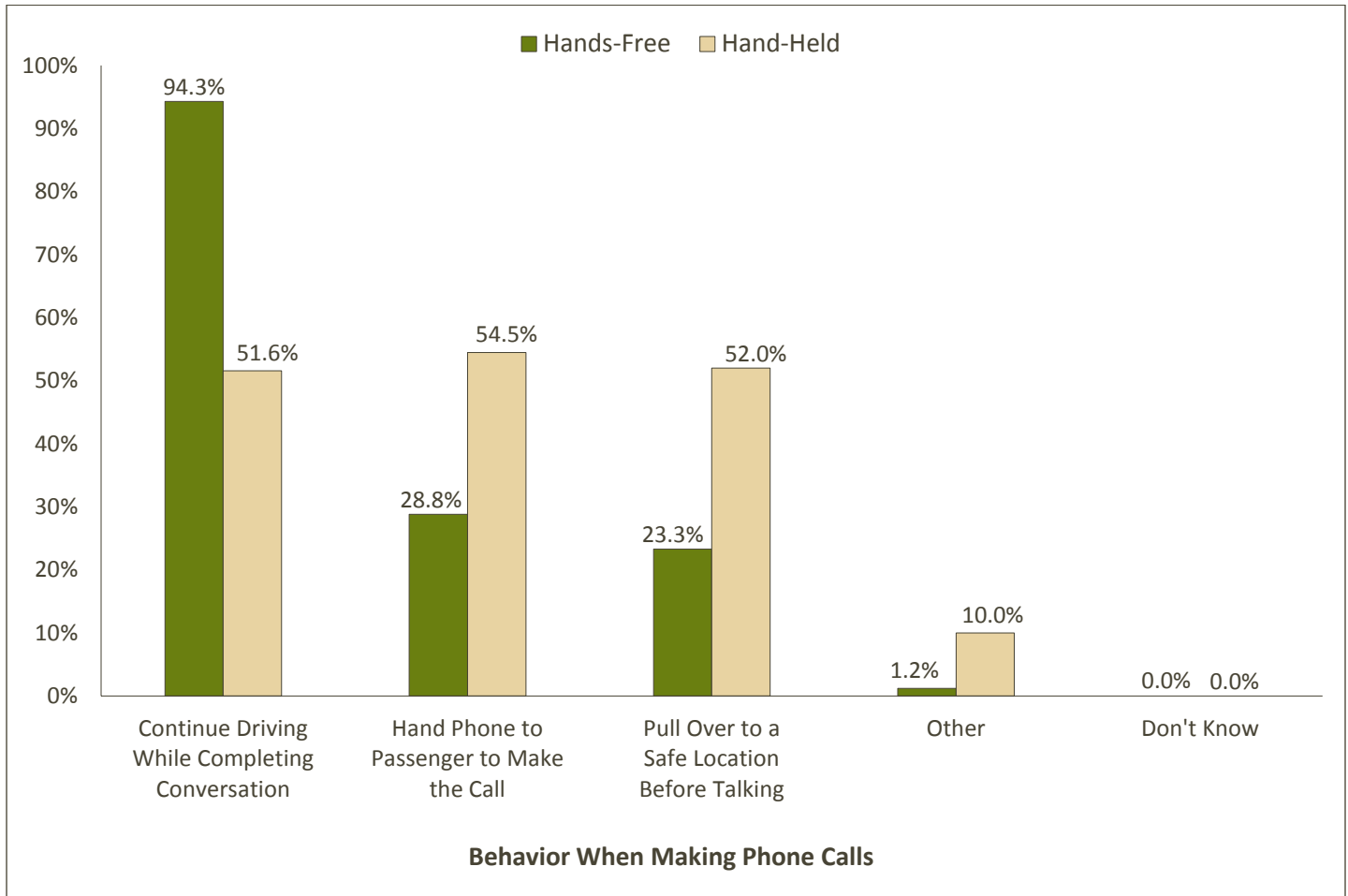
| <b>Reason</b> <i>[in descending order of Hands-Free Hands-Free percent]</i> | <b>Hands-Free Percent</b> | <b>Hand-Held Percent</b> |
|---|---------------------------|--------------------------|
| Unsafe  | <b>57.4%</b>              | <b>65.9%</b>             |
| Preference, don't want to or need to make a call                            | 25.6%                     | 8.9%                     |
| Importance of call, who would be called                                     | 12.7%                     | 6.6%                     |
| Driving conditions, traffic, weather, or location                           | 11.2%                     | 0.6%                     |
| Technical issues, hard to hear  | 8.6%                      | 1.0%                     |
| I choose to use other approach  | 4.9%                      | 7.3%                     |
| It is against the law   | 2.2%                      | 22.6%                    |
| Conversation is private, I don't want others to hear                        | 1.9%                      | 0.0%                     |
| Have an "app" on phone that handles it                                      | 0.7%                      | 0.0%                     |
| Family agreement to not use phone in vehicle                                | 0.0%                      | 0.6%                     |
| Other   | 4.5%                      | 2.4%                     |
| Don't Know  | 2.7%                      | 3.1%                     |

Q8A: Why don't you MAKE [some] cell phone calls while driving?

Unweighted Sample Sizes: Hands-free n = 114; Hand-held n = 124

Figure 8 shows that when **making a call**, drivers using the Hands-Free approach are much more likely to Continue Driving While Completing the Conversation (94.3%) compared to those using the Hand-Held approach (51.6%). However, that shows that over half of the Hand-Held drivers reported continuing to drive while completing the call. Hand-Held cell phone users were more likely to Hand the Phone to a Passenger to Make the Call (54.5%) and Pull Over to a Safe Location Before Talking (52.0%) compared to Hands-Free drivers (28.8% and 23.3%, respectively).

**Figure 8: Behavior When Making a Phone Call While Driving: Hands-Free vs. Hand-Held**  
*(presented in descending order of Hands-Free percent)*



Q8B: When you are driving, and you MAKE a call, do you usually ...?

Unweighted Sample Sizes: Hands-free n = 94; Hand-held n = 62

All respondents who reported making or answering cell phone calls while driving were asked how their driving is different while they are talking on a cell phone. Respondents could identify more than one reason, so the reasons add up to more than 100% in Table 13. The most common response (**bolded** percentages) was that there is No Difference for both Hands-Free cell phone users (57.9%) and Hand-Held cell phone users (37.7%). The second most common reason was being Distracted or Not as Aware of Things, again for both Hands-Free (27.9%) and Hand-Held (32.0%) cell phone users. All of the remaining reasons fell below 10% of respondents.

**Table 13: Ways Driving is Different When Talking on a Cell Phone**

| <b>Driving Differences</b> <i>[in descending order of Hands-Free percent]</i> | <b>Hands-Free Percent</b> | <b>Hand-Held Percent</b> |
|---|---------------------------|--------------------------|
| No difference   | <b>57.9%</b>              | <b>37.7%</b>             |
| Distracted or not as aware of things  | 27.9%                     | 32.0%                    |
| Drive slower  | 7.7%                      | 6.1%                     |
| More focused or paying more attention   | 3.1%                      | 9.9%                     |
| Drive erratically or less carefully   | 2.1%                      | 3.3%                     |
| No applicable – I don't talk on my cell phone while driving                   | 1.7%                      | 4.7%                     |
| Brake Suddenly  | 1.1%                      | 0.0%                     |
| Drive faster  | 0.9%                      | 0.0%                     |
| Look in your rear or side view mirrors more frequently                        | 0.0%                      | 1.0%                     |
| Drift out of the lane or roadway  | 0.0%                      | 1.2%                     |
| Other   | 3.9%                      | 8.3%                     |
| Don't Know/Refused  | 0.7%                      | 2.0%                     |

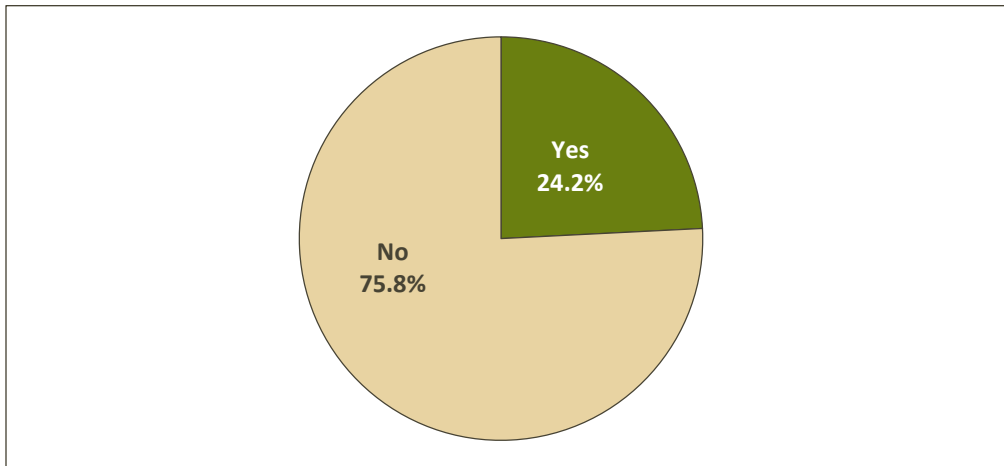
Q9: How, if at all, would you say your driving is different when you are talking on a cell phone?

Unweighted Sample Sizes: Hands-free n = 125; Hand-held n = 90

## Sending and Reading Text Messages

All respondents were asked whether they ever send or read text messages while driving. The majority (75.8%) of respondents reported not texting while driving (Figure 9).

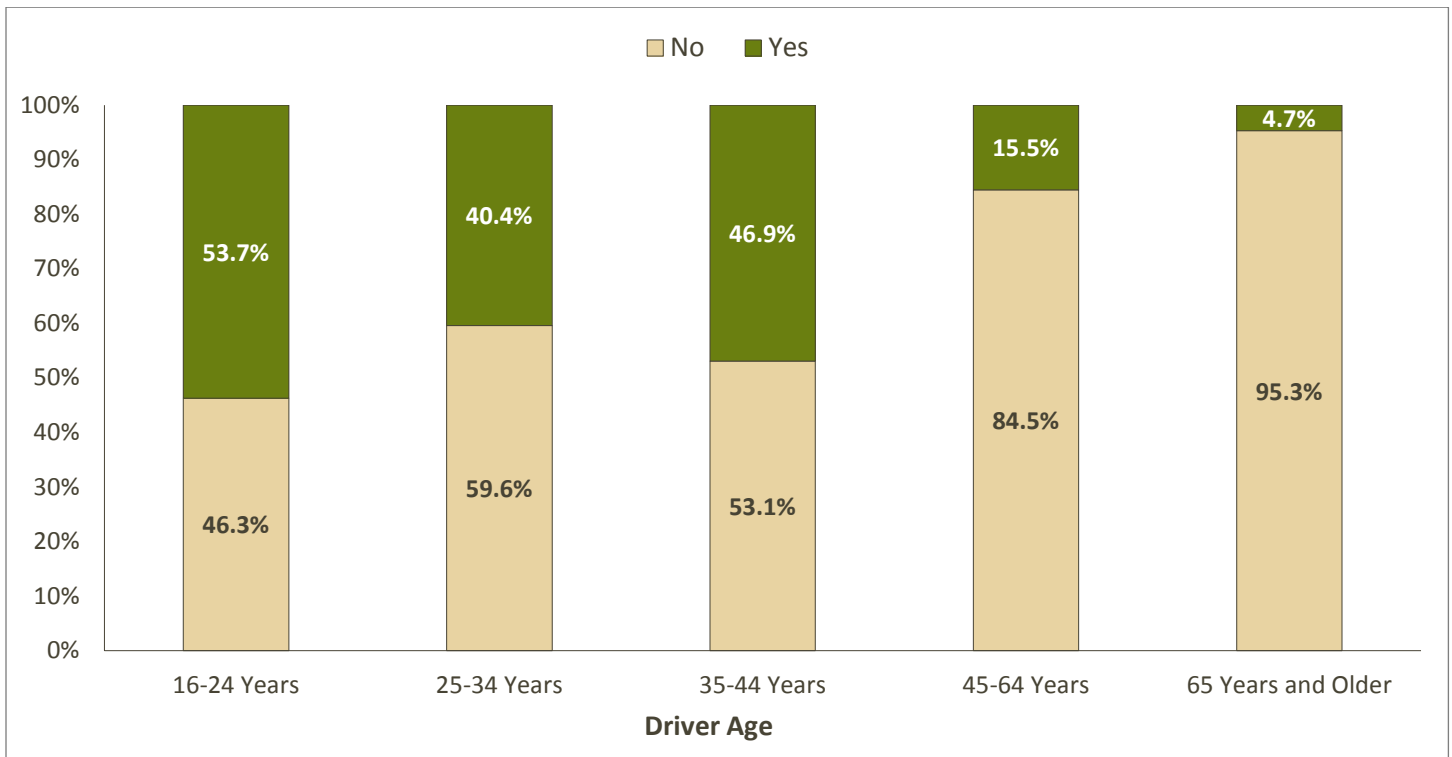
Figure 9: Ever Send or Read Text Messages While Driving



Q12\_TEXT: When you are driving, do you EVER send or read text messages?  
Unweighted N = 378

To further understand text messaging behavior, respondents who reported sending or reading text messages were looked at by age group. Figure 10 shows that the age groups with the highest reported text messaging behavior while driving were 16- to 24-year-olds (53.7%) and 35- to 44-year-olds (46.9%). The lowest reported text messaging behavior while driving was for those 65 years or older (4.7%) and 45- to 64-year-olds (15.5%).

Figure 10: Text Messaging Behavior by Age



Q12\_TEXT: When you are driving, do you EVER send or read text messages?  
AGE: What is your age? (recoded into groups)  
Unweighted N = 378

All respondents who reported not ever sending or reading text messages while driving were asked their reasons for not doing that. Respondents could identify more than one reason, so the reasons presented in Table 14 add up to more than 100%. The most common reason by far was it being Unsafe (62.2%), followed by Preference, Dislike Texting, Limited Cell Phone Use (24.5%), and It's Against the Law (14.5%). All of the remaining reasons were endorsed by 5.1% of respondents or less.

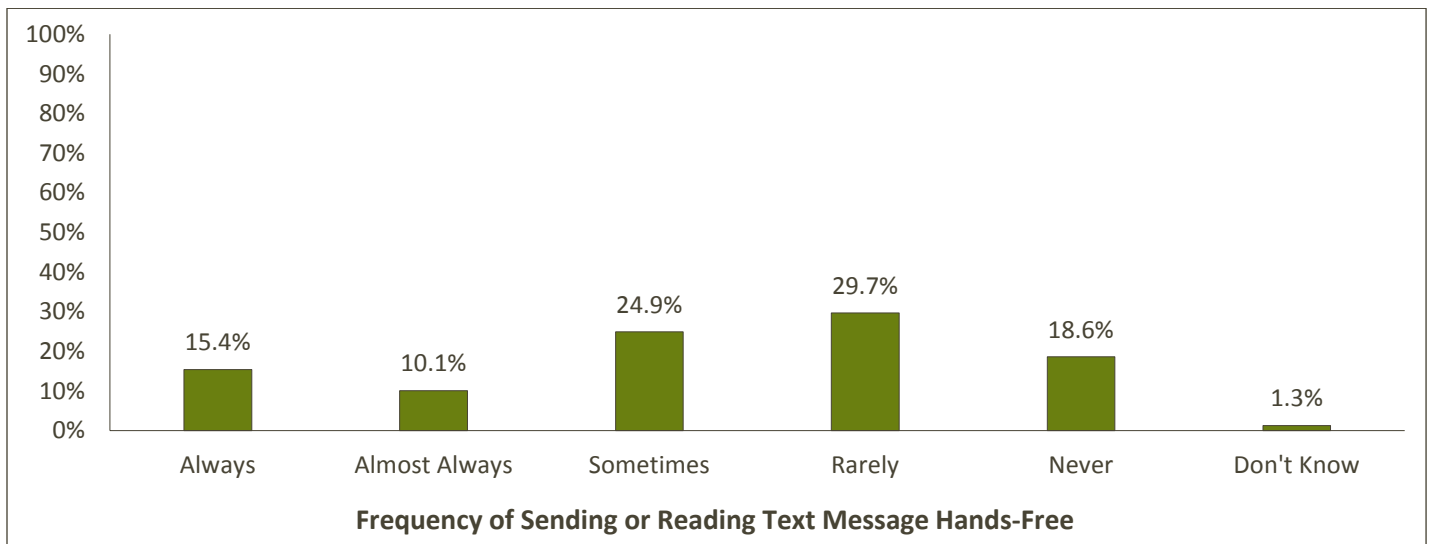
**Table 14: Reasons for Never Sending or Reading Text Messages While Driving**

| Reason <i>[in descending order of percent]</i>                 | Percent |
|--|---------|
| Unsafe   | 62.2%   |
| Preference, dislike texting, limited cell phone use            | 24.5%   |
| It is against the law  | 14.5%   |
| Not good with technology/texting, no texting capacity on phone | 5.1%    |
| Turn my phone off  | 3.0%    |
| Family agreement not to use cell phones in the car             | 0.4%    |
| Restriction settings on my cell phone                          | 0.3%    |
| Other  | 2.3%    |
| Don't Know/Refused   | 0.7%    |

Q12A\_TEX: Why don't you EVER send or read text messages when you are driving?  
 Unweighted n = 298

The subset of respondents who text message while driving and have the capacity to do that hands-free were asked how often they are willing to send or read text messages using their hands-free system. Figure 11 shows that there was a lot of variability across several of the response options, with a slightly larger proportion of respondents reporting Rarely (29.7%) than Sometimes (24.9%) willing to send or read text messages using a hands-free system while driving. Looking at the two ends of the scale, proportionally more respondents reported being either Rarely or Never (48.3%) willing to send or read text messages using a hands-free system while driving than either Always or Almost Always (25.5%) willing.

**Figure 11: Willingness to Send or Read Text Messages Using Hands-free System While Driving**



Q13\_TEXT: While you are driving, how often are you willing to SEND or READ text messages using a hands-free system?  
 Unweighted n = 56



The respondents who reported not using their available hands-free system for sending or reading text messages while driving were asked their reasons for not doing that. Respondents could identify more than one reason, so the reasons presented in Table 15 add up to more than 100%. The most common reasons were Safety Concerns (22.6%), Hands-free System is Too Complicated or I Don't Know How to Use it (20.6%), Hands-free System Doesn't Work Well (18.5%), and Driving Conditions, Traffic, Weather (17.6%). The remaining reasons were endorsed by 8.3% of the respondents or less.

**Table 15: Reasons for Not Using Hands Free System for Texting While Driving**

| <b>Reason</b> <i>[in descending order of percent]</i>              | <b>Percent</b> |
|--|----------------|
| Safety concerns, distracting                                       | 22.6%          |
| Hands-free system is too complicated or I don't know how to use it | 20.6%          |
| Hands-free system doesn't work well                                | 18.5%          |
| Driving conditions, traffic, weather                               | 17.6%          |
| Don't have texting capacity  | 8.3%           |
| Don't like using the hands-free system                             | 4.6%           |
| Don't want other people in the car to hear the message             | 2.3%           |
| Conversation is private, I don't want others to hear               | 2.3%           |
| Forget to bring it, use it, or plug it in                          | 1.8%           |
| Quick texts  | 1.5%           |
| Other  | 2.3%           |
| Don't know   | 7.7%           |

Q13A\_TEX: What reasons or situations discourage you from using your hands-free system for texting while driving?  
 Unweighted n = 47

Respondents who reported sending or reading text messages while driving were asked to identify the circumstances that would make them more likely to **send text messages**. Just sending messages was the focus for this question rather than also including reading text messages. Respondents could identify more than one circumstance, so those presented in Table 16 add up to more than 100%. The most common circumstance was How Important the Message Is (36.5%), followed by Not Applicable, I Don't Send Text Messages While Driving (23.3%), and Making or Responding to a Quick or Short Message (13.6%). All of the other circumstances were endorsed by 8.1% of respondents or less.

**Table 16: Circumstances Making it More Likely to Send Text Messages While Driving**

**Circumstances that Increase Text Messaging**

*[in descending order of percent]*

Percent

|  | Percent |
|--|---------|
| How important the message is   | 36.5%   |
| Not applicable—I don't send text messages while driving                                    | 23.3%   |
| Making or responding to a quick or short message   | 13.6%   |
| Non-stressful traffic conditions   | 8.1%    |
| Who is being messaged  | 7.9%    |
| In need of directions or other information   | 6.2%    |
| Work-related   | 5.6%    |
| Personal or social   | 5.0%    |
| Good weather conditions  | 2.6%    |
| Report a medical emergency   | 1.6%    |
| Boredom  | 1.2%    |
| Personal safety (e.g., checking in with someone, feel more comfortable being on the phone) | 1.2%    |
| Traveling at low speed   | 1.2%    |
| I think it's safe to text message when driving   | 1.1%    |
| Police officers not in sight   | 1.1%    |
| Other  | 6.6%    |
| Don't know   | 7.3%    |

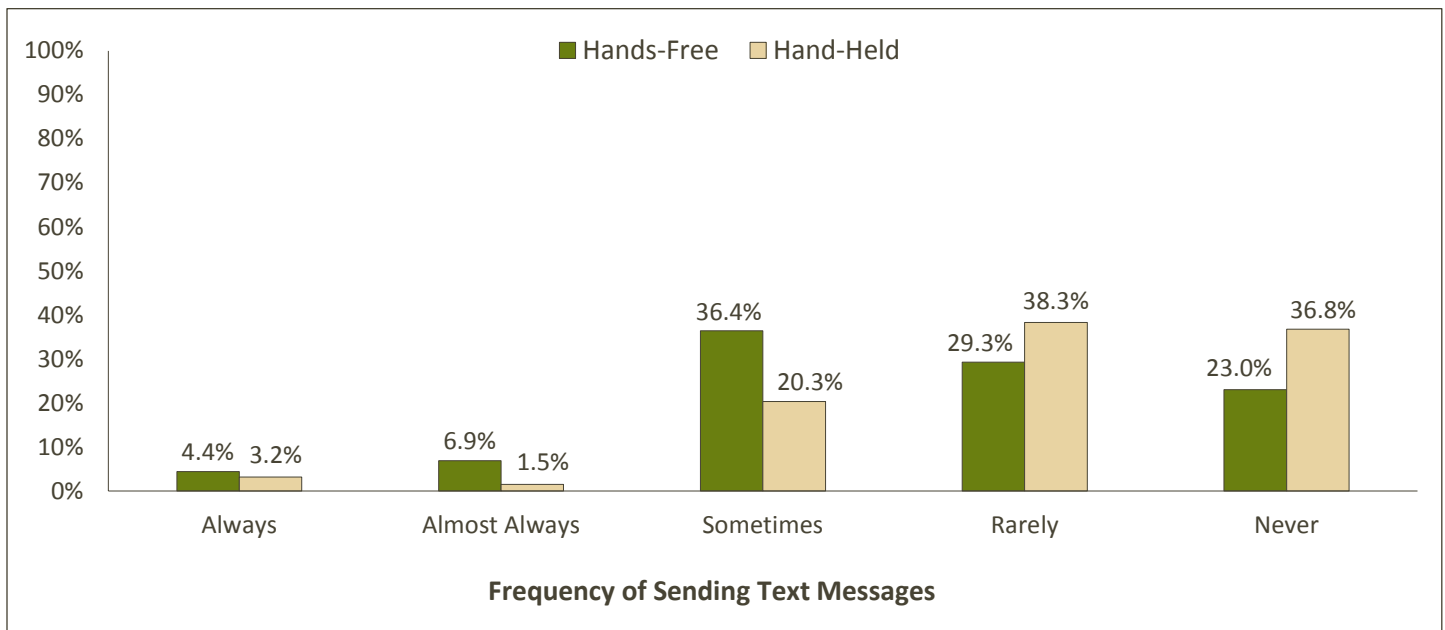
Q14\_TEXT: In general, what makes you more likely to SEND text messages while driving?

Unweighted n = 80

Another series of survey items asked respondents about sending and reading text messages while driving. Based on their responses to previous items (e.g., having a hands-free system available in their vehicle, frequency of using the hands-free system), we could designate them as Hands-Free or Hand-Held cell phone users. Some respondents reported using a combination of both their hands-free system and their cell phone in a hand-held manner. Those respondents were asked the same series of questions for each mode of calling: using their hands-free system and without using their hands-free system. Their responses when using their hands-free system were combined with other respondents who only used a hands-free system, and their responses when using their cell phone in a hand-held manner were combined with other respondent who only use their hand-held cell phone.

Figure 12 shows that the frequency of **sending text messages** while driving differed across using a Hands-Free system or using a cell phone in a Hand-Held manner. Hands-Free cell phone users were more likely to Sometimes (36.4%), Rarely (29.3%) or Never (23.0%) send a text message while driving. Hand-Held cell phone users were more likely to Rarely (38.3%), Never (36.8%) or Sometimes (20.3%) send a text message while driving. Both groups were extremely unlikely to report Always (4.4% Hands-Free, 3.2% Hand-Held) or Almost Always (6.9% Hands-Free, 1.5% Hand-Held) sending text messages while driving.

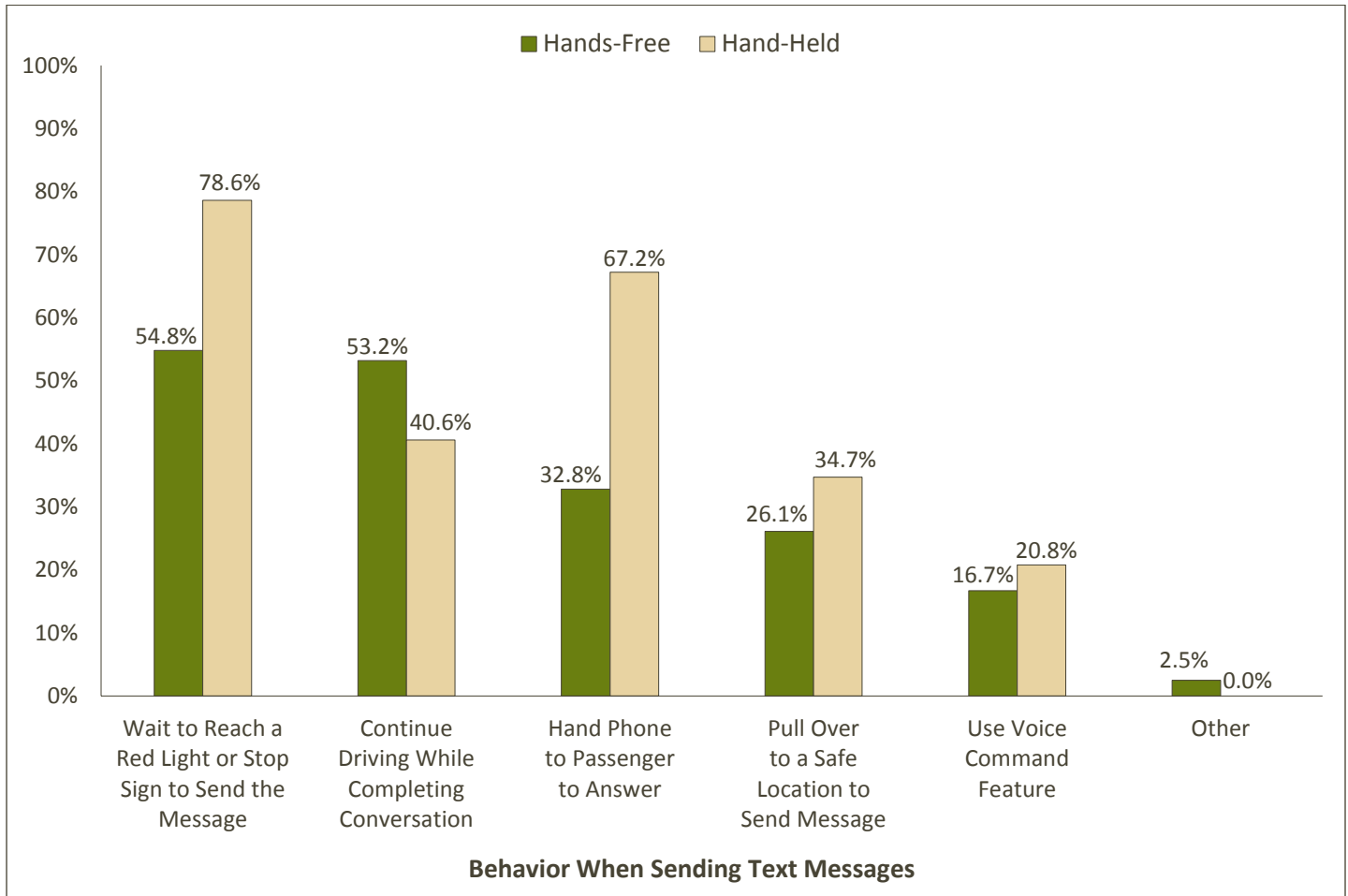
**Figure 12: Frequency of Sending Text Messages While Driving: Hands-Free vs. Hand-Held**



Q15: How often are you willing to SEND text messages when you are driving?  
 Unweighted Sample Sizes: Hands-free n = 44; Hand-held n = 71

Figure 13 shows that when **sending a text message**, drivers using the Hands-Free approach are more likely to Continue Driving While Completing the Conversation (53.2%) compared to those using the Hand-Held approach (40.6%). However, it is important to note that over one-third of the Hand-Held drivers reported continuing to drive while completing the call. Hand-Held cell phone users were more likely to Wait to Reach a Red Light or Stop Sign to Send the Message (78.6%), Hand the Phone to a Passenger to Answer (67.2%), or Pull Over to a Safe Location (34.7%) than Hands-Free drivers (54.8%, 32.8%, and 26.1%, respectively).

**Figure 13:** Behavior When Sending a Text Message While Driving: Hands-Free vs. Hand-Held (presented in descending order of Hands-Free percent)



Q15A: When you SEND a text message while driving, do you usually ...?

Unweighted Sample Sizes: Hands-free n = 33; Hand-held n = 44

All respondents who reported **sending text messages** while driving were asked how they believe their driving is different while they are doing that. Respondents could identify more than one difference, so they add up to more than 100% in Table 17. The most common way their driving was different (**bolded** percentage) for Hands-Free cell phone users was No Difference (65.5%), followed by being Distracted or Not as Aware of Things (15.8%). Those same two responses were the most common for Hand-Held users, just in the opposite order, with being Distracted or Not as Aware of Things (59.0%) being more common than No Difference (17.6%). All of the remaining ways driving was different were endorsed by 10% or fewer respondents.

**Table 17: Ways Driving is Different When Sending a Text Message**

| <b>Driving Differences</b> <i>[in descending order of Hands-Free percent]</i> | <b>Hands-Free Percent</b> | <b>Hand-Held Percent</b> |
|---|---------------------------|--------------------------|
| No difference   | <b>65.5%</b>              | 17.6%                    |
| Distracted or not as aware of things  | 18.2%                     | <b>59.0%</b>             |
| Drive slower  | 5.6%                      | 10.0%                    |
| Generally worse   | 3.8%                      | 9.6%                     |
| Drive erratically or less carefully   | 3.7%                      | 2.3%                     |
| Look in your rear or side view mirrors more frequently                        | 2.5%                      | 0.0%                     |
| Drift out of the lane or roadway  | 0.0%                      | 3.7%                     |
| Other   | 3.3%                      | 4.6%                     |
| Don't know  | 0.0%                      | 4.4%                     |

Q15B: How, if at all, would you say your driving is different when you are SENDING text messages?  
 Unweighted Sample Sizes: Hands-free n = 33; Hand-held n = 44

Respondents were asked how they believe their driving is different when **reading text messages** and could identify more than one difference, so they add up to more than 100% in Table 18. Although in slightly smaller proportions than for sending text messages, the most common way (**bolded percentage**) driving is different when reading text messages for Hands-Free cell phone users was No Difference (57.5%), followed by Distracted or Not as Aware of Things (11.4%). Also in smaller proportions, the most common driving difference for Hand-Held users when reading texts were Distracted or Not as Aware of Things (55.4%) and No Difference (13.1%). The remaining driving differences were endorsed by 10.5% or less of the respondents.

**Table 18: Ways Driving is Different When Reading Text Messages**

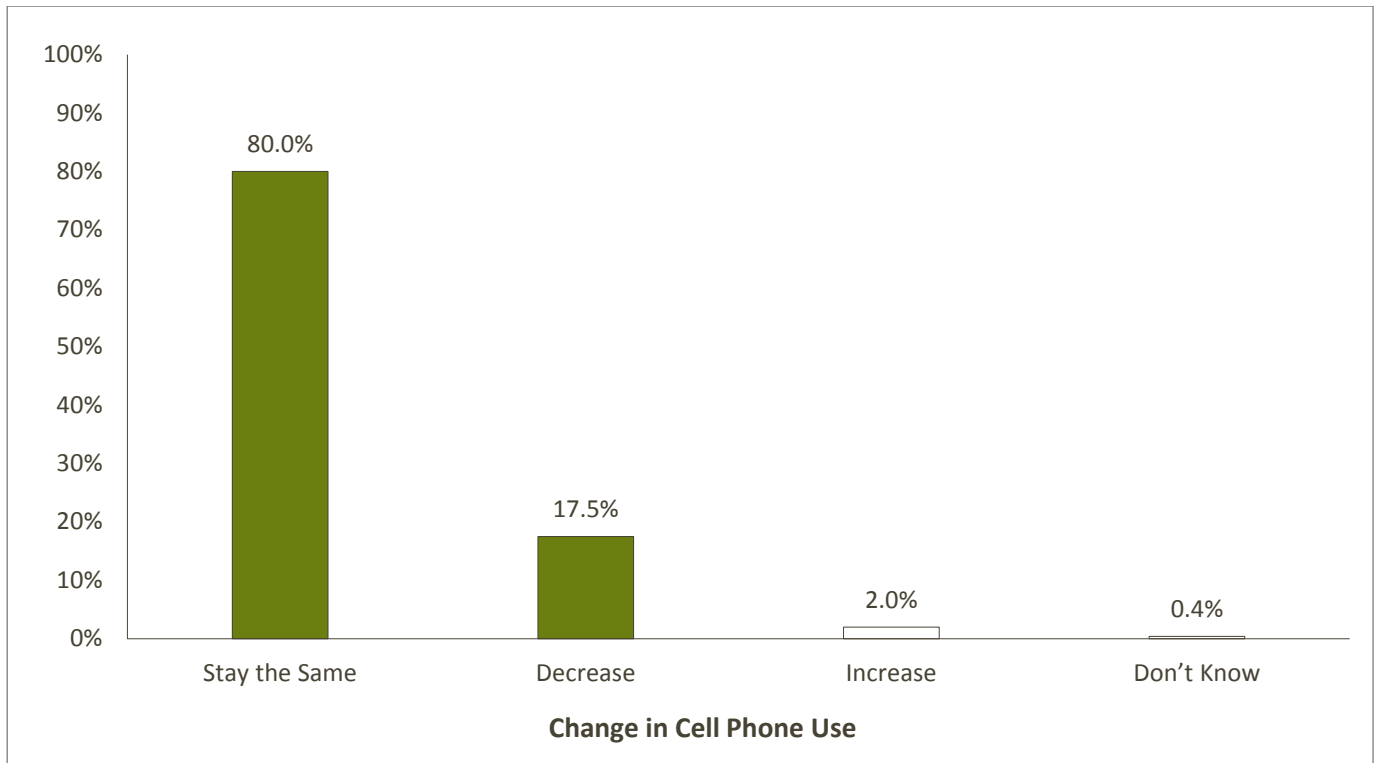
| <b>Driving Differences</b> <i>[in descending order of Hands-Free percent]</i> | <b>Hands-Free Percent</b> | <b>Hand-Held Percent</b> |
|---|---------------------------|--------------------------|
| No difference   | <b>57.5%</b>              | 13.1%                    |
| Distracted or not as aware of things  | 11.4%                     | <b>55.4%</b>             |
| Never use cell phone when car is in motion                                    | 4.5%                      | 6.9%                     |
| Drive erratically or less carefully   | 2.8%                      | 10.5%                    |
| Drift out of the lane or roadway  | 2.4%                      | 6.1%                     |
| Drive slower  | 1.9%                      | 9.6%                     |
| Other   | 4.6%                      | 5.9%                     |
| Don't know  | 0.0%                      | 3.4%                     |
| Refused   | 0.0%                      | 2.8%                     |

Q16: How, if at all, would you say your driving is different when you are **READING** text messages?  
 Unweighted Sample Sizes: Hands-free n = 44; Hand-held n = 71

# Changes in Cell Phone-Related Distracted Driving

This section of the report presents findings from the survey items related to changes in drivers' cell phone usage based on the distracted driving safety campaign implemented in Roseburg Oregon in April 2016. After the series of questions asking about talking on their cell phones, respondents were asked if their overall frequency of cell phone use while driving increased, decreased or stayed the same since April. As shown in Figure 14, the majority of respondents did not change their cell phone use while driving (80.0%), with a small proportion of people decreasing their use (17.5%). Only 2% of respondents reported increasing their cell phone use since April.

**Figure 14:** Change in Overall Cell Phone Use While Driving since April 2016 (presented in descending order of percent)



Q10: Since April, did the overall frequency of your cell phone use while driving increase, decrease, or stay the same?  
Unweighted n = 184



If respondents reported a change in cell phone usage, they were asked to describe why that change occurred. Table 19 shows that for those who **decreased** their cell phone usage, the most common reason was Fewer People Calling Me (23.6%). The next most common reasons were Driving Less (19.5%), Increased Awareness of Safety (17.0%), Less Use in General (16.3%), Saw a Distracted Driving Campaign (14.0%), and Law that Bans Cell Phone Use (13.5%). The remaining reasons were endorsed by 8.7% or fewer respondents.

**Table 19: Reasons for DECREASE in Overall Frequency of Cell Phone Use While Driving Since April 2016**

| <b>Reason</b> <i>[in descending order of percent]</i>           | <b>Percent</b> |
|---|----------------|
| Fewer people calling me   | 23.6%          |
| Driving less  | 19.5%          |
| Increased awareness of safety                                   | 17.0%          |
| Less use in general, trying to use phone less                   | 16.3%          |
| Saw a distracted driving media campaign or community message    | 14.0%          |
| Law that bans cell phone use                                    | 13.5%          |
| Job-related (work less, lost job, don't get as many work calls) | 8.7%           |
| Less use due to family or relationship changes                  | 8.1%           |
| Phone issues  | 7.3%           |
| Busier in general   | 4.4%           |
| Don't want to get a ticket                                      | 3.6%           |
| Nothing or no specific reason                                   | 2.5%           |
| Increased police enforcement                                    | 2.5%           |
| Other   | 3.2%           |
| Don't know  | 2.4%           |

Q10A: What caused this change? [Decrease]  
Unweighted n = 31

Table 20 shows that for the very few respondents who reported **increasing** their cell phone use since April, the reasons were Busier in General (21.0%), Job-related (20.6%), and More Long Distance Driving (20.6%). One additional response was received (“I got a hands-free system, which makes it easier to talk while driving”), but it could not be coded into any of the existing reasons.

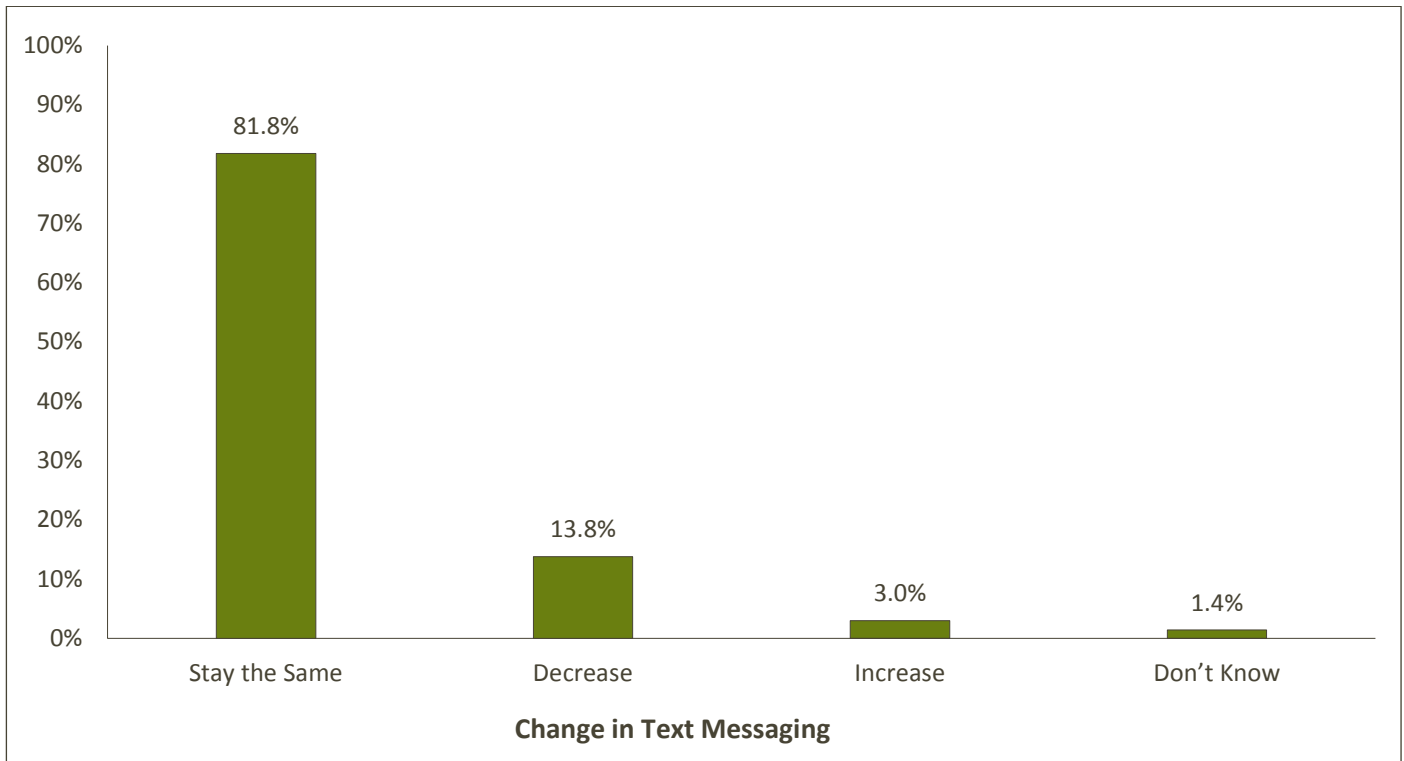
**Table 20: Reasons for INCREASE in Overall Frequency of Cell Phone Use While Driving Since April 2016**

| <b>Reason</b> <i>[in descending order of percent]</i>           | <b>Percent</b> |
|---|----------------|
| Busier in general   | 21.0%          |
| Job-related (work less, lost job, don't get as many work calls) | 20.6%          |
| More long distance driving                                      | 20.6%          |

Q10A: What caused this change? [Increase]  
Unweighted n = 4

Respondents were asked the same series of questions about text messaging. As shown in Figure 15 and similar to the question about cell phone calls, the majority of respondents reported that their text messaging frequency Stayed the Same (81.8%), with a small proportion of respondents reporting a Decrease in text messaging while driving (13.8%). Again, a very small proportion of respondents reported an Increase in text messaging while driving since April (3.0%).

**Figure 15:** Change in Overall Text Messaging While Driving since April 2016 (presented in descending order of percent)



Q17: Since April, did your frequency of text messaging while driving increase, decrease, or stay the same?

Unweighted n = 80

If respondents reported a change in text messaging while driving, they were asked to describe why that change occurred. Table 21 shows that for those who **decreased** their text messaging, the most common reasons were Saw a Distracted Driving Media Campaign or Community Message (30.6%), Less Text Messages in General (26.5%), Increased Awareness of Safety (18.1%), and Nothing or No Specific Reason (11.4%). Less than 10% of respondents endorsed any of the remaining reasons.

**Table 21: Reasons for DECREASE in Overall Frequency of Text Messaging While Driving Since April 2016**

| <b>Reason</b> <i>[in descending order of percent]</i>        | <b>Percent</b> |
|--|----------------|
| Saw a distracted driving media campaign or community message | 30.6%          |
| Less text messages in general                                | 26.5%          |
| Increased awareness of safety                                | 18.1%          |
| Nothing or no specific reason                                | 11.4%          |
| Laws that ban cell phone use                                 | 9.7%           |
| Activity level changes in general                            | 9.5%           |
| Increased police enforcement                                 | 9.5%           |
| Driving less   | 7.8%           |
| Influence or pressure from others                            | 7.8%           |
| Family or children not in the car                            | 6.5%           |

Q17A: What caused this change? [Decrease]  
Unweighted n = 11

Table 22 shows that for the very few respondents who reported **increasing** their text messaging while driving since April, the reasons were Activity Level Changes (54.5%), Family or Relationship Changes (54.5%), and More Text Messages, in General (45.5%).

**Table 22: Reasons for INCREASE in Overall Frequency of Text Messaging While Driving Since April 2016**

| <b>Reason</b> <i>[in descending order of percent]</i> | <b>Percent</b> |
|---|----------------|
| Activity level changes, in general                    | 54.5%          |
| Family or relationship changes                        | 54.5%          |
| More text messages, in general                        | 45.5%          |

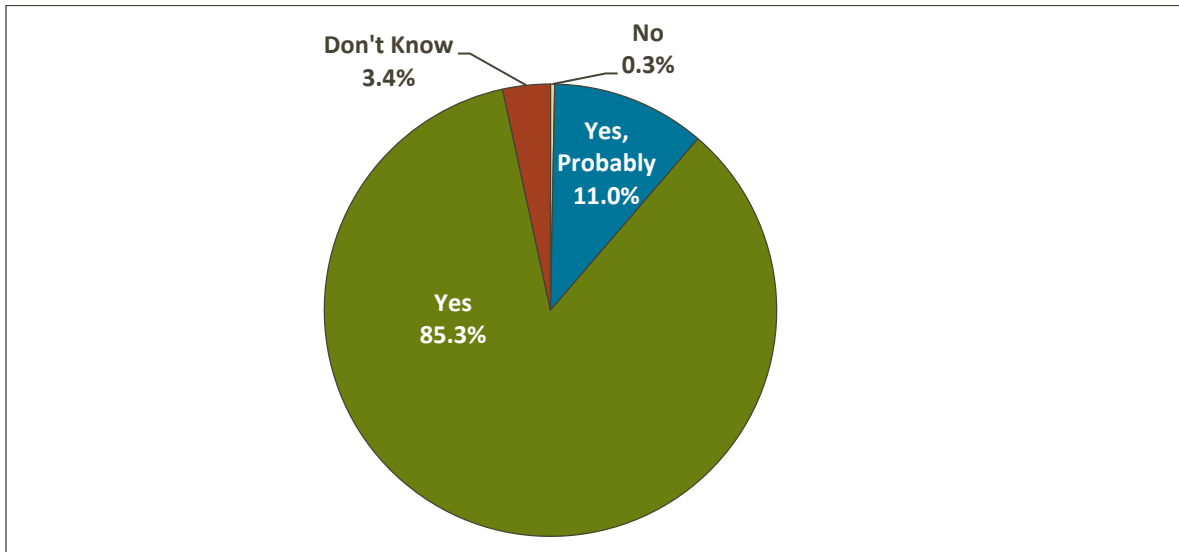
Q17A: What caused this change? [Increase]  
Unweighted n = 2

After all of the cell phone usage survey items were completed, the one respondent who reported using an “app” for making phone calls was asked to describe how that intercept app worked. The description was, “My phone will not let me dial out while driving, so I have to stop to dial out through my car.”

# Distracted Driving Laws

This section of the report presents findings from the survey items related to respondents' knowledge of distracted driving laws. As shown in Figure 16, the majority of respondents reported that there is a law banning talking on hand-held cell phones in Oregon (85.3%) and most of the remaining respondents reported that there probably is a law (11.0%). Only 0.3% of respondents reported that there is no law and 3.4% of respondents did not know if a law banning hand-held cell phones existed.

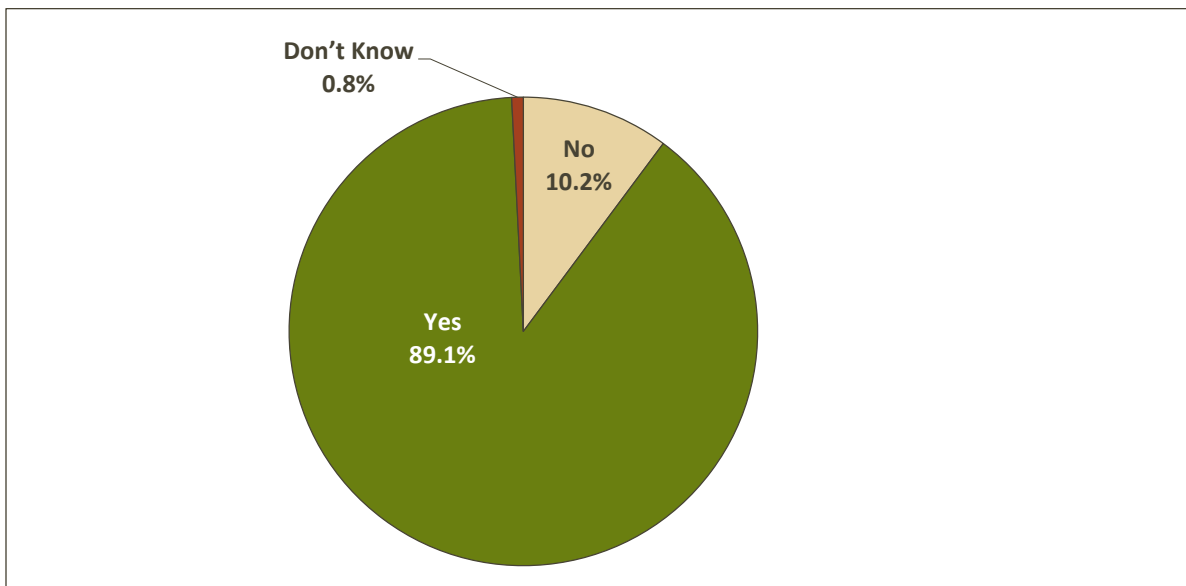
Figure 16: Oregon Has a Law Banning Talking on Hand-Held Cell Phones While Driving



Q18: Does Oregon have a law banning TALKING on a HAND-HELD cell phone while driving?  
Unweighted N = 378

The majority of respondents support the Oregon law banning talking on a hand-held cell phone while driving (89.1%; Figure 17). Another 10.2% do not support the law and a small proportion (0.8%) Don't Know whether they support the law or not.

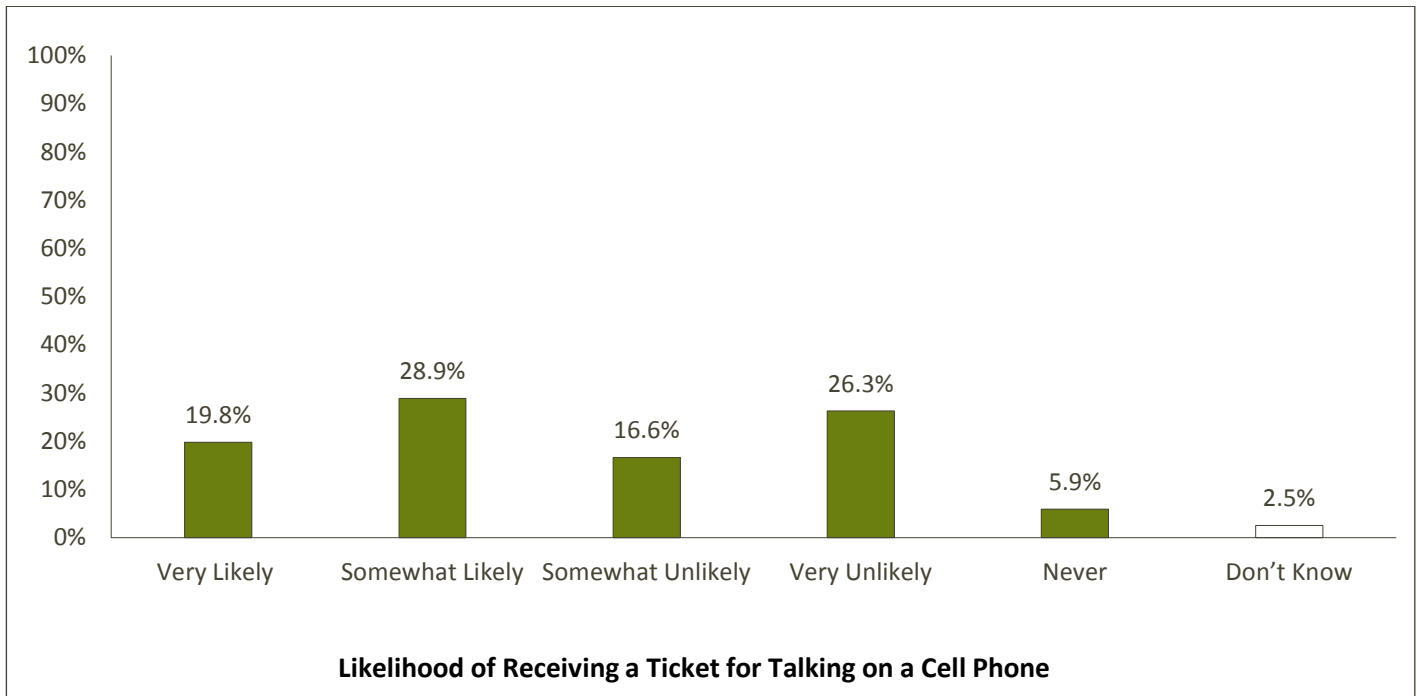
Figure 17: Support the Law Banning Talking on a Hand-Held Cell Phone While Driving



Q20: Do you support the law banning TALKING on a HAND-HELD cell phone while driving?  
Unweighted N = 378

Respondents were then asked what they believed the likelihood of receiving a ticket for driving while talking on a hand-held cell phone in Roseburg Oregon. Figure 18 shows that there is not a consistent belief about getting a ticket for this in Roseburg. Nearly equal proportions of the respondents reported believing it is Somewhat Likely (28.9%) and Very Unlikely (26.3%) to get a ticket for talking on a hand-held cell phone while driving in Roseburg Oregon. This similarity held true for the proportion of respondents who believed it is Very Likely (19.8%) and Somewhat Unlikely (16.6%) to receive a ticket. Very few respondents thought drivers would Never (5.9%) get a ticket for talking on a hand-held cell phone while driving. A slightly larger proportion of respondents reported that it is either Very Likely or Somewhat Likely to get a ticket (48.7%) relative to being either Very Unlikely or Somewhat Unlikely (42.9%).

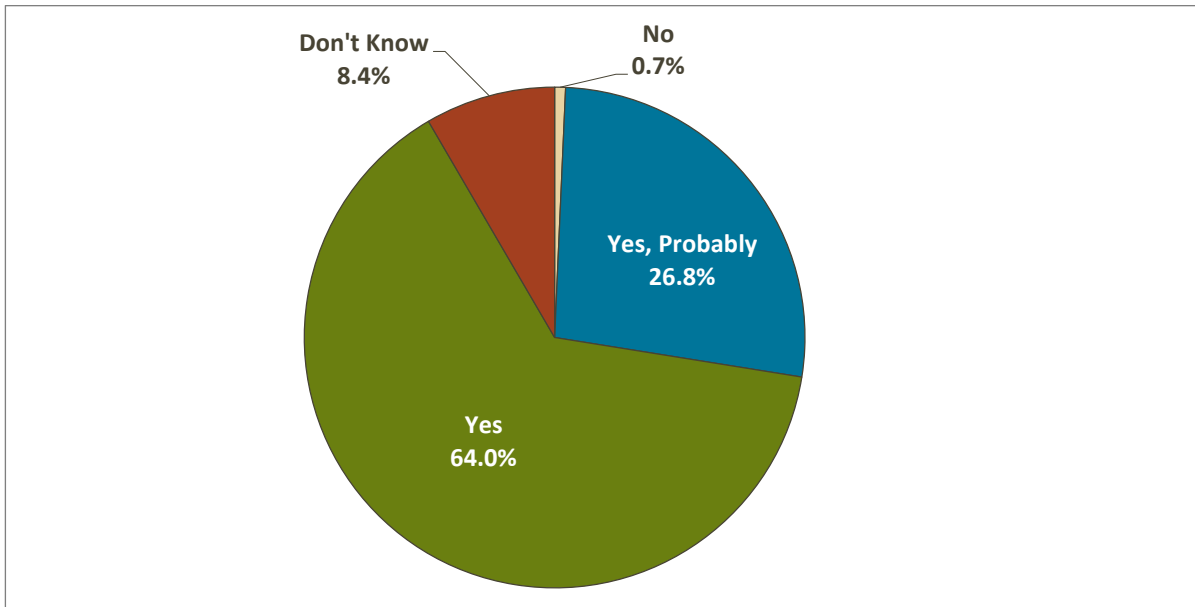
**Figure 18:** Likelihood of Receiving a Ticket for Talking on a Hand-Held Cell Phone While Driving in Roseburg Oregon



Q19: What do you think is the likelihood of receiving a ticket for TALKING on a HAND-HELD cell phone while driving in Roseburg?  
Unweighted N = 378

Respondents were then asked the same series of questions regarding text messaging. In Figure 19, it can be seen that respondents were not as certain about whether Oregon has a law banning text messaging while driving, with 64.0% responding that it exists, 26.8% responding that Oregon probably has the law, and 8.4% not being sure. Only 0.7% reported that Oregon does not have that law.

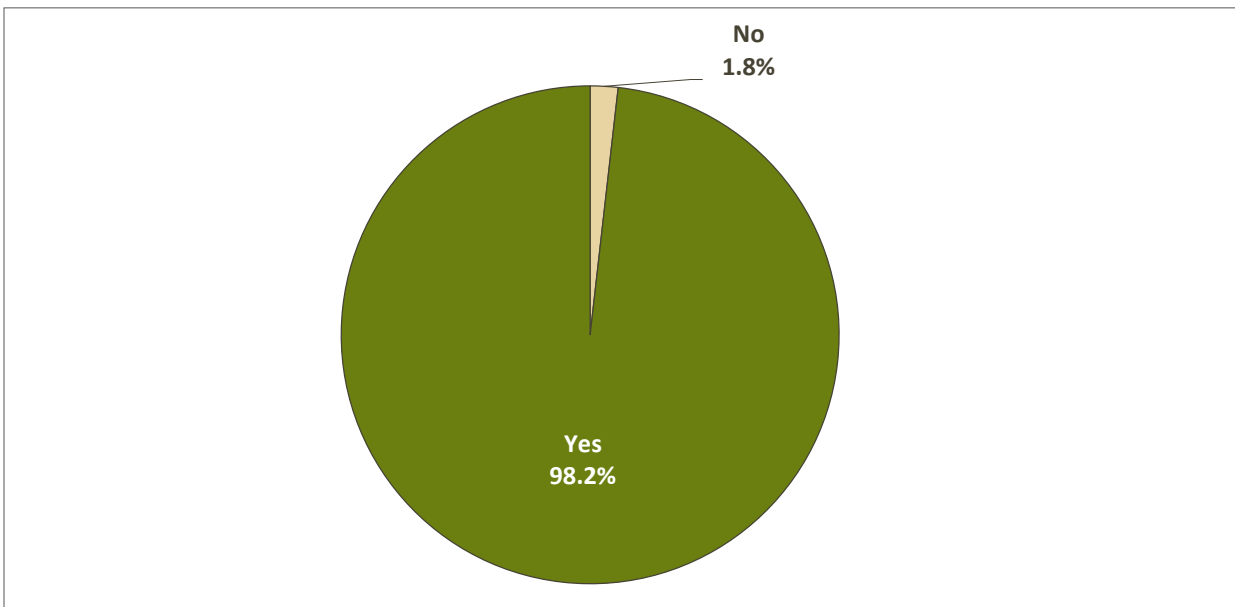
Figure 19: Oregon Has a Law Banning Text Messaging While Driving



Q21: Does Oregon have a law banning TEXT MESSAGING while driving?  
Unweighted N = 378

Figure 20 shows that nearly all respondents support the Oregon law banning text messaging while driving (98.2%).

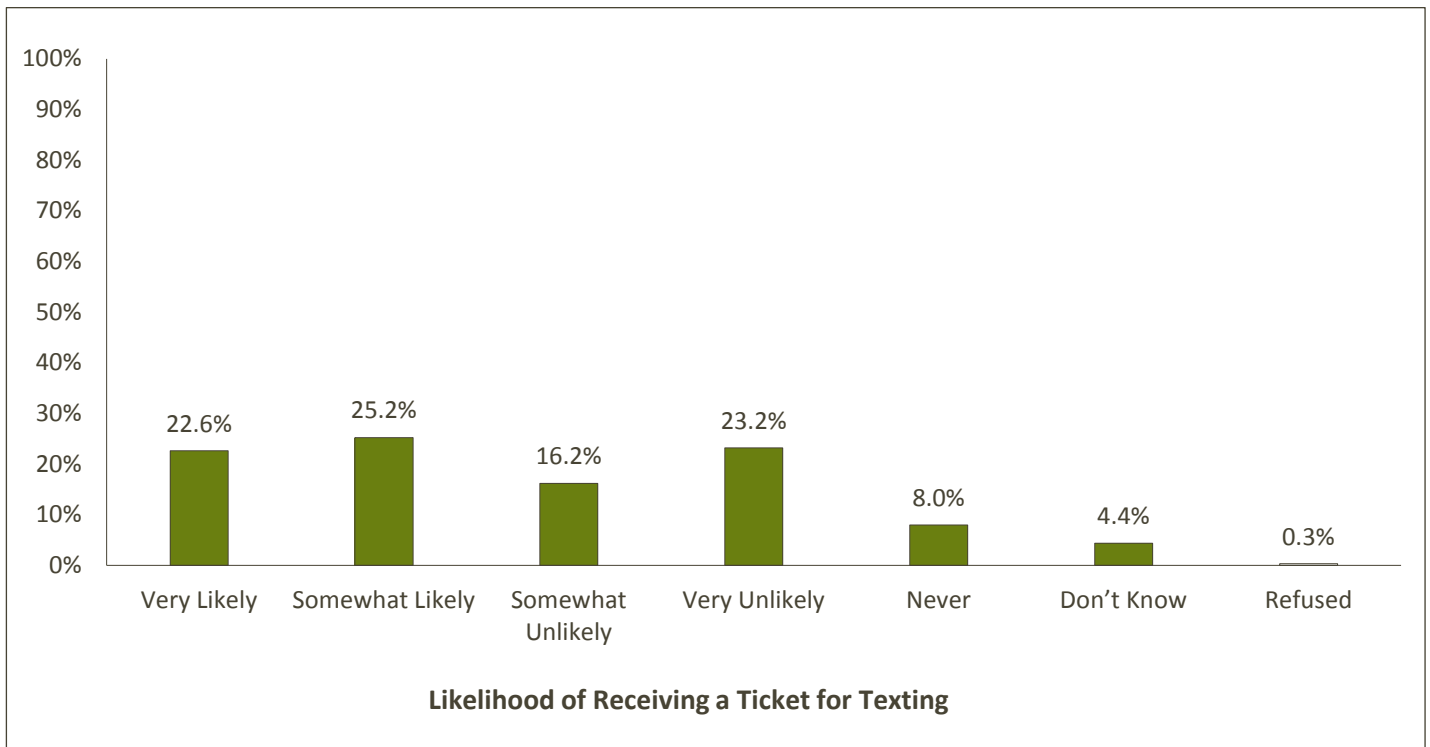
Figure 20: Support the Law Banning Text Messaging While Driving



Q23: Do you support the law banning TEXT MESSAGING while driving?  
Unweighted N = 378

Respondents showed the same variability in responses to the question about the likelihood of receiving a ticket for driving while text messaging in Roseburg Oregon. Figure 21 shows that responses were quite similar across Very Likely to Very Unlikely ratings. A slightly larger proportion of respondents rated the likelihood of getting a ticket in Roseburg for texting while driving as Somewhat Likely (25.2%), Very Unlikely (23.2%) and Very Likely (22.6%) than those who rated it Somewhat Unlikely (16.2%). A small proportion of respondents reported that drivers would Never be likely to get a ticket for texting while driving (8.0%). A somewhat larger proportion of respondents reported that it is either Very Likely or Somewhat Likely to get a ticket (47.8%) relative to being either Very Unlikely or Somewhat Unlikely (39.4%).

**Figure 21: Likelihood of Receiving a Ticket for Texting While Driving in Roseburg Oregon**



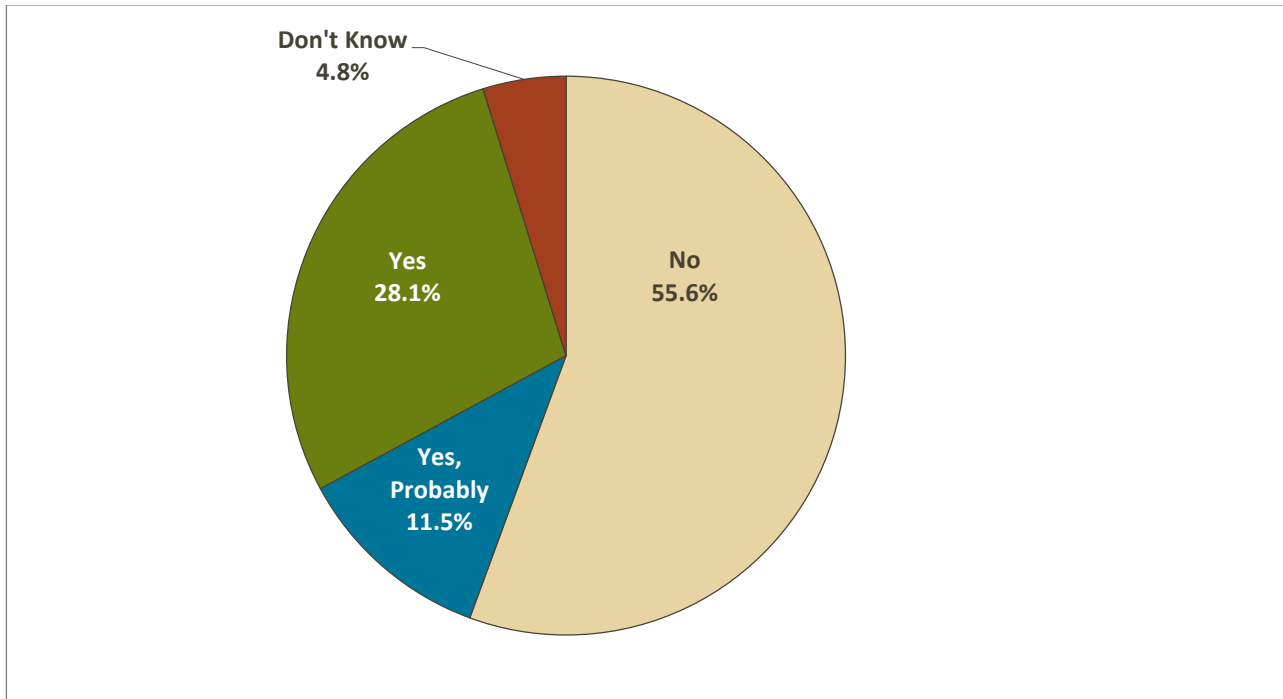
Q22: What do you think is the likelihood of receiving a ticket for text messaging while driving in Roseburg?  
 Unweighted N = 378



# Distracted Driving Messaging and Special Efforts

This section of the report presents findings from the survey items related to respondents' exposure to educational messaging regarding distracted driving or special efforts by the police to enforce hand-held cell phone laws in Roseburg during the month of April 2016. As shown in Figure 22, a little over half of the respondents had not seen or heard any special messaging or efforts related to distracted driving (55.6%). Over one-third of respondents either had been exposed (28.1%) or had probably been exposed (11.5%) to messages or special police efforts during April. A small proportion of respondents were unsure (4.8%).

**Figure 22:** Saw or Heard Distracted Driving Messages or Police Efforts to Enforce Hand-Held Cell Phone Laws in Roseburg Oregon

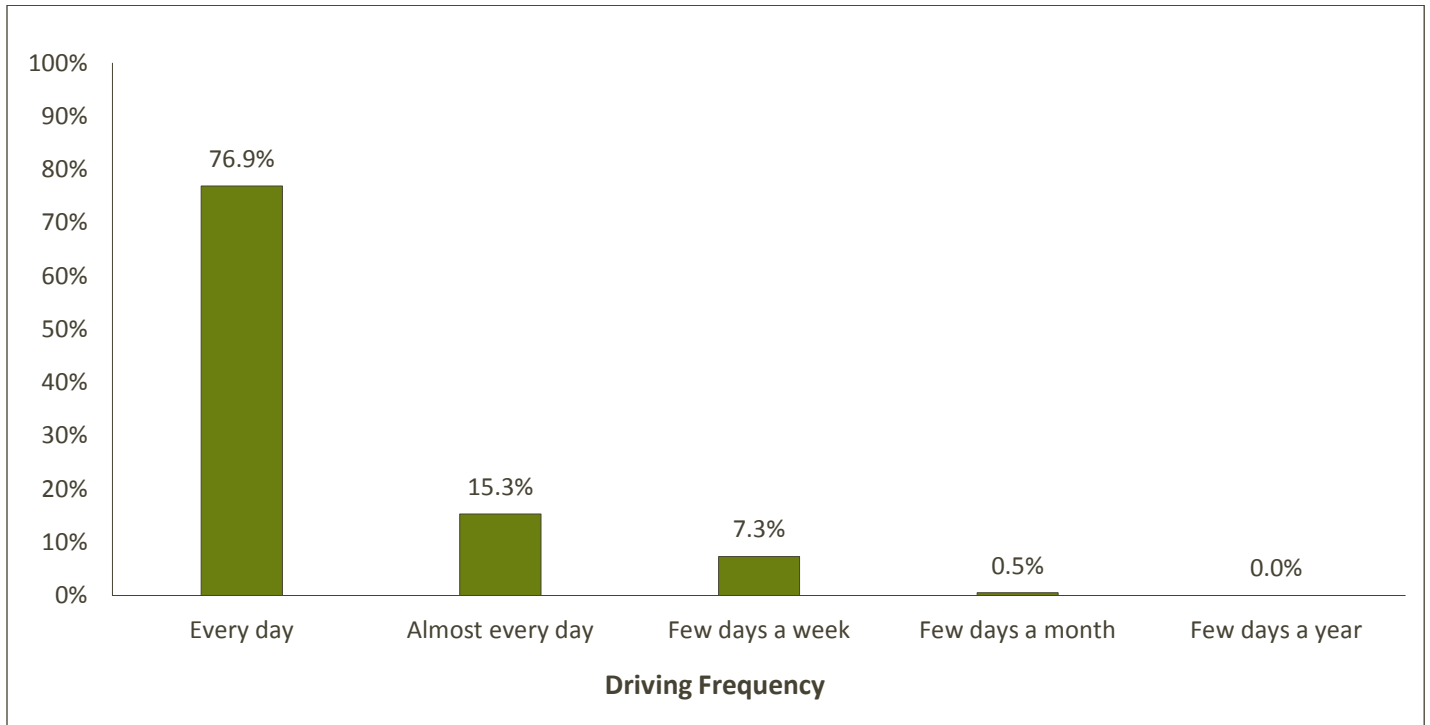


Q24: Thinking back to April, did you see or hear any special messages regarding distracted driving, or special efforts by police to enforce hand-held cell phone laws in Roseburg?

Unweighted N = 378

Of those respondents who reported seeing or hearing special messages regarding distracted driving, or special efforts by Roseburg police to enforce hand-held cell phone laws, 76.9% report that they drive Every Day (Figure 23). Another 15.3% drive Almost Every Day and 7.3% drive a Few Days a Week.

**Figure 23: Driving Frequency of Respondents Exposed to Messaging and Efforts to Reduce Distracted Driving in Roseburg Oregon**



Q1A: First, how often do you drive a motor vehicle, regardless of whether it is for work or for personal use?

Q24: Thinking back to April, did you see or hear any special messages regarding distracted driving, or special efforts by police to enforce hand-held cell phone laws in Roseburg?

Unweighted n = 149

Those same respondents who had been exposed to messaging and special efforts to reduce distracted driving in Roseburg in April 2016 were asked where they saw or heard those special efforts. Respondents could identify more than one source, resulting in the percentages adding up to more than 100% in Table 23. The most common sources of special efforts were the Radio (27.2%), Newspaper (24.1%), News Interviews on TV (24.0%), and Local or Oregon Public Service Announcements on TV (22.4%).

**Table 23: Sources of Messaging to Reduce Cell Phone Related Distracted Driving**

| Source <i>[in descending order of percent]</i>            | Percent |
|---|---------|
| Radio   | 27.2%   |
| Newspaper   | 24.1%   |
| News interviews on TV                                     | 24.0%   |
| Local or Oregon public service announcements (PSAs) on TV | 22.4%   |
| National public service announcements (PSAs) on TV        | 13.0%   |
| Banner  | 11.5%   |
| Internet (e.g., school website, social media, etc.)       | 10.7%   |
| Billboards or road signs*                                 | 6.5%    |
| Police officer (i.e., direct contact)*                    | 3.5%    |
| Posters   | 3.3%    |
| Friend or relative (i.e., word of mouth)*                 | 3.0%    |
| Witnessed more enforcement activity*                      | 3.0%    |
| Local business message boards*                            | 2.5%    |
| School or vendor reader board signs*                      | 2.3%    |
| Educational program*                                      | 1.4%    |
| School events*  | 0.7%    |
| Other*  | 3.2%    |
| Don't know  | 0.8%    |

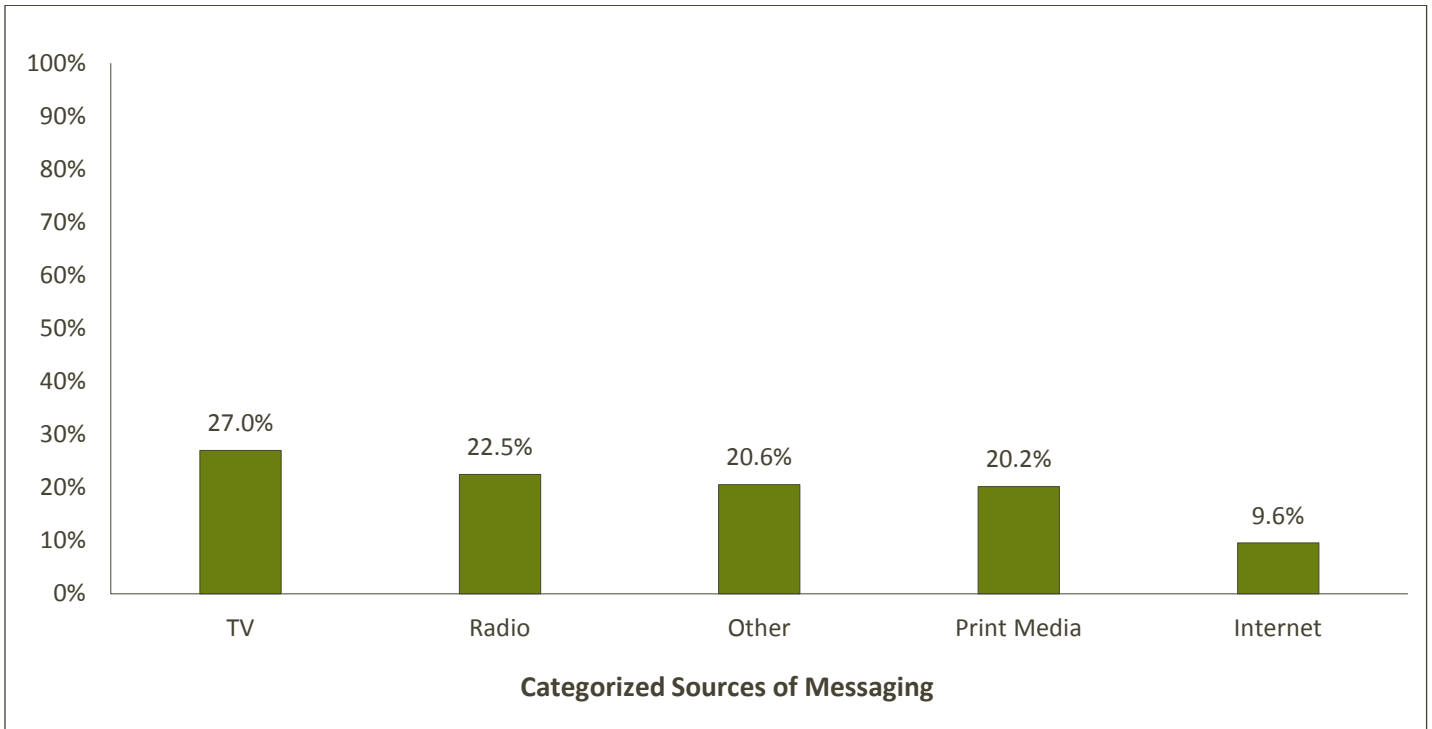
Q25: Where did you see or hear those special efforts?

Unweighted n = 149

\*Categorized into "Other" for Figures 24, 25 and 26.

The individual sources of messages and special efforts were grouped into five higher order categories: TV, Print Media, Radio, Internet and Other. The Other category included the items marked with an asterisk (\*) in Table 23 (previous page). Don't know responses were excluded from this higher order categorization. Respondents could identify more than one source, resulting in the percentages adding up to more than 100% in Figure 24. The most common categorized sources of special efforts were TV (27.0%), followed by Radio (22.5%), Other (20.6%) and Print Media (20.2%).

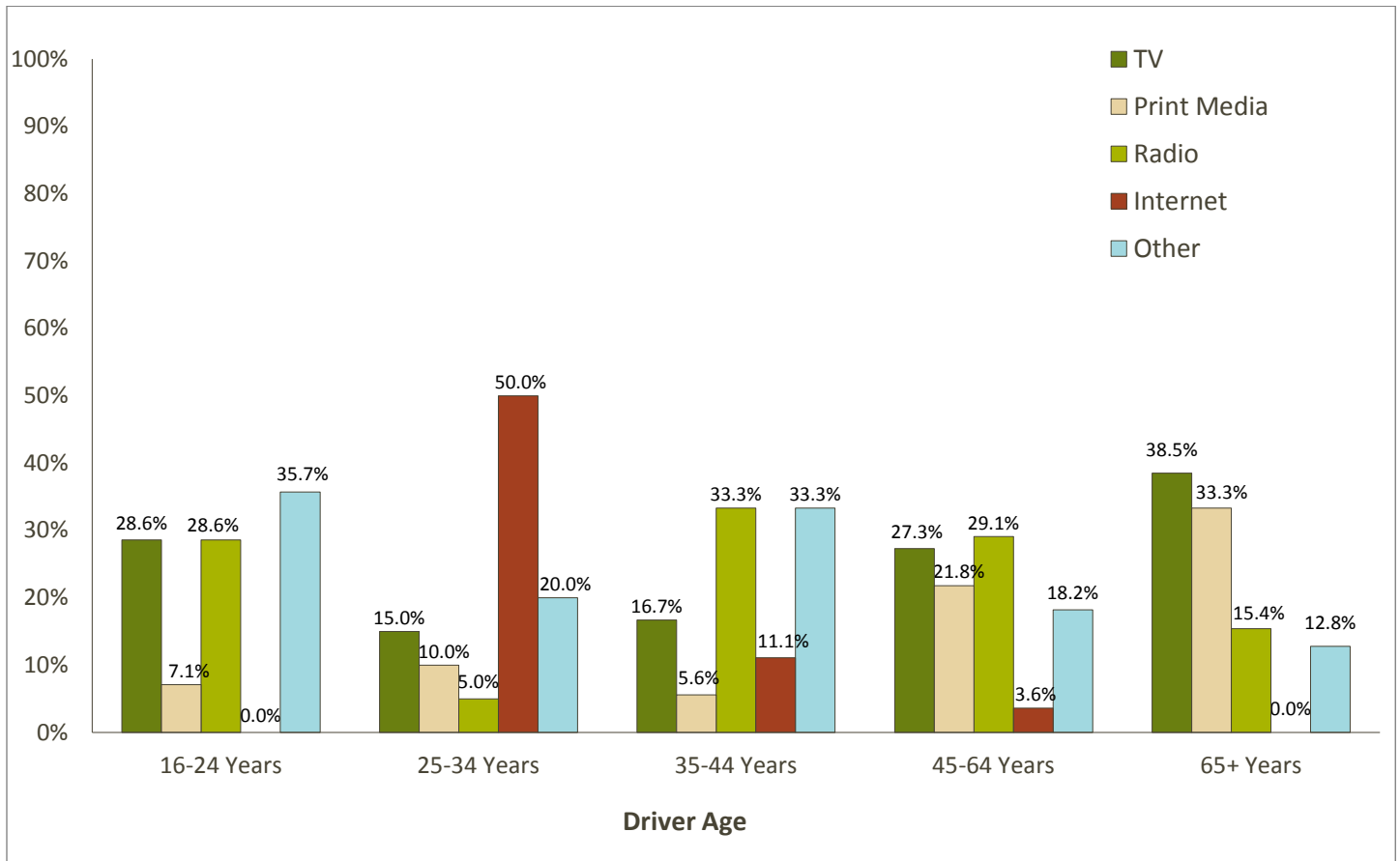
**Figure 24:** Categorized Sources of Messaging to Reduce Cell Phone-Related Distracted Driving (presented in descending order of percent)



Q25: Where did you see or hear those special efforts? (grouped into higher order categories)  
 Unweighted n = 148

The sources of messages and special efforts were further examined across age groups. Figure 25 shows that for 16- to 24-year-olds, the most common sources of messaging to reduce cell phone-related distracted driving were Other (35.7%), followed by TV (28.6%) and Radio (28.6%). For 25- to 34-year-olds, the most common source by far was the Internet (50.0%). The 35- to 44-year-olds were equally likely to see or hear those messages on the Radio (33.3%) or Other sources (33.3%). For the 45- to 64-year-olds, Radio (29.1%), TV (27.3%) and Print Media (21.8%) were all more common sources of special efforts. The 65 years and older group of respondents reported both TV (38.5%) and Print Media (33.3%) as primary sources of the special efforts. Internet was only a key source of the messaging for 25- to 34-year-olds, and Print Media was only a key source for the two oldest age groups.

**Figure 25:** Categorized Sources of Messaging to Reduce Cell Phone-Related Distracted Driving by Age Group



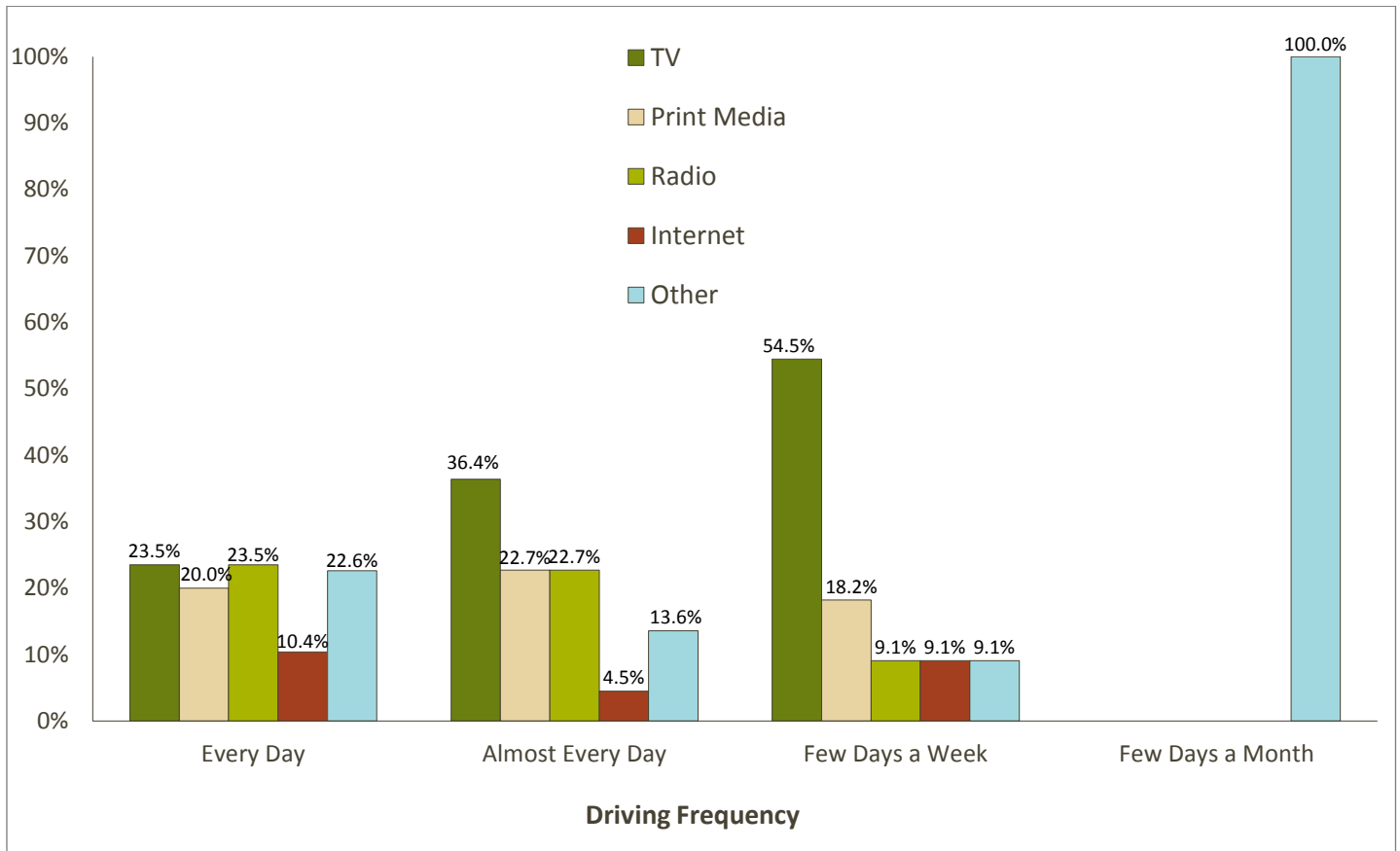
Q25: Where did you see or hear those special efforts? (grouped into higher order categories)

AGE: What is your age? (recoded into groups)

Unweighted n = 148

Figure 26 shows how the sources of special messaging regarding distracted driving differs across respondents' frequency of driving. There is no single source of exposure to special efforts across all of the driving frequencies. However, the only source of special efforts for people who drive a Few Days a Month was Other (100%). TV was the most common messaging source for respondents who drive both Almost Every Day (36.4%) and a Few Days a Week (54.5%). Drivers who drove Every Day were identifying most of the sources equally, having seen messages from TV (23.5%), Radio (23.5%), Other (22.6%), and Print Media (20.0%). The Internet was not a common source of this messaging across all driving frequencies.

**Figure 26:** Categorized Sources of Messaging to Reduce Cell Phone-Related Distracted Driving by Driving Frequency



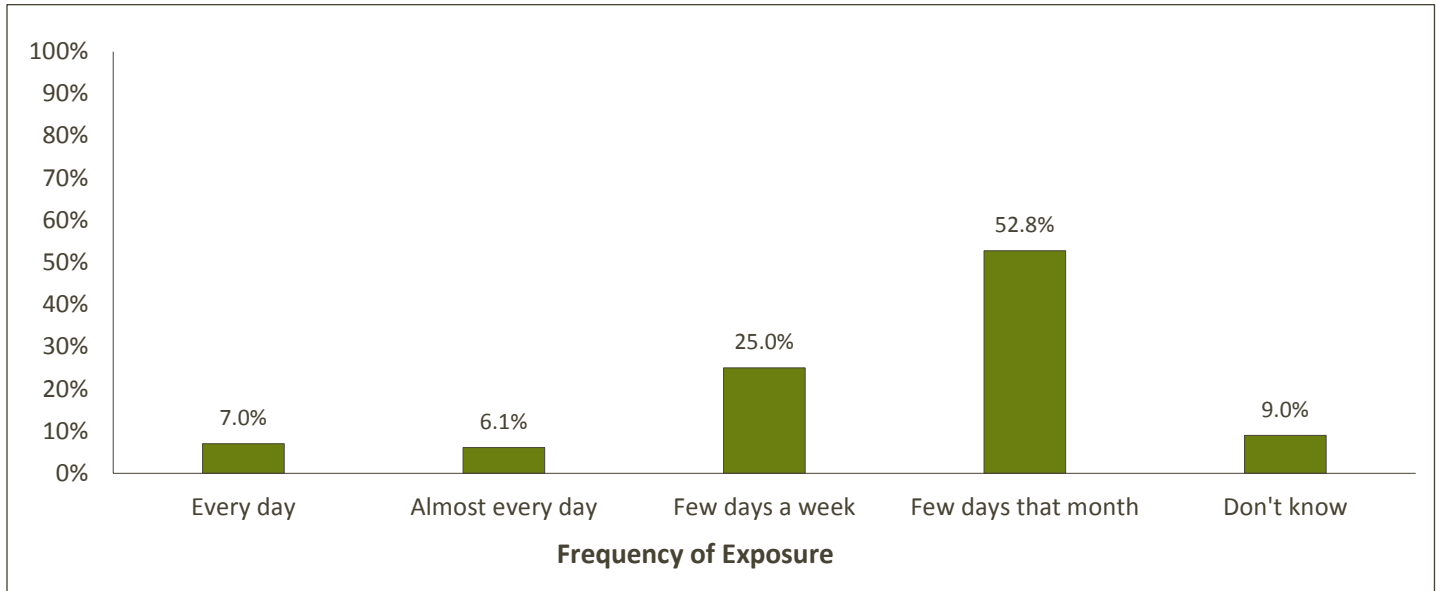
Q25: Where did you see or hear those special efforts? (grouped into higher order categories)

Q1A: First, how often do you drive a motor vehicle, regardless of whether it is for work or for personal use?

Unweighted n = 148

Those respondents were also asked how often they saw or heard the messages regarding distracted driving. Figure 27 shows that the largest proportion of respondents were exposed a Few Days That Month (52.8%), followed by a Few Days a Week (25.0%).

**Figure 27: Frequency of Exposure to Messaging and Efforts to Reduce Distracted Driving**



Q26: How often did you see or hear these messages?  
Unweighted n = 149

Table 24 shows the distribution of the messages respondents recalled seeing or hearing in April 2016. Respondents could identify more than one message, resulting in the percentages adding up to more than 100% in Table 24. Anything respondents said that represented the meaning of the actual messages used during April were included together. The most common message seen or heard was something related to Increased Enforcement Warnings (30.4%). “You Text, You Drive, You Pay” (13.2%) and “One Text or Call Could Wreck it All” (10.2%) were the next most common messages seen or heard. Interestingly, the most common response was Don’t Know (37.9%).

**Table 24: Messages Seen or Heard in April 2016**

| Source <i>[in descending order of frequency]</i>               | Percent |
|--|---------|
| Increased enforcement warnings                                 | 30.4%   |
| “U text, U Drive, U Pay.”                                      | 13.2%   |
| “One Text or Call Could Wreck it All”                          | 10.2%   |
| General danger warnings, less graphic than scare ads           | 7.1%    |
| Scare ads  | 6.1%    |
| General information about not texting or calling while driving | 5.1%    |
| Other  | 3.0%    |
| Don't know   | 37.9%   |

Q27: What messages do you recall hearing or seeing (in April)?  
Unweighted n = 149

At the end of the survey, respondents were offered an opportunity to provide any additional comments. Those verbatim responses are included in Appendix B of this report.



# Appendix A: Survey Instrument

## TZONE

### Computed Time Zone (by Area Code)

#### Choices

|                   |    |
|-------------------|----|
| Hawaii            | 03 |
| Alaska            | 04 |
| Pacific           | 05 |
| Mountain          | 07 |
| Arizona           | 08 |
| Central           | 12 |
| Eastern           | 13 |
| Indiana (East)    | 15 |
| Atlantic (Canada) | 19 |
| Unknown Time Zone | 00 |

## ORGPB

### Imported Original Phone Number

## SRLID

### SRL Unique Master ID (99999)

## SAMPL

### Imported Original Sample Type Group

#### Choices

|               |   |
|---------------|---|
| Listed Sample | 1 |
| RDD Sample    | 2 |
| Cell Sample   | 3 |

## CELLCODE

### Cell sample=Active or Unknown from sample company

## INTRO

Phone Number: \$N

### Callback Notes: <F6>

#### Choices

|   |    |            |
|---|----|------------|
| CONTINUE TO SURVEY                                    | 00 | D          |
| Answering Machine                                     | 01 | ==> /INT01 |
| Regular Busy  | 02 | ==> /INT02 |
| No Answer   | 03 | ==> /INT03 |
| Non-Residential Number                                | 04 | ==> /INT04 |
| Number Change   | 05 | ==> /TELO1 |
| Cell Phone Refusal                                    | 06 | ==> /INT06 |
| Non-working, Disconnected, or Fast Busy               | 07 | ==> /INT07 |
| Language Barrier                                      | 08 | ==> /INT08 |
| Disability Barrier                                    | 09 | ==> /INT09 |
| Group Home (Assisted Living, Nursing Home, Dormitory) | 10 | ==> /INT10 |
| FAX Machine   | 11 | ==> /INT11 |
| No HHMs 16+ or Child's Cell Phone                     | 12 | ==> /INT23 |

## NTRO

**Hello, my name is \$I and I'm calling from Portland State University on behalf of ODOT's (the Oregon Department of Transportation's) Transportation Safety Division. We're conducting a brief research survey about the driving habits of Roseburg area residents. The survey is completely anonymous. (Is now a good time to ask you a few questions?)**

PURPOSE: It's really important that we hear from everyone. The information you provide will help ODOT develop better programs and campaigns to reduce distracted driving and promote increased public safety on Oregon roadways.

IWR NOTE: We'd like to survey anyone who lives in or NEAR Roseburg. You do NOT have to live inside the City of Roseburg to participate.

IWR NOTE: R must be 16 or older to complete the survey. If R sounds young, verify they are 16 or older before starting the survey.

IWR NOTE: If R automatically says they "never" drive, move on to reading the next screening question (Q1A) to see if they EVER drive. Even if they just drive a "few days a year," they qualify to take the survey. Otherwise, ask if there is anyone else in the HH who drives.

### Choices

|   |   |     |        |
|---|---|-----|--------|
| Yes [CONTINUE TO SURVEY]                                | 1 | D   |        |
| Schedule CB w/ Specific Time                            | 2 | ==> | /INT50 |
| Soft Refusal (Not Interested/Not Now, Generic Callback) | 3 | ==> | /INT55 |
| Non-Residential Number                                  | 4 | ==> | /INT04 |
| Language Barrier  | 5 | ==> | /INT08 |
| Disability Barrier                                      | 6 | ==> | /INT09 |
| Not a Roseburg Area Resident                            | 7 | ==> | /INT13 |
| Immediate Hang Up                                       | 8 | ==> | /INT95 |
| Hard Refusal or Never Callback                          | 9 | ==> | /INT91 |

## INT01

**HANG UP AS SOON AS ANSWERING MACHINE COMES ON**

Answering Machine - Should be used for residential voicemail or telephone answering machines.

### Choices

|                   |    |   |          |
|-------------------|----|---|----------|
| Answering Machine | 01 | D | ==> /END |
|-------------------|----|---|----------|

## INT02

Regular Busy - Should be used when you get a regular (slow) busy signal.

### Choices

|              |    |   |          |
|--------------|----|---|----------|
| Regular Busy | 02 | D | ==> /END |
|--------------|----|---|----------|

## INT03

No Answer - Should be used when you let the phone ring for 5+ times and no one picks up the phone and an answering machine does not come on.

### Choices

|           |    |   |          |
|-----------|----|---|----------|
| No Answer | 03 | D | ==> /END |
|-----------|----|---|----------|

## INT04

**Sorry to have bothered you. We are surveying households only. Thank you for your time today.**

Non-Residential - Should be used for businesses and non-residential facilities. Should not be used for group homes.

### Choices

|                        |    |   |          |
|------------------------|----|---|----------|
| Non-Residential Number | 04 | D | ==> /END |
|------------------------|----|---|----------|

## TEL01

Phone Number Format: 999-999-9999

### What is the new phone number?

Phone Number Change - Changing the main record phone number. Be sure to always record old phone number in the CB Notes before you change it. Enter new number on this next screen, then call them back immediately at that new number, or schedule a CB for a later time. Warning: If you're not completely sure that the old number is bad, save that old number by writing it on a piece of paper and recording it in the Callback Notes.

999-999-9999

## INT06

TRY TO GET NEW PHONE NUMBER OR CALLBACK AT BETTER TIME

### I'm sorry to have bothered you. Is there a better number I can reach you at, or may we call you at a better time (e.g., when you are not driving, or during off-peak hours)?

Number Change - Should be used if R is willing to provide another number to call them at. Enter new number on the next screen, then call them back immediately at that new number, or schedule a CB for a later time. Cell Phone Refusal - Should be used if a R refuses to complete the survey specifically because they are on their cell phone.

#### Choices

|                    |    |   |            |
|--------------------|----|---|------------|
| Cell Phone Refusal | 06 | D | ==> /END   |
| Number Change      | 18 |   | ==> /TEL01 |

## INT07

Non-working, Disconnected, Fast Busy - Should be used for non-working, disconnected numbers (including temporarily out of service), special technological circumstances (such as pagers), and fast busy signals.

#### Choices

|   |    |   |          |
|---|----|---|----------|
| Non-working, Disconnected, or Fast Busy | 07 | D | ==> /END |
|---|----|---|----------|

## INT08

RECORD LANGUAGE IF KNOWN

### Does anyone in your household speak English? [If Not:] Sorry to have bothered you. We do not have anyone that speaks your language.

Language Barrier (not English) - Should be used in cases in which no one in the HH speaks a language that the survey is being conducted in. Please record the language you think the R was speaking.

#### Choices

|                  |    |    |          |
|------------------|----|----|----------|
| Language Barrier | 08 | DO | ==> /END |
|------------------|----|----|----------|

## INT09

### Is anyone else available to come to the phone? Disability Barrier: Sorry to have bothered you. Thank you for your time today. Hard-of-Hearing: Sorry to have bothered you. We are not able to complete this survey with a TTY system.

Disability Barrier - Should be used when R have cognitive, mental, or physical disabilities that prevents them from answering and/or understanding questions and there is no one else in the HH that can complete the survey.

#### Choices

|                    |    |   |          |
|--------------------|----|---|----------|
| Disability Barrier | 09 | D | ==> /END |
|--------------------|----|---|----------|

## INT10

### Sorry to have bothered you. Thank you for your time today.

Group Home - Should be used when Rs do not have their own individual lines (e.g., assisted living facilities, nursing homes, or college dormitories).

#### Choices

|   |    |   |          |
|---|----|---|----------|
| Group Home (Assisted Living, Nursing Home, Dormitory) | 10 | D | ==> /END |
|---|----|---|----------|

## INT11

Fax Machine - Should be used for fax machines.

## INT50

**When would be a better time for us to callback? We're conducting this survey for a couple weeks and can call in the afternoons, evenings, and weekends; whatever time works the best for you.**

Schedule CB with a Specific Time; Leave Detailed CB Notes.

General Reminders:

- Use abbreviations.
- Who you spoke to (i.e., MR, FR, youth), and name if collected.
- Best time to callback (specific or general times)
- What Q# you left off on if you started the survey.
- Include your initials & current date (e.g., TC 9/8).

## INT55

**REFUSAL CONVERSION: - It's really important that we hear from everyone. - The information you provide will help ODOT develop better programs and campaigns to reduce distracted driving and promote increased public safety on Oregon roadways. - If now is not a good time, I would be happy to set up a callback to finish the survey at a better time for you.**

Soft Refusal (Not Interested / Not Now, Generic Callback) - Should be used when the R has not heard the entire introduction, automatically says something vague like "not interested," "not a good time," or "not now," and just hangs up before you start or get through an adequate RF conversion. There is a possibility this HH may participate if called again. These numbers will be automatically called back in 1 to 3 days to try again.

### Choices

|   |    |   |          |
|---|----|---|----------|
| Soft Refusal (Not Interested/Not Now, Generic Callback) | 55 | D | ==> /END |
|---|----|---|----------|

## INT91

**SPECIAL STUDY INFORMATION & REFUSAL CONVERSION- SEE END OF BOOKLET FOR TEXT**

Hard Refusal - Should be used if you introduced the survey (hitting the key points of the intro screen(s), tried to do a refusal conversion once communicating the main and relevant points, and the R insists and says again they don't want to participate (thus refusing twice). It can also be used if someone is very insistent with their refusal or angry, and you do not think they can be convinced to complete the survey. These numbers will be not be called back.

Never Callback - Should only be used if R says "take me off your list," "don't ever call me again," or is acting very inappropriately or irately.

### Choices

|                |    |    |          |
|----------------|----|----|----------|
| Hard Refusal   | 91 | DO | ==> /END |
| Never Callback | 92 | O  | ==> /END |

## INT95

Immediate Hang Up - Should be used if the R didn't say anything (other than hello) and hung up on you as you were introducing the survey. These records will be automatically called back in a few days.

### Choices

|                   |    |   |          |
|-------------------|----|---|----------|
| Immediate Hang Up | 95 | D | ==> /END |
|-------------------|----|---|----------|

## S1

READ OPTIONS 1-5 UNTIL STOPPED

**Thank you. We're trying to make sure the survey is representative of all people in the Roseburg area, so we are now focusing on certain age groups. (Just to verify) which of the following categories best describes your age?**

REFUSAL CONVERSION: It is common for people we survey to prefer not to provide their age. However, this survey is, in part, intended to determine whether individuals of all ages have differing experiences or perceptions of using technology like cell phones when driving. I need to know your age group for categorizing your answers. Would you be willing to provide this information in this special instance? Please remember, all of your responses are anonymous.

IWR NOTE: R must be 16 or older to complete the survey.

### Choices

|                    |   |             |
|--------------------|---|-------------|
| 16 to 24 years old | 1 | ==>/SECT1_1 |
| 25 to 34 years old | 2 | ==>/SECT1_1 |
| 35 to 44 years old | 3 | ==>/S2_A    |
| 45 to 64 years old | 4 | ==>/S2_A    |

|  |   |           |
|--|---|-----------|
| 65 years of age or older                       | 5 | ==>/S2_B  |
| Not 16 or Older & No Other HHMs 16+            | 0 | ==>/INT23 |
| Refused (Use RF Conversion Text before coding) | 9 | ==>/INT19 |

**INT19**  
**I understand. Unfortunately, we need that information to continue with the survey. Thank you for your time.**

RF S1 (Age Screening)  
 ==> +1 if NOT (S1=9)

|                       |    |   |          |
|-----------------------|----|---|----------|
| <b>Choices</b>        |    |   |          |
| RF S1 (Age Screening) | 19 | D | ==> /END |

**INT23**  
**I'm sorry, you must be 16 or older to complete the survey. Is there anyone else in the household who is 16 years of age or older I can speak too?**

**[If Yes: Back up in the survey to the INTRO and start again with new R.]**  
**[If No: Thank you for your time, goodbye.]**

No HHMs 16+ or Child's Cell Phone - To be used if no one lives at this HH who is 16 years of age or older, or this is a child-specific cell phone (and no forwarding HH landline number is able to be gathered).  
 ==> + if NOT (S1=0 OR INTRO=12)

|                                     |    |   |          |
|-------------------------------------|----|---|----------|
| <b>Choices</b>                      |    |   |          |
| No HHMs 16+ (or Child's Cell Phone) | 23 | D | ==> /END |

**S2\_A [Soft Screening for 16-34 year olds, Added 5/25]**

**I'm sorry but we have surveyed a lot of people in that age group. Is there someone in your household I could speak to who is between 16 to 34 years old?**

**[If YES: May I please speak to them?]**  
**[If NO: That's okay! We'd be happy to speak to you.]**

==> +1 if NOT (S1=3,4)

|                                  |   |  |             |
|----------------------------------|---|--|-------------|
| <b>Choices</b>                   |   |  |             |
| No (survey continues)            | 0 |  | ==>/SECT1_1 |
| Yes (new R getting on the phone) | 1 |  | ==> /NTRO   |
| Refused                          | 9 |  | ==> /INT21  |

**S2\_B [Hard Screening for 16-64 year olds; Changed from Soft Screening 5/25]**

**I'm sorry but we have surveyed a lot of people in that age group. Is there someone in your household I could speak to who is between 16 to 64 years old?**

**[If YES: May I please speak to them?]**

==> +1 if NOT (S1=5)

|                                  |   |  |            |
|----------------------------------|---|--|------------|
| <b>Choices</b>                   |   |  |            |
| No (survey ends)                 | 0 |  | ==> /INT20 |
| Yes (new R getting on the phone) | 1 |  | ==> /NTRO  |
| Refused                          | 9 |  | ==> /INT21 |

**INT20**

**I really appreciate your willingness to take the survey, but we will not be able to complete a survey with your household. Thank you for your time today.**

Screened Out for Age  
 ==> +1 if NOT (S2\_B=0)

|                      |    |   |          |
|----------------------|----|---|----------|
| <b>Choices</b>       |    |   |          |
| Screened Out for Age | 20 | D | ==> /END |

## INT21

**I understand. Thank you for your time.**

RF S2 (Age Screening)

==> +1 if NOT (S2\_A=9 OR S2\_B=9)

### Choices

|                       |    |   |          |
|-----------------------|----|---|----------|
| RF S2 (Age Screening) | 21 | D | ==> /END |
|-----------------------|----|---|----------|

## SECT1\_1

**Great, thank you. For this survey, please ONLY think about when you are DRIVING in OREGON.**

### Choices

|                         |   |   |
|-------------------------|---|---|
| Press enter to continue | 1 | D |
|-------------------------|---|---|

## Q1A

READ OPTIONS 1-6

**First, how often do you DRIVE a motor vehicle, regardless of whether it is for work or for personal use?**

IWR NOTE: For this survey, a "motor vehicle" is any motorized passenger vehicle that's legal to drive on a public roadway and requires Department of Motor Vehicles (DMV) registration. This does not include golf carts, scooters, or mopeds that are 35.01 CC or less.

### Choices

|                  |   |           |
|------------------|---|-----------|
| Every day        | 1 |           |
| Almost every day | 2 |           |
| Few days a week  | 3 |           |
| Few days a month | 4 |           |
| Few days a year  | 5 |           |
| Never            | 6 | ==> INT22 |
| Don't Know       | 8 | ==> INT17 |
| Refused          | 9 | ==> INT17 |

## INT22

**I'm sorry, but we're only surveying people who currently drive. Is there anyone in your household that currently drives? [IF YES] May I speak to them? [Back up to INTRO, or schedule a CB for new R] [IF NO] Thank very much for your time today.**

Does not currently drive (Q1)

==> +1 if NOT(Q1A=6)

### Choices

|                               |    |   |          |
|-------------------------------|----|---|----------|
| Does not currently drive (Q1) | 22 | D | ==> /END |
|-------------------------------|----|---|----------|

## INT17

**I'm sorry, but we need that information to continue the survey. Thank you for your time today.**

DK/RF Q1

==> +1 if NOT(Q1A=8,9)

### Choices

|          |    |   |          |
|----------|----|---|----------|
| DK/RF Q1 | 17 | D | ==> /END |
|----------|----|---|----------|

## Q1B

**Do you currently live IN or NEAR Roseburg, Oregon?**

IWR NOTE: We'd like to survey anyone who lives in or NEAR Roseburg. You do NOT have to live inside the City of Roseburg to participate.

### Choices

|                           |   |           |
|---------------------------|---|-----------|
| No                        | 0 | ==> INT13 |
| Yes (in or near Roseburg) | 1 |           |

|            |   |  |           |
|------------|---|--|-----------|
| Don't Know | 8 |  | ==> INT13 |
| Refused    | 9 |  | ==> INT13 |

### INT13

**I'm sorry, but we're only surveying people who currently live in the Roseburg area. Thank very much for your time today.**

HH not in or near Roseburg

==> +1 if NOT(NTRO=7 OR Q1B=0,8,9)

#### Choices

|                            |    |   |          |
|----------------------------|----|---|----------|
| HH not in or near Roseburg | 13 | D | ==> /END |
|----------------------------|----|---|----------|

### Q2

READ OPTIONS 1-9 PAUSING AFTER EACH TO ALLOW FOR RESPONSE, SELECT ALL THAT APPLY

**Which of the following electronic devices or capabilities do you usually have with you or have access to while you are driving? Please say yes or no after each.**

IWR NOTE: This question is asking about the types of devices or capabilities that you have with you when driving, regardless of whether or not you actually use them.

IWR NOTE: If R chooses a "Hands-free" option (06, 07, 08) and does not also choose the "Cell phone" option, please verify that this is correct and that they do not bring their cell phone with them when driving before continuing to the next question.

IWR NOTE: If R says they have a "Portable navigation system" (option #3) verify that they are not talking about a navigation system on their cell phone before selecting that option.

#### Choices

|   |    |   |           |
|---|----|---|-----------|
| Cell phone (including smart phones)   | 01 |   |           |
| Portable music player (e.g., MP3, iPod)   | 02 |   |           |
| Portable navigation system (e.g., TomTom or Garmin, not on your cell phone)   | 03 |   |           |
| Navigation system built into the vehicle (e.g., OnStar or Sync)   | 04 |   |           |
| Laptop computer, iPad, Kindle, Nook or something similar  | 05 |   |           |
| Wireless phone system built into the vehicle  | 06 |   |           |
| Hands-free Bluetooth accessory for your cell phone (e.g., wireless Bluetooth accessories, including Navdy projectors)                                   | 07 |   |           |
| Other hands-free mechanism (that's not Bluetooth or built into car, e.g., Siri, Google Now, Cortana, wired headset, auxiliary cord, speakerphone, etc.) | 08 |   |           |
| Anything else? (please specify)   | 09 | O |           |
| None of the Above   | 77 | X | ==> INT16 |
| Don't Know  | 88 | X | ==> INT14 |
| Refused   | 99 | X | ==> INT14 |

### INT16

**I'm sorry, but we're only surveying people who drive with their cell phones in the vehicle. Thank very much for your time today.**

Does not currently drive with cell phone or any other electronic devices

==> +1 if NOT (Q2=77)

#### Choices

|  |    |   |          |
|--|----|---|----------|
| Does not currently drive with cell phone or any other electronic devices | 16 | D | ==> /END |
|--|----|---|----------|

### INT12

**I'm sorry, but we're only surveying people who drive with their cell phones in the vehicle. Thank very much for your time today.**

Does not currently drive with cell phone

==> +1 if Q2=01

#### Choices

|   |    |   |          |
|---|----|---|----------|
| Does not currently drive with cell phone (Q2) | 12 | D | ==> /END |
|---|----|---|----------|

## INT14

**I'm sorry, but we need to know this information to continue with the survey.**

DK/RF/None of the Above Q2 (devices they have in car)

==> +1 if NOT(Q2=88 OR Q2=99)

### Choices

DK/RF Q2 (devices they have in car)

14 D ==> /END

## Q3

**Thank you for answering those screening questions. You are eligible to complete this survey. This survey will take about 10 minutes to complete and is completely anonymous, which means we will not be collecting any personal information and your identity will not be known. It is also voluntary and you can skip any question you don't want to answer, or stop the survey at any time. When you are driving, do you EVER make or answer cell phone calls?**

IWR NOTE: If they either make or answer calls, code "yes," they don't have to do both.

### Choices

|                 |   |
|-----------------|---|
| No              | 0 |
| Yes (sometimes) | 1 |

## Q3A

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**Why don't you ever make or answer cell phone calls when you are driving?**

==> +1 if Q3=1

### Choices

|  |   |               |
|--|---|---------------|
| Unsafe   | 1 | ==> SECT2_1   |
| Have an "app" on my phone that handles it                              | 2 | ==> SECT2_1   |
| Turn my phone off  | 3 | ==> SECT2_1   |
| Signed a petition saying I wouldn't answer or make calls while driving | 4 | ==> SECT2_1   |
| Restriction settings on my cell phone                                  | 5 | ==> SECT2_1   |
| Family agreement not to use cell phones in the car                     | 6 | ==> SECT2_1   |
| Other (please specify)   | 7 | 0 ==> SECT2_1 |
| Don't Know   | 8 | ==> SECT2_1   |
| Refused  | 9 | ==> SECT2_1   |

## Q4

READ OPTIONS 1-5

**While you are driving, how often are you willing to MAKE or ANSWER phone calls USING your HANDS-FREE SYSTEM?**

IWR NOTE: Try to get R to answer question. This is an important question to be able to continue with the survey.

IWR NOTE: If needed for clarification, this question is asking: "How often are you willing to make or answer phone calls USING your hands-free system" verses "when you are NOT USING your hands-free system?"

IWR NOTE: Hands-Free System: Throughout the survey, "hands-free system" refers to multiple things: a "Hands-free accessory for your cell phone," a "Wireless phone system built into the vehicle," or any "Other hands-free mechanism (that's not Bluetooth or built into car, e.g., Siri, wired headset, auxiliary cord, speakerphone, etc.);" This hands-free system could be used for phone calls or text messaging.

==> SECT1\_2 if NOT(Q2=06,07,08 AND Q3=1)

### Choices

|               |   |             |
|---------------|---|-------------|
| Always        | 1 | ==> SECT1_2 |
| Almost Always | 2 |             |
| Sometimes     | 3 |             |
| Rarely        | 4 |             |
| Never         | 5 |             |
| Don't Know    | 8 | ==> INT15   |
| Refused       | 9 | ==> INT15   |



## INT15

**I'm sorry, but we need to know this information to continue with the survey.**

DK/RF Q4 (frequency of phone calls)

==> +1 if NOT(Q4=8 OR Q4=9)

### Choices

|                                     |    |   |          |
|-------------------------------------|----|---|----------|
| DK/RF Q4 (frequency of phone calls) | 15 | D | ==> /END |
|-------------------------------------|----|---|----------|

## Q4A

DO NOT READ OPTIONS; SELECT ALL THAT APPLY

**What reasons or situations discourage you from using your hands-free system while driving?**

==> SECT1\_2 if NOT(Q4=2,3,4,5)

### Choices

|   |    |   |
|---|----|---|
| Don't like using the hands-free system  | 01 |   |
| Don't want other people in the car to hear the call (i.e., private or personal)             | 02 |   |
| Forget to use it, bring it, or plug it in   | 03 |   |
| Hands-free system doesn't work well (e.g., hard to hear each other, technical difficulties) | 04 |   |
| Hands-free system is broken   | 05 |   |
| Hands-free system is too complicated or I don't know how to use it                          | 06 |   |
| Quick calls   | 07 |   |
| Urgent calls  | 08 |   |
| Other (please specify)  | 77 | O |
| Don't Know  | 88 | X |
| Refused   | 99 | X |

## SECT1\_2

**Next, I'm going to ask you a few questions about HOW and WHY you use your CELL PHONE while driving.**

### Choices

|                         |   |   |
|-------------------------|---|---|
| Press enter to continue | 0 | D |
|-------------------------|---|---|

## Q5A

DO NOT READ OPTIONS; SELECT ALL THAT APPLY

**In general, what reasons make you more likely to ANSWER an incoming phone call while you are driving?**

IWR NOTE: This is a general question. Please think about generally what reasons make you more likely to answer an incoming call when you are driving, regardless of whether or not you are using a hands-free system.

### Choices

|   |    |  |
|---|----|--|
| Answer all calls  | 01 |  |
| Availability of the cell phone  | 02 |  |
| Boredom   | 03 |  |
| Call is from someone I know   | 04 |  |
| How important or urgent the call is   | 05 |  |
| If directions or other information is needed  | 06 |  |
| If state law permits (exempt based on state law exceptions)                               | 07 |  |
| Non-stressful traffic conditions  | 08 |  |
| Personal or social call   | 09 |  |
| Personal safety (e.g. checking in with someone, feel more comfortable being on the phone) | 10 |  |
| Police not in sight   | 11 |  |
| Routine or expected call  | 12 |  |
| Tired (talking keeps me awake)  | 13 |  |
| Traveling at a low speed  | 14 |  |
| Unexpected call   | 15 |  |
| Unrecognized number   | 16 |  |

|  |    |   |
|--|----|---|
| Urgent call  | 17 |   |
| When hands-free or Bluetooth technology is available               | 18 |   |
| Who is calling   | 19 |   |
| Work-related   | 20 |   |
| Not Applicable - I never answer incoming phone calls while driving | 66 | X |
| Other (please specify)   | 77 | O |
| Don't Know   | 88 | X |
| Refused  | 99 | X |

### Q5B

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

#### In general, what reasons make you more likely to MAKE a phone call while driving?

IWR NOTE: This is a general question. Please think about generally what reasons make you more likely to make a phone call when you are driving, regardless of whether or not you are using a hands-free system.

#### Choices

|   |    |   |
|---|----|---|
| Availability of the phone   | 01 |   |
| Boredom   | 02 |   |
| Good weather conditions   | 03 |   |
| How important or urgent the call is   | 04 |   |
| If directions or other information is needed  | 05 |   |
| It's safe to call   | 06 |   |
| Personal or social call   | 07 |   |
| Personal safety (e.g. checking in with someone, feel more comfortable being on the phone) | 08 |   |
| Police officers not in sight  | 09 |   |
| Report a medical emergency  | 10 |   |
| Report a traffic crash or emergency   | 11 |   |
| Time of day   | 12 |   |
| Tired (talking keeps me awake)  | 13 |   |
| Traveling at a low speed  | 14 |   |
| Urgent call   | 15 |   |
| When hands-free or Bluetooth technology is available                                      | 16 |   |
| Who is being called   | 17 |   |
| Work-related  | 18 |   |
| Not Applicable - I never make phone calls while driving                                   | 66 | X |
| Other (please specify)  | 77 | O |
| Don't Know  | 88 | X |
| Refused   | 99 | X |

### SKIP1

==> /SECT2\_1 or Else ==> /+1Q5A AND Q5B=66

### SKIP2

==> /SECT1\_3 or Else ==> /+1Q5B=66

### Q5C

READ OPTIONS 1-6 PAUSING AFTER EACH TO ALLOW FOR RESPONSE, SELECT ALL THAT APPLY

#### Which of the following ways do you usually MAKE a cell phone call while driving?

#### Choices

|                                     |   |  |
|-------------------------------------|---|--|
| Manually dialing phone numbers      | 1 |  |
| Scrolling through full contact list | 2 |  |
| Speed dialing or favorites          | 3 |  |

|  |   |   |
|--|---|---|
| Voice-dial directly through your phone, using a hands-free mechanism that's NOT Bluetooth (e.g., Siri, Google Now, Cortana, wired headset, auxiliary cord, speakerphone, etc.) | 4 |   |
| Voice-dial using a hands-free or Bluetooth accessory (e.g., built into the car or other wireless accessory)  | 5 |   |
| Or any other ways? (please specify)  | 6 | O |
| Don't Know   | 8 | X |
| Refused  | 9 | X |

## SECT1\_3

==> /SECT1\_4 or Else ==> /+1Q4=2,3,4

## Q6\_GEN

READ OPTIONS 1-5

**When you RECEIVE a phone call while you are driving, how OFTEN do you answer the call?**

### Choices

|               |   |
|---------------|---|
| Always        | 1 |
| Almost Always | 2 |
| Sometimes     | 3 |
| Rarely        | 4 |
| Never         | 5 |
| Don't Know    | 8 |
| Refused       | 9 |

## COMP1

**Language Calculation: Including "some" reference in Q6A\_GEN**

==> \*Q6\_GEN

### Choices

|      |   |
|------|---|
|      | 1 |
| some | 2 |
| some | 3 |
|      | 4 |
|      | 5 |
|      | 8 |
|      | 9 |

## Q6A\_GEN

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**Why don't you answer <COMP1> cell phone calls while driving?**

==> +1 if Q6\_GEN=1,8,9

### Choices

|  |    |   |
|--|----|---|
| Conversation is private, I don't want others to hear                   | 01 |   |
| Unsafe   | 02 |   |
| Have an "app" on my phone that handles it                              | 03 |   |
| Signed a petition saying I wouldn't answer or make calls while driving | 04 |   |
| Restriction settings on my cell phone                                  | 05 |   |
| It is against the law  | 06 |   |
| Other (please specify)   | 77 | O |
| Don't Know   | 88 | X |
| Refused  | 99 | X |

**Q7\_GEN**

READ OPTIONS 1-5; SELECT ALL THAT APPLY

**When you are driving, and you ANSWER a call, do you usually...**

==&gt; +1 if Q6\_GEN=5

**Choices**

|   |   |   |
|---|---|---|
| Continue to drive while completing the conversation                         | 1 |   |
| Promptly pull over to a safe location before talking                        | 2 |   |
| Answer the phone, but tell them you'll call them back later                 | 3 |   |
| Hand the phone to a passenger to answer (if someone else is in the vehicle) | 4 |   |
| Or something else? (please specify)   | 5 | O |
| Don't Know  | 8 | X |
| Refused   | 9 | X |

**Q8\_GEN**

READ OPTIONS 1-5

**When you are driving, how often are you willing to MAKE a cell phone call?****Choices**

|               |   |  |
|---------------|---|--|
| Always        | 1 |  |
| Almost Always | 2 |  |
| Sometimes     | 3 |  |
| Rarely        | 4 |  |
| Never         | 5 |  |
| Don't Know    | 8 |  |
| Refused       | 9 |  |

**COMP****Language Calculation: Including "some" reference in Q8A\_GEN**

==&gt; \*Q8\_GEN

**Choices**

|      |   |  |
|------|---|--|
|      | 1 |  |
| some | 2 |  |
| some | 3 |  |
|      | 4 |  |
|      | 5 |  |
|      | 8 |  |
|      | 9 |  |

**Q8A\_GEN**

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**Why don't you MAKE <COMP> cell phone calls while driving?**

==&gt; +1 if Q8\_GEN=1,8,9

**Choices**

|  |    |   |
|--|----|---|
| Conversation is private, I don't want others to hear                   | 01 |   |
| Unsafe   | 02 |   |
| Have an "app" on my phone that handles it                              | 03 |   |
| Signed a petition saying I wouldn't answer or make calls while driving | 04 |   |
| Restriction settings on my cell phone                                  | 05 |   |
| Family agreement not to use cell phones in the car                     | 06 |   |
| It is against the law  | 07 |   |
| Other (please specify)   | 77 | O |
| Don't Know   | 88 | X |

**Q8B\_GEN**

READ OPTIONS 1-4; SELECT ALL THAT APPLY

**When you are driving, and you MAKE a call, do you usually...**

==&gt; +1 if Q8\_GEN=5

**Choices**

|  |   |   |
|--|---|---|
| Continue to drive while completing the conversation                                | 1 |   |
| Pull over to a safe location first before talking                                  | 2 |   |
| Hand the phone to a passenger to make the call (if someone else is in the vehicle) | 3 |   |
| Or something else? (please specify)  | 4 | O |
| Don't Know   | 8 | X |
| Refused  | 9 | X |

**Q9\_GEN**

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**How, if at all, would you say your driving is DIFFERENT when you are TALKING on a cell phone?**

IWR NOTE: Probe until unproductive. IWR Note: Please think about talking on the phone in general (regardless if you made the call or received it).

==&gt; Q10 if Q6\_GEN=5 AND Q8\_GEN=5

**Choices**

|  |    |           |
|--|----|-----------|
| Apply the brakes suddenly                              | 01 | ==> Q10   |
| Avoid changing lanes altogether                        | 02 | ==> Q10   |
| Change lanes less frequently                           | 03 | ==> Q10   |
| Change lanes more frequently                           | 04 | ==> Q10   |
| Distracted, or not as aware of things                  | 05 | ==> Q10   |
| Drift out of the lane or roadway                       | 06 | ==> Q10   |
| Drive erratically or less carefully                    | 07 | ==> Q10   |
| Drive faster   | 08 | ==> Q10   |
| Drive slower   | 09 | ==> Q10   |
| Follow lead vehicle more closely                       | 10 | ==> Q10   |
| Increase distance from lead vehicle                    | 11 | ==> Q10   |
| Look in your rear or side view mirrors more frequently | 12 | ==> Q10   |
| More focused or paying more attention                  | 13 | ==> Q10   |
| No difference  | 66 | X ==> Q10 |
| Other (please specify)                                 | 77 | O ==> Q10 |
| Don't Know   | 88 | X ==> Q10 |
| Refused  | 99 | X ==> Q10 |

**[Respondents who *almost always* (Q4=2), *sometimes* (Q4=3), or *rarely* (Q4=4) use their hands-free system (i.e., HFS) will first get SECT1\_4, which focuses on when they don't use a HFS (i.e., use their phone in a handheld manner; EAR). Then they will get SECT1\_5, asking about when they use their hands-free system to talk while driving (i.e., HFS).]**

**SECT1\_4**

**The next few questions are about making or answering calls WITHOUT using a HANDS-FREE SYSTEM while driving, meaning you are holding the phone to your ear.**

==&gt; Q10 if NOT(Q4=2,3,4)

**Choices**

|                         |   |   |
|-------------------------|---|---|
| Press enter to continue | 0 | D |
|-------------------------|---|---|

## Q6\_EAR

READ OPTIONS 1-5

**When you RECEIVE a phone call while you are driving, how often do you ANSWER the call WITHOUT using a HANDS-FREE SYSTEM?**

### Choices

|               |   |
|---------------|---|
| Always        | 1 |
| Almost Always | 2 |
| Sometimes     | 3 |
| Rarely        | 4 |
| Never         | 5 |
| Don't Know    | 8 |
| Refused       | 9 |

## COMP2

**Language Calculation: Including the word "always" in Q6A\_EAR, if "Almost Always" or "Sometimes" options are selected in Q6\_EAR**

==> \*Q6\_EAR

### Choices

|        |   |
|--------|---|
|        | 1 |
| always | 2 |
| always | 3 |
|        | 4 |
|        | 5 |
|        | 8 |
|        | 9 |

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**Why do you NOT <COMP2> ANSWER calls holding the phone to your ear?**

==> Q7\_EAR if Q6\_EAR=1,8,9

### Choices

|  |      |
|--|------|
| I choose to use my hands-free system                                   | 01   |
| Conversation is private, I don't want others to hear                   | 02   |
| Unsafe   | 03   |
| Have an "app" on my phone that handles it                              | 04   |
| Signed a petition saying I wouldn't answer or make calls while driving | 05   |
| Restriction settings on my cell phone                                  | 06   |
| It is against the law  | 07   |
| Other (please specify)   | 77 O |
| Don't Know   | 88 X |
| Refused  | 99 X |

## Q7\_EAR

READ OPTIONS 1-5; SELECT ALL THAT APPLY

**When you are driving, and you ANSWER a cell phone call WITHOUT using a hands-free system, do you usually...**

==> +1 if Q6\_EAR=5

### Choices

|   |     |
|---|-----|
| Continue to drive while completing the conversation                         | 1   |
| Promptly pull over to a safe location before talking                        | 2   |
| Answer the phone, but tell them you'll call them back later                 | 3   |
| Hand the phone to a passenger to answer (if someone else is in the vehicle) | 4   |
| Or something else? (please specify)   | 5 O |

|            |   |   |
|------------|---|---|
| Don't Know | 8 | X |
| Refused    | 9 | X |

### Q8\_EAR

READ OPTIONS 1-5

**When you are driving, how often are you willing to MAKE a cell phone call WITHOUT using a hands-free system?**

#### Choices

|               |   |
|---------------|---|
| Always        | 1 |
| Almost Always | 2 |
| Sometimes     | 3 |
| Rarely        | 4 |
| Never         | 5 |
| Don't Know    | 8 |
| Refused       | 9 |

### COMP3

**Language Calculation: Including the word "always" if Q8A\_EAR, if "Almost Always" or "Sometimes" options are selected in Q8\_EAR**

==> \*Q8\_EAR

#### Choices

|        |   |
|--------|---|
|        | 1 |
| always | 2 |
| always | 3 |
|        | 4 |
|        | 5 |
|        | 8 |
|        | 9 |

### Q8A\_EAR

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**Why do you NOT <COMP3> MAKE calls holding the phone to your ear?**

==> +1 if Q8\_EAR=1,8,9

#### Choices

|  |      |
|--|------|
| I choose to use my hands-free system                                   | 01   |
| Conversation is private, I don't want others to hear                   | 02   |
| Unsafe   | 03   |
| Have an "app" on my phone that handles it                              | 04   |
| Signed a petition saying I wouldn't answer or make calls while driving | 05   |
| Restriction settings on my cell phone                                  | 06   |
| Family agreement not to use cell phones in the car                     | 07   |
| It is against the law  | 08   |
| Other (please specify)   | 77 O |
| Don't Know   | 88 X |
| Refused  | 99 X |

## Q8B\_EAR

READ OPTIONS 1-4; SELECT ALL THAT APPLY

**When you are driving, and you MAKE a cell phone call WITHOUT using a hands-free system, do you usually...**

==> +1 if Q8\_EAR=5

### Choices

|  |     |
|--|-----|
| Continue to drive while completing the conversation                                | 1   |
| Pull over to a safe location first before making the call                          | 2   |
| Hand the phone to a passenger to make the call (if someone else is in the vehicle) | 3   |
| Or something else? (please specify)  | 4 O |
| Don't Know   | 8 X |
| Refused  | 9 X |

## Q9\_EAR

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**How, if at all, would you say your driving is DIFFERENT when you are TALKING DIRECTLY on the cell phone, NOT using a hands-free system?**

IWR Note: Probe until unproductive. IWR Note: Please think about talking on the phone in general (regardless if you made the call or received it).

==> +1 if Q6\_EAR=5 AND Q8\_EAR=5

### Choices

|  |      |
|--|------|
| Apply the brakes suddenly  | 01   |
| Avoid changing lanes altogether                                    | 02   |
| Change lanes less frequently                                       | 03   |
| Change lanes more frequently                                       | 04   |
| Distracted, or not as aware of things                              | 05   |
| Drift out of the lane or roadway                                   | 06   |
| Drive erratically or less carefully                                | 07   |
| Drive faster   | 08   |
| Drive slower   | 09   |
| Follow lead vehicle more closely                                   | 10   |
| Increase distance from lead vehicle                                | 11   |
| Look in your rear or side view mirrors more frequently             | 12   |
| More focused or paying more attention                              | 13   |
| Not Applicable - I don't talk directly on cell phone while driving | 55 X |
| No difference  | 66 X |
| Other (please specify)   | 77 O |
| Don't Know   | 88 X |
| Refused  | 99 X |

**[Respondents who *almost always* (Q4=2), *sometimes* (Q4=3), or *rarely* (Q4=4) use their HFS will get this section, which focuses on when they use their HFS (i.e., HFS).]**

## SECT1\_5

**The next few questions are about when you DO USE A HANDS-FREE SYSTEM while driving and talking on the phone.**

==> Q10 if NOT(Q4=2,3,4)

### Choices

|                         |   |   |
|-------------------------|---|---|
| Press enter to continue | 0 | D |
|-------------------------|---|---|



## Q6\_HFS

READ OPTIONS 1-5

**When you RECIEVE a phone call while you are driving, how often do you ANSWER the call USING a hands-free system?**

### Choices

|               |   |
|---------------|---|
| Always        | 1 |
| Almost Always | 2 |
| Sometimes     | 3 |
| Rarely        | 4 |
| Never         | 5 |
| Don't Know    | 8 |
| Refused       | 9 |

## COMP4

**Language Computation: Include the word "always" in Q6A\_HFS, if "Almost Always" or "Sometimes" options are selected in Q6\_HFS**

==> \*Q6\_HFS

### Choices

|        |   |
|--------|---|
|        | 1 |
| always | 2 |
| always | 3 |
|        | 4 |
|        | 5 |
|        | 8 |
|        | 9 |

## Q6A\_HFS

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**Why do you NOT <COMP4> answer calls using a hands-free system?**

==> +1 if Q6\_HFS=1,8,9

### Choices

|  |      |
|--|------|
| I choose to use my phone directly (hand-held)                          | 01   |
| Conversation is private, I don't want others to hear                   | 02   |
| Unsafe   | 03   |
| Have an "app" on my phone that handles it                              | 04   |
| Signed a petition saying I wouldn't answer or make calls while driving | 05   |
| Restriction settings on my cell phone                                  | 06   |
| Other (please specify)   | 77 O |
| Don't Know   | 88 X |
| Refused  | 99 X |

## Q7\_HFS

READ OPTIONS 1-6; SELECT ALL THAT APPLY

**When you are driving, and you ANSWER a cell phone call USING a hands-free system, do you usually...**

==> +1 if Q6\_HFS=5

### Choices

|   |     |
|---|-----|
| Start and finish the conversation, all using a hands-free system                        | 1   |
| Pull over to a safe location before talking   | 2   |
| Answer the phone using the hands-free system, but tell them you'll call them back later | 3   |
| Hand the phone to a passenger to answer (if someone else is in the vehicle)             | 4   |
| Or something else? (please specify)   | 5 O |

|            |   |   |
|------------|---|---|
| Don't Know | 8 | X |
| Refused    | 9 | X |

### Q8\_HFS

READ OPTIONS 1-5

**When you are driving, how often are you willing to MAKE a cell phone call USING a hands-free system?**

#### Choices

|               |   |
|---------------|---|
| Always        | 1 |
| Almost Always | 2 |
| Sometimes     | 3 |
| Rarely        | 4 |
| Never         | 5 |
| Don't Know    | 8 |
| Refused       | 9 |

### COMP5

**Language Computation: Including the word "always" in Q8A\_HFS, if "Almost Always" or "Sometimes" options are selected in Q8\_HFS**

==> \*Q8\_HFS

#### Choices

|        |   |
|--------|---|
|        | 1 |
| always | 2 |
| always | 3 |
|        | 4 |
|        | 5 |
|        | 8 |
|        | 9 |

### Q8A\_HFS

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**Why do you NOT <COMP5> make calls using a hands-free system?**

==> +1 if Q8\_HFS=1,8,9

#### Choices

|  |      |
|--|------|
| I choose to use my phone directly (hand-held)                          | 01   |
| Conversation is private, I don't want others to hear                   | 02   |
| Unsafe   | 03   |
| Have an "app" on my phone that handles it                              | 04   |
| Signed a petition saying I wouldn't answer or make calls while driving | 05   |
| Restriction settings on my cell phone                                  | 06   |
| Family agreement not to use cell phones in the car                     | 07   |
| Other (please specify)   | 77 O |
| Don't Know   | 88 X |
| Refused  | 99 X |

### Q8B\_HFS

READ OPTIONS 1-4; SELECT ALL THAT APPLY

**When you are driving, and you MAKE a cell phone call USING a hands-free system, do you usually...**

==> +1 if Q8\_HFS=5

#### Choices

|  |   |
|--|---|
| Start and finish the conversation, all using a hands-free system | 1 |
|--|---|

|  |   |   |
|--|---|---|
| Pull over to a safe location first before making the call                          | 2 |   |
| Hand the phone to a passenger to make the call (if someone else is in the vehicle) | 3 |   |
| Or something else? (please specify)  | 4 | O |
| Don't Know   | 8 | X |
| Refused  | 9 | X |

### Q9\_HFS

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**How, if at all, would you say your driving is DIFFERENT when you are talking on the cell phone, USING a hands-free system?**

IWR Note: Probe until unproductive. IWR Note: Please think about talking on the phone in general (regardless if you made the call or received it).

==> Q10 if Q6\_HFS=5 AND Q8\_HFS=5

| Choices  |    |   |
|--|----|---|
| Apply the brakes suddenly  | 01 |   |
| Avoid changing lanes altogether                                    | 02 |   |
| Change lanes less frequently                                       | 03 |   |
| Change lanes more frequently                                       | 04 |   |
| Distracted, or not as aware of things                              | 05 |   |
| Drift out of the lane or roadway                                   | 06 |   |
| Drive erratically or less carefully                                | 07 |   |
| Drive faster   | 08 |   |
| Drive slower   | 09 |   |
| Follow lead vehicle more closely                                   | 10 |   |
| Increase distance from lead vehicle                                | 11 |   |
| Look in your rear or side view mirrors more frequently             | 12 |   |
| More focused or paying more attention                              | 13 |   |
| Not Applicable - I don't talk directly on cell phone while driving | 55 | X |
| No difference  | 66 | X |
| Other (please specify)   | 77 | O |
| Don't Know   | 88 | X |
| Refused  | 99 | X |

### Q10

**Since April, did the overall frequency of your cell phone use while driving increase, decrease, or stay the same?**

| Choices       |   |  |
|---------------|---|--|
| Increase      | 1 |  |
| Decrease      | 2 |  |
| Stay the same | 3 |  |
| Don't Know    | 8 |  |
| Refused       | 9 |  |

### Q10A

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**What caused this change?**

IWR Note: Probe until unproductive.

==> +1 if Q10=3,8,9

| Choices                    |    |  |
|----------------------------|----|--|
| Busier in general          | 01 |  |
| Don't want to get a ticket | 02 |  |
| Driving less               | 03 |  |

|  |    |   |
|--|----|---|
| Family or children in the car                                      | 04 |   |
| Increased awareness of safety                                      | 05 |   |
| Increased police enforcement                                       | 06 |   |
| Influence or pressure from others                                  | 07 |   |
| Job-related (work less, lost job, don't get as many work calls)    | 08 |   |
| Law that bans cell phone use                                       | 09 |   |
| Less people calling me   | 10 |   |
| Less use due to family or relationship changes                     | 11 |   |
| Less use in general  | 12 |   |
| More long distance driving   | 13 |   |
| Phone issues (all mentions)  | 14 |   |
| Saw a media campaign or community message about distracted driving | 15 |   |
| Was in a crash   | 16 |   |
| Weather  | 17 |   |
| Nothing or no specific reason                                      | 66 | X |
| Other (please specify)   | 77 | O |
| Don't Know   | 88 | X |
| Refused  | 99 | X |

## SECT2\_1

**Next, I'm going to ask you a few general questions about TEXT MESSAGING while driving. Please include all types of messaging, no matter what type of app you are using.**

IWR Note: This could include all types of messaging apps like regular texts (or SMS), Snapchat, Facebook Messenger, WhatsApp, etc.

IWR Note: Please record any extra comments R's make about text messaging, the kinds of apps they do and do not use, or any questions they have about the current laws in the IO Notes at the end.

### Choices

|                         |   |   |
|-------------------------|---|---|
| Press enter to continue | 0 | D |
|-------------------------|---|---|

## Q12\_TEXT

**When you are driving, do you EVER SEND or READ text messages?**

IWR Note: If they either send or read texts, code "yes," they don't have to do both.

### Choices

|                 |   |
|-----------------|---|
| No              | 0 |
| Yes (Sometimes) | 1 |

## Q12A\_TEX

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**Why don't you ever SEND or READ text messages when you are driving?**

==> +1 if Q12\_TEXT=1

### Choices

|  |    |   |          |
|--|----|---|----------|
| Unsafe   | 01 |   | ==> Q17B |
| Have an "app" on my phone that handles it              | 02 |   | ==> Q17B |
| Turn my phone off                                      | 03 |   | ==> Q17B |
| Signed a petition saying I wouldn't text while driving | 04 |   | ==> Q17B |
| Restriction settings on my cell phone                  | 05 |   | ==> Q17B |
| Family agreement not to use cell phones in the car     | 06 |   | ==> Q17B |
| It is against the law                                  | 07 |   | ==> Q17B |
| Other (please specify)                                 | 77 | O | ==> Q17B |
| Don't Know   | 88 | X | ==> Q17B |
| Refused  | 99 | X | ==> Q17B |

### Q13\_TEXT

READ OPTIONS 1-5

**While you are driving, how often are you willing to SEND or READ text messages using a HANDS-FREE SYSTEM?**

==> Q14\_TEXT if NOT(Q2=06,07,08 AND Q12\_TEXT=1)

#### Choices

|               |   |              |
|---------------|---|--------------|
| Always        | 1 | ==> Q14_TEXT |
| Almost Always | 2 |              |
| Sometimes     | 3 |              |
| Rarely        | 4 |              |
| Never         | 5 |              |
| Don't Know    | 8 | ==> Q17      |
| Refused       | 9 | ==> Q17      |

### Q13A\_TEX

DO NOT READ OPTIONS; SELECT ALL THAT APPLY

**What reasons or situations discourage you from using your HANDS-FREE SYSTEM for texting while driving?**

==> Q14\_TEXT if NOT(Q13\_TEXT=2,3,4,5)

#### Choices

|  |      |
|--|------|
| Don't like using the hands-free system   | 01   |
| Don't want other people in the car to hear the message (i.e., private or personal)                             | 02   |
| Don't want to turn off my music  | 03   |
| Forget to use it, bring it, or plug it in  | 04   |
| Hands-free system doesn't work well (e.g., messages don't transmit well or make sense, technical difficulties) | 05   |
| Hands-free system is broken  | 06   |
| Hands-free system is too complicated or I don't know how to use it   | 07   |
| Hands-free system is turned off  | 08   |
| Quick texts  | 09   |
| Urgent texts   | 10   |
| Other (please specify)   | 77 O |
| Don't Know   | 88 X |
| Refused  | 99 X |

### Q14\_TEXT

DO NOT READ OPTIONS, SELECT ALL THE APPLY

**In general, what makes you MORE LIKELY to SEND text messages while driving?**

IWR Note: Probe until unproductive. IWR Note: This is a general question. Please think about generally what reasons make you more likely to text message when you are driving, regardless of whether or not you are using a hands-free system.

#### Choices

|   |    |
|---|----|
| Boredom   | 01 |
| Good weather conditions   | 02 |
| How important the message is  | 03 |
| I think it's safe to text message when driving  | 04 |
| If state law permits  | 05 |
| In need of directions or other information  | 06 |
| Making or responding to a quick or short messages                                     | 07 |
| Non-stressful traffic conditions  | 08 |
| Personal or social  | 09 |
| Personal safety (e.g. checking in with someone, feel more comfortable text messaging) | 10 |
| Police officers not in sight  | 11 |

|   |    |   |
|---|----|---|
| Report a medical emergency                                | 12 |   |
| Report a traffic crash or emergency                       | 13 |   |
| Time of day   | 14 |   |
| Traveling at a low speed                                  | 15 |   |
| Who is being messaged                                     | 16 |   |
| Work-related  | 17 |   |
| Not Applicable - I don't send text messages while driving | 66 | X |
| Other (please specify)                                    | 77 | O |
| Don't Know  | 88 | X |
| Refused   | 99 | X |

[Respondents who *never* (Q13\_TEXT=5) or *always* (Q13\_TEXT=1) use their HFS for texting, or don't have a HFS at all (Q2≠06, 07 or 08), will get this generic (i.e., GEN) section.]

### SECT2\_3

**Just a few more questions about text messaging while driving...**

==> SECT2\_4 if Q13\_TEXT=2,3,4

#### Choices

Press enter to continue 0 D

### Q15\_GEN

READ OPTIONS 1-5

**How often are you willing to SEND text messages when you are driving?**

#### Choices

|               |   |
|---------------|---|
| Always        | 1 |
| Almost Always | 2 |
| Sometimes     | 3 |
| Rarely        | 4 |
| Never         | 5 |
| Don't Know    | 8 |
| Refused       | 9 |

### Q15A\_GEN

READ OPTIONS 1-6 PAUSING AFTER EACH TO ALLOW FOR RESPONSE, SELECT ALL THAT APPLY

**When you SEND a text message while driving, do you usually...**

==> Q16\_GEN if Q15\_GEN=5,8,9

#### Choices

|  |   |   |
|--|---|---|
| Wait until you reach a red light or stop sign to send the message                | 1 |   |
| Continue to drive while text messaging   | 2 |   |
| Hand the phone to a passenger to do your messaging (if someone else is with you) | 3 |   |
| Use a voice command feature (speech dictation)                                   | 4 |   |
| Pull over to a safe location to send the message                                 | 5 |   |
| Anything else? (please specify)  | 6 | O |
| Don't Know   | 8 | X |
| Refused  | 9 | X |

### Q15B\_GEN

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**How, if at all, would you say your driving is DIFFERENT when you are SENDING text messages?**

IWR Note: Probe until unproductive.

#### Choices

|  |      |
|--|------|
| Apply the brakes suddenly                              | 01   |
| Avoid changing lanes altogether                        | 02   |
| Change lanes less frequently                           | 03   |
| Change lanes more frequently                           | 04   |
| Distracted, or not as aware of things                  | 05   |
| Drift out of the lane or roadway                       | 06   |
| Drive erratically or less carefully                    | 07   |
| Drive faster   | 08   |
| Drive slower   | 09   |
| Follow lead vehicle more closely                       | 10   |
| Increase distance from lead vehicle                    | 11   |
| Look in your rear or side view mirrors less frequently | 12   |
| Look in your rear or side view mirrors more frequently | 13   |
| More focused, paying more attention                    | 14   |
| Never use cell phone when car is in motion             | 15   |
| Use turn signal less regularly                         | 16   |
| No difference  | 66 X |
| Other (please specify)                                 | 77 O |
| Don't Know   | 88 X |
| Refused  | 99 X |

### Q16\_GEN

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**How, if at all, would you say your driving is DIFFERENT when you are READING text messages?**

IWR Note: Probe until unproductive.

#### Choices

|  |      |         |
|--|------|---------|
| Apply the brakes suddenly                              | 01   | ==> Q17 |
| Avoid changing lanes altogether                        | 02   | ==> Q17 |
| Change lanes less frequently                           | 03   | ==> Q17 |
| Change lanes more frequently                           | 04   | ==> Q17 |
| Distracted, or not as aware of things                  | 05   | ==> Q17 |
| Drift out of the lane or roadway                       | 06   | ==> Q17 |
| Drive erratically or less carefully                    | 07   | ==> Q17 |
| Drive faster   | 08   | ==> Q17 |
| Drive slower   | 09   | ==> Q17 |
| Follow lead vehicle more closely                       | 10   | ==> Q17 |
| Increase distance from lead vehicle                    | 11   | ==> Q17 |
| Look in your rear or side view mirrors less frequently | 12   | ==> Q17 |
| Look in your rear or side view mirrors more frequently | 13   | ==> Q17 |
| More focused, pay more attention                       | 14   | ==> Q17 |
| Never use cell phone when car is in motion             | 15   | ==> Q17 |
| Use turn signal less regularly                         | 16   | ==> Q17 |
| No difference  | 66 X | ==> Q17 |
| Other (please specify)                                 | 77 O | ==> Q17 |
| Don't Know   | 88 X | ==> Q17 |
| Refused  | 99 X | ==> Q17 |

[Respondents who don't always (Q13\_TEXT=2, 3, or 4) use their available HFS for texting while driving will be asked SECT2\_4, which focuses on when they text without using the HFS. Then they will get SECT2\_5, which focuses on when they text using the HFS.]

**SECT2\_4**

The next few questions are about driving and text messaging **WITHOUT USING** a hands-free system.

==> Q17 if NOT(Q13\_TEXT=2,3,4)

| Choices                 |   |   |
|-------------------------|---|---|
| Press enter to continue | 0 | D |

**Q15\_EAR**

READ OPTIONS 1-5

**When you are driving, how often are you willing to SEND text messages without using a hands-free system?**

| Choices       |   |  |
|---------------|---|--|
| Always        | 1 |  |
| Almost Always | 2 |  |
| Sometimes     | 3 |  |
| Rarely        | 4 |  |
| Never         | 5 |  |
| Don't Know    | 8 |  |
| Refused       | 9 |  |

**Q15A\_EAR**

READ OPTIONS 1-5 PAUSING AFTER EACH TO ALLOW FOR RESPONSE, SELECT ALL THAT APPLY

**When you SEND a text message without using a hands-free system while driving, do you usually...**

==> Q16\_EAR if Q15\_EAR=5,8,9

| Choices  |   |   |
|--|---|---|
| Wait until you reach a red light or stop sign to send the message                | 1 |   |
| Continue to drive while text messaging   | 2 |   |
| Hand the phone to a passenger to do your messaging (if someone else is with you) | 3 |   |
| Pull over to a safe location to send the message                                 | 4 |   |
| Anything else? (please specify)  | 5 | O |
| Don't Know   | 8 | X |
| Refused  | 9 | X |

**Q15B\_EAR**

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**How, if at all, would you say your driving is DIFFERENT when you are SENDING text messages while NOT USING a hands-free system?**

IWR Note: Probe until unproductive.

| Choices                               |    |
|---------------------------------------|----|
| Apply the brakes suddenly             | 01 |
| Avoid changing lanes altogether       | 02 |
| Change lanes less frequently          | 03 |
| Change lanes more frequently          | 04 |
| Distracted, or not as aware of things | 05 |
| Drift out of the lane or roadway      | 06 |
| Drive erratically or less carefully   | 07 |
| Drive faster                          | 08 |



|  |    |   |
|--|----|---|
| Drive slower   | 09 |   |
| Follow lead vehicle more closely                       | 10 |   |
| Increase distance from lead vehicle                    | 11 |   |
| Look in your rear or side view mirrors less frequently | 12 |   |
| Look in your rear or side view mirrors more frequently | 13 |   |
| More focused, paying more attention                    | 14 |   |
| Never use cell phone when car is in motion             | 15 |   |
| Use turn signal less regularly                         | 16 |   |
| No difference  | 66 | X |
| Other (please specify)                                 | 77 | O |
| Don't Know   | 88 | X |
| Refused  | 99 | X |

### Q16\_EAR

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**How, if at all, would you say your driving is DIFFERENT when you are READING text messages while NOT USING a hands-free system?**

IWR Note: Probe until unproductive.

| Choices  |    |   |
|--|----|---|
| Apply the brakes suddenly                              | 01 |   |
| Avoid changing lanes altogether                        | 02 |   |
| Change lanes less frequently                           | 03 |   |
| Change lanes more frequently                           | 04 |   |
| Distracted, or not as aware of things                  | 05 |   |
| Drift out of the lane or roadway                       | 06 |   |
| Drive erratically or less carefully                    | 07 |   |
| Drive faster   | 08 |   |
| Drive slower   | 09 |   |
| Follow lead vehicle more closely                       | 10 |   |
| Increase distance from lead vehicle                    | 11 |   |
| Look in your rear or side view mirrors less frequently | 12 |   |
| Look in your rear or side view mirrors more frequently | 13 |   |
| More focused, pay more attention                       | 14 |   |
| Never use cell phone when car is in motion             | 15 |   |
| Use turn signal less regularly                         | 16 |   |
| No difference  | 66 | X |
| Other (please specify)                                 | 77 | O |
| Don't Know   | 88 | X |
| Refused  | 99 | X |

[Respondents who *almost always* (Q13\_TEXT=2), *sometimes* (Q13\_TEXT=3), or *rarely* (Q13\_TEXT=4) use their HFS will get this section, which focuses on when they text using the HFS (i.e., HFS).]

### SECT2\_5

The next few questions are about when you DO USE a hands-free system while driving and text messaging.

==> Q17 if NOT(Q13\_TEXT=2,3,4)

| Choices                 |   |   |
|-------------------------|---|---|
| Press enter to continue | 0 | D |

### Q15\_HFS

READ OPTIONS 1-5

**When you are driving, how often are you willing to SEND text messages using a hands-free system?**

#### Choices

|               |   |
|---------------|---|
| Always        | 1 |
| Almost Always | 2 |
| Sometimes     | 3 |
| Rarely        | 4 |
| Never         | 5 |
| Don't Know    | 8 |
| Refused       | 9 |

### Q15A\_HFS

READ OPTIONS 1-5 PAUSING AFTER EACH TO ALLOW FOR RESPONSE, SELECT ALL THAT APPLY

**When you SEND a text message using a hands-free system while driving, do you usually...**

==> Q16\_HFS if Q15\_HFS=5,8,9

#### Choices

|  |   |   |
|--|---|---|
| Wait until you reach a red light or stop sign to send the message                | 1 |   |
| Continue to drive while text messaging   | 2 |   |
| Hand the phone to a passenger to do your messaging (if someone else is with you) | 3 |   |
| Pull over to a safe location to send the message                                 | 4 |   |
| Anything else? (please specify)  | 5 | O |
| Don't Know   | 8 | X |
| Refused  | 9 | X |

### Q15B\_HFS

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**How, if at all, would you say your driving is DIFFERENT when you are SENDING text messages while using a hands-free system?**

IWR Note: Probe until unproductive.

#### Choices

|  |    |   |
|--|----|---|
| Apply the brakes suddenly                              | 01 |   |
| Avoid changing lanes altogether                        | 02 |   |
| Change lanes less frequently                           | 03 |   |
| Change lanes more frequently                           | 04 |   |
| Distracted, or not as aware of things                  | 05 |   |
| Drift out of the lane or roadway                       | 06 |   |
| Drive erratically or less carefully                    | 07 |   |
| Drive faster   | 08 |   |
| Drive slower   | 09 |   |
| Follow lead vehicle more closely                       | 10 |   |
| Increase distance from lead vehicle                    | 11 |   |
| Look in your rear or side view mirrors less frequently | 12 |   |
| Look in your rear or side view mirrors more frequently | 13 |   |
| More focused, paying more attention                    | 14 |   |
| Never use cell phone when car is in motion             | 15 |   |
| Use turn signal less regularly                         | 16 |   |
| No difference  | 66 | X |
| Other (please specify)                                 | 77 | O |
| Don't Know   | 88 | X |
| Refused  | 99 | X |

## Q16\_HFS

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**How, if at all, would you say your driving is DIFFERENT when you are READING text messages while using a hands-free system?**

IWR Note: Probe until unproductive.

### Choices

|  |    |   |
|--|----|---|
| Apply the brakes suddenly                              | 01 |   |
| Avoid changing lanes altogether                        | 02 |   |
| Change lanes less frequently                           | 03 |   |
| Change lanes more frequently                           | 04 |   |
| Distracted, or not as aware of things                  | 05 |   |
| Drift out of the lane or roadway                       | 06 |   |
| Drive erratically or less carefully                    | 07 |   |
| Drive faster   | 08 |   |
| Drive slower   | 09 |   |
| Follow lead vehicle more closely                       | 10 |   |
| Increase distance from lead vehicle                    | 11 |   |
| Look in your rear or side view mirrors less frequently | 12 |   |
| Look in your rear or side view mirrors more frequently | 13 |   |
| More focused, pay more attention                       | 14 |   |
| Never use cell phone when car is in motion             | 15 |   |
| Use turn signal less regularly                         | 16 |   |
| I don't do this  | 55 | X |
| No difference  | 66 | X |
| Other (please specify)                                 | 77 | O |
| Don't Know   | 88 | X |
| Refused  | 99 | X |

## Q17

**Since April, did your frequency of text messaging while driving increase, decrease, or stay the same?**

### Choices

|               |   |  |
|---------------|---|--|
| Increase      | 1 |  |
| Decrease      | 2 |  |
| Stay the same | 3 |  |
| Don't Know    | 8 |  |
| Refused       | 9 |  |

## Q17A

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**What caused this change?**

IWR Note: Probe until unproductive.

==> +1 if Q17=3,8,9

### Choices

|                                    |    |  |
|------------------------------------|----|--|
| Activity level changes, in general | 01 |  |
| Don't want to get a ticket         | 02 |  |
| Driving less                       | 03 |  |
| Driving more                       | 04 |  |
| Family or children in the car      | 05 |  |
| Family or children not in the car  | 06 |  |
| Family or relationship changes     | 07 |  |
| Increased awareness of safety      | 08 |  |

|  |    |   |
|--|----|---|
| Increased police enforcement                                 | 09 |   |
| Influence or pressure from others                            | 10 |   |
| Job-related changes  | 11 |   |
| Law that bans cell phone use                                 | 12 |   |
| Less text messages, in general                               | 13 |   |
| Media campaign or community message about distracted driving | 14 |   |
| More text messages, in general                               | 15 |   |
| Phone issues (all mentions)                                  | 16 |   |
| Was in a crash   | 17 |   |
| Weather  | 18 |   |
| Nothing or no specific reason                                | 66 | X |
| Other (please specify)                                       | 77 | O |
| Don't Know   | 88 | X |
| Refused  | 99 | X |

### Q17B

**Earlier in the survey you said that you have an app for intercepting calls or text messages. Could you briefly describe how that intercept app works?**

==> +1if NOT(Q3A=2 OR Q6A\_GEN=03 OR Q8A\_GEN=03 OR Q6A\_EAR=04 OR Q8A\_EAR=04 OR Q6A\_HFS=04 OR Q8A\_HFS=04 OR Q12A\_TEX=02)

#### Choices

|                   |   |   |
|-------------------|---|---|
| Enter description | 0 | O |
| Don't Know        | 8 |   |
| Refused           | 9 |   |

## SECT3

**We're almost done. Next, I have a few questions about Oregon's efforts to educate the public about distracted driving and enforce traffic safety laws.**

#### Choices

|                         |   |   |
|-------------------------|---|---|
| Press enter to continue | 1 | D |
|-------------------------|---|---|

### Q18

**Does Oregon have a law banning talking on a HAND-HELD cell phone while driving?**

#### Choices

|                     |   |  |
|---------------------|---|--|
| No                  | 1 |  |
| Yes, probably       | 2 |  |
| Yes                 | 3 |  |
| Don't Know/Not Sure | 8 |  |
| Refused             | 9 |  |

### Q19

READ OPTIONS 1-5

**What do you think is the likelihood of receiving a TICKET for talking on a HAND-HELD cell phone while driving in Roseburg?**

#### Choices

|                   |   |  |
|-------------------|---|--|
| Very likely       | 1 |  |
| Somewhat likely   | 2 |  |
| Somewhat unlikely | 3 |  |
| Very unlikely     | 4 |  |
| Never             | 5 |  |
| Don't Know        | 8 |  |

|         |   |
|---------|---|
| Refused | 9 |
|---------|---|

**Q20**

**Do you support the law banning talking on a HAND-HELD cell phone while driving?**

| Choices    |   |
|------------|---|
| No         | 0 |
| Yes        | 1 |
| Don't Know | 8 |
| Refused    | 9 |

**Q21**

**Does Oregon have a law banning TEXT MESSAGING while driving?**

| Choices             |   |
|---------------------|---|
| No                  | 1 |
| Yes, probably       | 2 |
| Yes                 | 3 |
| Don't Know/Not Sure | 8 |
| Refused             | 9 |

**Q22**

READ OPTIONS 1-5

**What do you think is the likelihood of receiving a TICKET for TEXT MESSAGING while driving in Roseburg?**

| Choices           |   |
|-------------------|---|
| Very likely       | 1 |
| Somewhat likely   | 2 |
| Somewhat unlikely | 3 |
| Very unlikely     | 4 |
| Never             | 5 |
| Don't Know        | 8 |
| Refused           | 9 |

**Q23**

**Do you support the law banning TEXT MESSAGING while driving?**

| Choices    |   |
|------------|---|
| No         | 0 |
| Yes        | 1 |
| Don't Know | 8 |
| Refused    | 9 |

**Q24**

**Thinking back to April, did you see or hear of any SPECIAL MESSAGES regarding DISTRACTED DRIVING, or special efforts by police to enforce HAND-HELD cell phone laws in Roseburg?**

| Choices             |   |          |
|---------------------|---|----------|
| No                  | 0 | ==> DEMO |
| Yes, probably       | 1 |          |
| Yes                 | 2 |          |
| Don't Know/Not Sure | 8 | ==> DEMO |
| Refused             | 9 | ==> DEMO |

**Q25**

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

**WHERE did you see or hear about those special efforts?**

IWR Note: Probe until unproductive.

==&gt; DEMO if Q24=0,8,9

**Choices**

|   |    |   |
|---|----|---|
| Banner  | 01 |   |
| City Council proclamation                                 | 02 |   |
| Educational program                                       | 03 |   |
| Friend or relative (word of mouth)                        | 04 |   |
| Internet (e.g., school website, social media, etc.)       | 05 |   |
| Local or Oregon public service announcements (PSAs) on TV | 06 |   |
| National public service announcements (PSAs) on TV        | 07 |   |
| News interviews on TV                                     | 08 |   |
| Newspaper   | 09 |   |
| Petition  | 10 |   |
| Police officer (direct contact)                           | 11 |   |
| Posters   | 12 |   |
| Radio   | 13 |   |
| School events   | 14 |   |
| School or vendor reader board signs                       | 15 |   |
| Witnessed more enforcement activity                       | 16 |   |
| Local business message boards                             | 17 |   |
| Other (please specify)                                    | 77 | O |
| Don't Know  | 88 | X |
| Refused   | 99 | X |

**Q26**

READ OPTIONS 1-4

**How often did you see or hear these messages?****Choices**

|                     |   |  |
|---------------------|---|--|
| Every day           | 1 |  |
| Almost every day    | 2 |  |
| Few days a week     | 3 |  |
| Few days that month | 4 |  |
| Don't Know          | 8 |  |
| Refused             | 9 |  |

**Q27**

DO NOT READ OPTIONS; SELECT ALL THAT APPLY

**What messages do you recall hearing or seeing (in April)?**

IWR Note: If needed to probe, ask: Could you describe WHAT these messages SAID?

**Choices**

|                                     |   |   |
|-------------------------------------|---|---|
| U text, U drive, U pay              | 1 |   |
| One text or call could wreck it all | 2 |   |
| Other (please specify)              | 7 | O |
| Don't Know                          | 8 | X |
| Refused                             | 9 | X |

## DEMO

Finally, a few questions for demographic purposes only.

### Choices

|                         |   |   |
|-------------------------|---|---|
| Press enter to continue | 1 | D |
|-------------------------|---|---|

## ZIP

ENTER 5-DIGIT ZIP CODE

**May I please have your current home zip code?**

### Choices

|            |       |
|------------|-------|
| Don't Know | 88888 |
| Refused    | 99999 |

## AGE

RECORD AGE 16 TO 115

**What is your age?**

REFUSAL CONVERSION: It is common for people we survey to prefer not to provide their age. However, this survey is, in part, intended to determine whether individuals of all ages have differing experiences or perceptions of using technology like cell phones when driving. I need to know your age group for categorizing your answers. Would you be willing to provide this information in this special instance? Please remember, all of your responses are anonymous.

### Choices

|         |     |
|---------|-----|
| Refused | 999 |
|---------|-----|

## CELL1

READ OPTIONS 1-3

**What TYPES of phones does your household currently have...**

IWR NOTE: Landline could also be called a Land Phone, Fixed-Line, or Main Line." Landlines would include cordless home phones. IWR Note: If R is confused by this question because they have phone service through a cable or internet provider (i.e., Comcast, Vonage, etc.), these are most likely "Landline" phones.

IWR NOTE: Please consider all household members' phones when answering this question. Refusal Conversion: Since cell phone users are often not represented in phone surveys, it's very important that we include people on cell phones. We want to make sure households like yours are properly represented and included in this study. We did not get this number from a list or your cell phone company, this number was randomly created.

### Choices

|                               |   |
|-------------------------------|---|
| Only cell phones              | 1 |
| Both cell and landline phones | 2 |
| Only landline phones          | 3 |
| Don't Know                    | 8 |
| Refused                       | 9 |

## CELL2

**Is the phone you are speaking on now a cell phone?**

IWR NOTE: We're only interested in knowing whether or not this is a cell phone, not who the service provider is. If this phone is a VoIP or IP Phone (over the internet) like Google Voice or Skype, record that information in "other."

REFUSAL CONVERSION: Since cell phone users are often not represented in phone surveys, it's very important that we include people on cell phones. We want to make sure households like yours are properly represented and included in this study. We did not get this number from a list or your cell phone company, this number was randomly created.

==> +1 if (NOT CELL1=2,8,9)

### Choices

|                        |   |   |
|------------------------|---|---|
| No                     | 0 |   |
| Yes                    | 1 |   |
| Other (please specify) | 7 | O |
| Don't Know             | 8 |   |
| Refused                | 9 |   |

## RACE

READ OPTIONS 1-6; SELECT ALL THAT APPLY

**Which of the following categories best describes your race? You may select more than one.**

### Choices

|   |   |   |
|---|---|---|
| American Indian or Alaska Native          | 1 |   |
| Asian or Asian American                   | 2 |   |
| Black or African American                 | 3 |   |
| Native Hawaiian or other Pacific Islander | 4 |   |
| White or Caucasian                        | 5 |   |
| Spanish, Hispanic, or Latino              | 6 |   |
| Other (please specify)                    | 7 | O |
| Don't Know                                | 8 | X |
| Refused                                   | 9 | X |

## INCOME

READ OPTIONS 1-8 UNTIL STOPPED

**Finally, what was your total annual household income in 2015? Your best estimate is fine.**

### Choices

|                                  |    |  |
|----------------------------------|----|--|
| Less than \$10,000               | 01 |  |
| \$10,000 to less than \$15,000   | 02 |  |
| \$15,000 to less than \$25,000   | 03 |  |
| \$25,000 to less than \$50,000   | 04 |  |
| \$50,000 to less than \$100,000  | 05 |  |
| \$100,000 to less than \$150,000 | 06 |  |
| \$150,000 to less than \$200,000 | 07 |  |
| \$200,000 or more                | 08 |  |
| Don't Know                       | 88 |  |
| Refused                          | 99 |  |

## SEX

**[Record gender, as observed.] [If you can't tell, ask:] And finally, just to verify, what is your gender?**

### Choices

|                        |   |  |
|------------------------|---|--|
| Male                   | 0 |  |
| Female                 | 1 |  |
| Other (please specify) | 7 |  |
| Don't Know             | 8 |  |
| Refused                | 9 |  |

## THEND

**That completes the survey. Do you have any other comments you would like to add? Thank you very much for your participation in making Oregon's roads safer for all.**

### Choices

|                      |   |   |
|----------------------|---|---|
| No                   | 0 |   |
| Yes (please specify) | 1 | O |

## INT99

**Those are all the questions I have. Thank you for your time today. Good-bye.**

Your time for this survey was: \$T If you have any questions about this survey: Contact the Oregon Department of Transportation survey director, Kelly Kapri at 503-986-3293.

### Choices

|          |    |   |
|----------|----|---|
| COMPLETE | CO | D |
|----------|----|---|



**I0**

\*\*\*Hang up and answer next questions\*\*\*

Do you have any comments to the CLIENT about how the interview went?

**Choices**

|                      |   |   |
|----------------------|---|---|
| No                   | 0 |   |
| Yes (Please Specify) | 1 | O |

**I1**

Overall, how much difficulty did R have in understanding the questions?

**Choices**

|                            |   |
|----------------------------|---|
| No Difficulty              | 1 |
| A Little Difficulty        | 2 |
| Moderate Difficulty        | 3 |
| A Great Deal of Difficulty | 4 |

**I2**

How cooperative was R?

**Choices**

|            |   |
|------------|---|
| Not at All | 1 |
| A Little   | 2 |
| Moderately | 3 |
| Very       | 4 |

**I3**

How distracted did R seem by other people or things (e.g. television, children, etc.) during the interview?

**Choices**

|            |   |          |
|------------|---|----------|
| Not at All | 1 | ==> /END |
| A Little   | 2 | ==> /END |
| Moderately | 3 | ==> /END |
| Very       | 4 | ==> /END |

**Special Study Information**

**PURPOSE:** The information you provide will help ODOT develop a better program and campaigns to reduce distracted driving and promote increased public safety on Oregon roadways.

**REFUSAL CONVERSION:** It's really important that we hear from everyone. The information you provide will help ODOT develop better programs and campaigns to reduce distracted driving and promote increased public safety on Oregon roadways. If now is not a good time, I would be happy to set up a callback to finish the survey at a better time for you.

**CONTACTS:**

Questions about the survey: Oregon Department of Transportation Survey Director, Kelly Kapri 503-986-3293.

Questions about the validity of the study or the SRL: Dr. Debi Elliott, the Director of the Survey Research Laboratory at Portland State University, at 503-725-5198 or visit the Survey Research Lab website at <https://www.pdx.edu/survey-research-lab/>.

Concerns or questions about your rights as a research subject or your privacy protection, please contact the PSU Human Subjects Research Review Committee at 503-725-4288 or 1-877-480-4400.

**ADDITIONAL SURVEY-SPECIFIC NOTES:**

ODOT: Oregon Department of Transportation

ODOT Website: <https://www.oregon.gov/odot>

If R asks how their phone number was selected, say: Your number was randomly selected from phone numbers of all residents in the Roseburg, Oregon area. We do not know your name or address.

Who is sponsoring this survey? The Oregon Department of Transportation's (ODOT) Transportation Safety Division.

Hands-Free Accessory: An attachment or built-in cell phone feature that allows a person to maintain both hands on the steering wheel. Hands-Free System: Throughout the survey, "hands-free system" refers to multiple things: a "Hands-free accessory for your cell phone," a "Wireless phone system built into the vehicle," or any "Other hands-free mechanism (that's not Bluetooth or built into car, e.g., Siri, wired headset, auxiliary cord, speakerphone, etc.)" This hands-free system could be used for phone calls or text messaging.

Head-Up Display (HUD) Projectors: If a respondent mentions they have a Navdy or "head-up display" (HUD) app & text projector, please add this information to the IO Notes. A Navdy is a projection device that is placed on the dashboard, connected to the car's power source port, and linked to the car via a smartphone over Bluetooth. Navdy projects navigation, text messages, calls, etc. on the car's windshield. This device would be classified as a "Hands-free Bluetooth accessory" in Q2.

Playing Music via Cell Phones: If a respondent asks about playing music via their cell phones, please refocus them on the question being asked. Most questions focus on talking or text messaging on cell phones. If they use a cell phone for playing music, record this information in the IO Notes, including if they're using a hands-free accessory or not.

Exception/Exempt Group: Some people, based on their employment or licenses (e.g., farming and agricultural operations, operating an emergency vehicle, public safety officers, or instances where operating a motor vehicle is necessary for the person's job), are except from the handheld and text messaging cell phone laws. If a respondent says they're exempt from these laws, please record that information in the IO Notes. We still want to survey these people, so try to complete the survey.

Calling 911 Exception: Drivers are allowed to summon medical or other emergency help (i.e., call 911) if no other person in the vehicle is capable of summoning help in an emergency situation.

ODOT Employees: It is okay to include ODOT employees, their family and/or household members in this survey.

# Appendix B: Additional Comments

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## Additional Comments Provided by Respondents (unweighted n 49)

Distracted driving is not limited to phones.

Honestly, they just really need to pull over more people. They will do these sorts of things for like one day and then stop, and you know I have gotten in my fair share of trouble, but I really think they need to buckle down and try harder. That's just my personal opinion.

I am a frequent driver and use my phone quite often while on the road, I am a traveling sales man.

I am an avid trump supporter, and I think that socialism is out of control. I hope we don't get into an economic crunch like during the depression.

I am very glad that there is extra attention being brought to this, it will save lives.

I am very happy to hear someone is asking about people driving while using cell phones. I am very against it.

I do not have local television or media, so if there was a local media campaign I would not know. I do, however, listen to the radio while driving.

I do support the law banning talking on a cell phone, however, I think it is more necessary for younger drivers who cannot multi-task yet, but I think for more experienced drivers it may be okay.

I don't see much effort on the part of the police to track cell phone use and I think it's a shame.

I drive for my profession. I make sure my traffic is clear if I'm going to look at my phone for anything. I think there should be some sort of a test to see how distracted each person is when they're talking on their cell phone, and if they pass the test they should be able to have a license that lets you talk and drive, but not texting because texting should always be illegal. I know it's not illegal for police and fire fighters to be able to use their phones while driving. It is not fair for police men, fire fighters, and people like that to be able to talk and text on their cell phone because it's their business. Why are they so special to be able to do that? If they should be able to do that for their business, I should be able to do that for mine.

I have always used a hands-free device while driving, so the April efforts did not influence my habits at all.

I have been almost hit by drivers using cell phones while I've been walking in crosswalks a lot. The downtown Roseburg drivers do not care about pedestrian safety.

I have seen both cops and school bus drivers' texting while driving. That's frustrating because the laws should apply to everyone, especially those who are supposed to enforce the laws.

I just hope that the survey will inform the police and help get people off their phones and to raise the fines for cell phone use, it's just crazy.

I just think that the police force needs to step up their game and pull over people and punish them for using their phones in the car. I think that anyone who has not had their license for more than a year should not be able to use their cell phones at all in the car whether it's a hands-free device or not.

I often witness police officers see distracted driving without doing anything about it.

I see a lot of cops on the phone while they are driving. I almost get hit by those cops sometimes. The laws should apply to police officers too.

I see cops on their phones more than anybody else, which explains why the chance of tickets is so low.

I take an online class about driving while older through the AARP, and I think it has very helpful information. I do not believe this should be mandatory, but I think it is important to have these programs so people know how they can be safer.

I think cell phone usage went down recently, it just occurred to me.

I think that if someone is not driving safely they should get a ticket whether they are on the phone or not, but if they are on the phone, and are driving safely, then that should be okay. I see police officers on the phone while driving, but they should be setting an example for the public.

## Additional Comments Provided by Respondents (unweighted n = 49)

I think that talking on a cell phone while driving is a lot less distracting than text messaging but that a lot of people text message because they are not allowed to talk on the phone, or rather it is a lot more visible when you are talking on a phone compared to text message.

I think the cell phone laws should be enforced more than they are.

I think the law banning hand-held cell phone use should apply only to touch screen phones rather than cell phones with buttons. With buttons you can use them without looking, but you cannot do the same on the flat touch-screen. I believe that police officers should obey the same laws that civilians have for distracted driving. I have seen them use laptops and phones, and believe that it is dangerous.

I think the laws around cell phone use while driving should be enforced more.

I think the police locally need to be doing a better job enforcing the cell phone laws.

I think their numbers are right. I don't think people should be texting while they are driving down the road. I see it every day. How there aren't more wrecks is beyond me. So many people are texting and not talking on the phone, they are texting.

I think there should be tests or classes when getting a license about cell phone use while driving.

I think this issue just needs to be pounded over and over again into teenager's heads.

I wish that there was more enforcement of the text and cell phone laws.

I wish they would enforce these laws more, if I can drive around town and see all these people on their cell phones, and I am not even trained for this, how are they not finding these people and pulling these people over more. That is all I have to say about it.

I wish they would make efforts to more strictly enforce these laws because I see a lot of this going on the interstate. And it's not just because I am an old fart, I see the change in demographics, I just think they need to do a better job.

I would like to see more funding for educating the public about distracted driving and funding going directly to counties for enforcement.

I would like to see the cops actually pulling people over for talking on cell phones and running red lights.

I'd like to see more cars stopped for talking on a cell phone while driving. A woman on a cell phone cut me off and almost collided with me and she had no idea what she had done.

I'd like to see more maintenance on non-main roads that are frequently used and neglected. Too many main roads are getting maintenance they don't need.

I'm going to do better to follow the law after this survey.

Just that they need to crack down on it.

Legislatures put laws into place, but are not paying for them to have them enforced. Not enough enforcement because of lack of funding.

More ads on radio to remind people.

More enforcement in the county would probably help. The commercials on TV might help because shock can increase awareness. I support anti-texting laws but not anti-calling laws because they are very different.

My husband is a truck driver and when I ride in the truck with him, I see people on their cell phones all the time. I'm glad somebody is doing something about it, it's dangerous.

Need to do more research in Portland on how drivers drive out there.

Tell the police to stop talking on their cell phones and everyone else might stop too.

Texting and driving should be against the law. It should be up to individuals to know if it's safe or unsafe. To me, even answering a cell phone while driving is still unsafe. I wouldn't do it unless I really had to. As much as you're talking, you're not concentrating on the road ahead of you. I'm not in favor of anyone driving along and talking. Pull over and stop and make your phone call. Be safe. That's key to me. Safety is my primary concern in all of this.

The only thing I can think of is that during rush hour, when you pull out there isn't much pull out safety, and I drive a larger vehicle, so if you were driving a smaller vehicle I could see things being different.

## **Additional Comments Provided by Respondents (unweighted n 49)**

This survey helped contrast my support of the cell phone laws and my own use of cell phones while driving.

We have distracted driving in Roseburg, and we also have elderly drivers, which is a bad combination.

We should be targeting mothers of young children who talk on the phone all the time.

# Appendix C: ODOT Project Materials

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MINI-GRANT: ODOT

Vendor No.: CV10044153-00

**AGENCY CLAIM FOR REIMBURSEMENT**  
**Bill to: ODOT Transportation Safety Division**  
**4040 Fairview Industrial Drive SE - MS 3**  
**Salem, OR 97302-1142**

JUN 17 2016

Project No.: DE-16-20-03 AAA  
 Project Name: 2016 Roseburg Distracted Driving Campaign  
 Agency: Roseburg Police Department  
 Address: 700 SE Douglas  
 City: Roseburg  
 State: OR Zip: 97470  
 Contact/Phone: Sgt. Jeff Eichenbusch / 541-492-6760

Claim No.: 1  
 Final Claim  Y  
 Grant Adjust. No.: 0  
 Grant Adjust. Effective Date: \_\_\_\_\_

Total TSD Funding: \$3,538.40  
 Federal Tax ID No.: 93-6002247  
 Billing Period: 03/25/16 through 04/21/16

|                        |               |
|------------------------|---------------|
| <i>Office Use Only</i> |               |
| Agreement No.:         | _____         |
| EA:                    | <u>16DE20</u> |
| SJ:                    | <u>003</u>    |

(Fill in figures for the COSTS INCURRED THIS PERIOD - shaded in yellow)

| DETAIL OF TSD COSTS                      | TSD TOTAL   | COSTS INCURRED THIS PERIOD | COSTS BILLED PREVIOUSLY | TOTAL COSTS TO DATE |
|--|-------------|----------------------------|-------------------------|---------------------|
| Staff Assigned                           | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| Overtime                                 | \$ 3,538.40 | \$ 3,538.40                | \$ 0.00                 | \$ 3,538.40         |
| Volunteer Time                           | N/A         | N/A                        | N/A                     | N/A                 |
| <b>1. Personnel Costs Total</b>          | \$ 3,538.40 | \$ 3,538.40                | \$ 0.00                 | \$ 3,538.40         |
| <b>2. Personnel Benefits Total</b>       | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| <b>3. Equipment Total</b>                | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| <b>4. Materials/Printing Total</b>       | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| <b>5. Overhead/Indirect Costs</b>        | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| Travel In-State                          | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| Travel Out-of-State                      | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| Office Expenses                          | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| Other Direct Costs                       | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| <b>6. Other Project Costs Total</b>      | \$ 0.00     | \$ 0.00                    | \$ 0.00                 | \$ 0.00             |
| <b>7. Consult/Contractual Svcs Total</b> | \$ 0.00     | \$                         | \$ 0.00                 | \$ 0.00             |
| <b>8. Mini-grants Total</b> N/A          | \$ 0.00     | \$ 0.00                    | \$ 0.00                 | \$ 0.00             |
| <b>TOTAL TSD COSTS</b>                   | \$ 3,538.40 | \$ 3,538.40                | \$ 0.00                 | \$ 3,538.40         |

I certify that this billing is correct and is based upon actual costs incurred in accordance with the project agreement:

X Jeff Eichenbusch Jeff Eichenbusch 541-492-6760 05/25/16  
 Project Director (Original signature required) Print Name Phone No. Date

|      |        |     |          |               |            |
|------|--------|-----|----------|---------------|------------|
| Crew | EA     | SJ  | Activity | Object Detail | Amount     |
| 6700 | 16DE20 | 003 |          |               | \$3,538.40 |

Rosalee Senger Rosalee Senger Kelly Kapri, TSD Prog Mgr 6-16-16  
 Approved for Payment by TSD (Signature) Title Date

MINI-GRANT: ODOT

Vendor No.: CV10044153-00

**AGENCY CLAIM FOR REIMBURSEMENT**  
**Bill to: ODOT Transportation Safety Division**  
**4040 Fairview Industrial Drive SE - MS 3**  
**Salem, OR 97302-1142**

Project No.: DE-16-20-03 AAA  
 Project Name: 2016 Roseburg Distracted Driving Campaign

Claim No.: 1

Final Claim

Grant Adjust. No.: 0

Grant Adjust. Effective Date: \_\_\_\_\_

(Fill in figures for the COSTS INCURRED THIS PERIOD - shaded in yellow)

| DETAIL OF LOCAL/STATE COSTS              | MATCH<br>TOTAL | COSTS INCURRED<br>THIS PERIOD | COSTS REPORTED<br>PREVIOUSLY | TOTAL COSTS<br>TO DATE |
|--|----------------|-------------------------------|------------------------------|------------------------|
| Staff Assigned                           | \$ 1,269.00    | \$ 1,267.86                   | \$ 0.00                      | \$ 1,267.86            |
| Overtime                                 | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| Volunteer Time                           | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| <b>1. Personnel Costs Total</b>          | \$ 1,269.00    | \$ 1,267.86                   | \$ 0.00                      | \$ 1,267.86            |
| <b>2. Personnel Benefits Total</b>       | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| <b>3. Equipment Total</b>                | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| <b>4. Materials/Printing Total</b>       | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| <b>5. Overhead/Indirect Costs</b>        | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| Travel In-State                          | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| Travel Out-of-State                      | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| Office Expenses                          | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| Other Direct Costs                       | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| <b>6. Other Project Costs Total</b>      | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| <b>7. Consult Svcs/Contractual Total</b> | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| <b>8. Mini-grants Total</b> N/A          | \$ 0.00        | \$ 0.00                       | \$ 0.00                      | \$ 0.00                |
| <b>TOTAL LOCAL/STATE COSTS</b>           | \$ 1,269.00    | \$ 1,267.86                   | \$ 0.00                      | \$ 1,267.86            |



## SENGER Rosalee A

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**From:** Jeff A. Eichenbusch <jeichenbusch@cityofroseburg.org>  
**Sent:** Friday, June 03, 2016 10:37 AM  
**To:** SENGER Rosalee A  
**Subject:** RE: Distracted Driving Final Report

Rose,

Sorry, I was out before you left and just got your e-mails. If you still need it, here are the dates you requested.

|           |   |
|-----------|---|
| 4-5-2016  | 3 hours Pre Event 100 Car Surveys (Sgt. Eichenbusch & a Volunteer)  |
| 4-5-2016  | 1 hour media release prep and dissemination (Sgt. Eichenbusch)      |
| 4-8-2016  | 8 hours Officer ST enforcement (Ofc. O'Dell)                        |
| 4-12-2016 | 5.5 hours Officer ST enforcement (Ofc. O'Dell)                      |
| 4-21-2016 | 3 hours Post Event 100 Car Surveys (Sgt. Eichenbusch & a Volunteer) |
| 4-26-2016 | 1 hour media release prep and dissemination (Sgt. Eichenbusch)      |

That covers the match hours. If you need anything else, please let me know. Hope you have/had a great vacation!!

**Sgt. Jeff Eichenbusch**  
**Roseburg Police Department**  
**jeichenbusch@cityofroseburg.org**  
**700 SE Douglas Avenue**  
**Roseburg, OR 97470**  
**(541) 492-6760 ext. 6781**

**From:** SENGER Rosalee A [mailto:Rosalee.A.SENGER@odot.state.or.us]  
**Sent:** Wednesday, June 01, 2016 3:36 PM  
**To:** Jeff A. Eichenbusch  
**Subject:** FW: Distracted Driving Final Report

So, I just checked my mail and found the documents you dropped off! Call me crazy – I'm sorry I didn't realize you'd dropped them off before I sent the reply to your email – lol! If you would kindly email me the dates I requested, I will attach them to the report and should not need anything else from you. ☺ ~ Rose

**From:** SENGER Rosalee A  
**Sent:** Wednesday, June 01, 2016 2:46 PM  
**To:** 'Jeff A. Eichenbusch'  
**Subject:** RE: Distracted Driving Final Report

Thank you Jeff, I'm hoping I can explain this well via email and I left you a phone message to try and help clarify as well. I am NOT trying to be a pain, but if you could please attach dates to the match information and leave out the piece about rounding the hour that should serve us perfectly. It will be a slight reduction (\$1.14) in your total match but that is no problem at all!

Thank you ~ Rose

## Jeff A. Eichenbusch

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**From:** Roseburg Police Dept. <info@flashalert.net>  
**Sent:** Tuesday, April 05, 2016 10:35 AM  
**To:** Jeff A. Eichenbusch; Jerry A. Matthews  
**Subject:** 2016 Roseburg Distracted Driving Campaign (Photo)

## 2016 ROSEBURG DISTRACTED DRIVING CAMPAIGN (PHOTO)

News Release from **Roseburg Police Dept.**

*Posted on FlashAlert: April 5th, 2016 10:34 AM*

Downloadable file: [untitled.png](#)

Roseburg Police Officers will be participating in a traffic safety campaign focusing on Distracted Driving during April 8th through April 13th, which is the National Distracted Driving Awareness week. Over those days there will be Officers working shifts to specifically enforce laws regarding distracted drivers.

In Oregon, from 2010-2014 there were 16,987 crashes, 58 fatal crashes, 58 fatalities and 14,186 injuries that were caused by crashes involving a distracted driver. Of those, there were 1,419 crashes, 15 fatal crashes, 15 fatalities and 1,175 injuries that were caused by drivers reported to have been using a cell phone at the time of the crash.

In Douglas County, from 2010-2014 there were 372 crashes, 347 injuries, and 2 people killed due to distracted driving. During that same time period, and of those crashes, 30 crashes and 26 injuries involved cell phone use.

The Roseburg Police Department along with the Oregon Department of Transportation encourages all drivers to plan ahead, and follow these tips:

- \* Focus ONLY on driving, cycling, walking or crossing the road.
- \* Have a passenger answer the cell phone, change the CD, navigate, etc.
- \* The safest time to use your cell phone in the car is when you reach and have stopped at your destination.
- \* Make sure you and your vehicle are ready to go before you start driving.

### **Contact Info:**

Sgt. Jeff Eichenbusch  
Roseburg Police Department  
[jeichenbusch@cityofroseburg.org](mailto:jeichenbusch@cityofroseburg.org)  
700 SE Douglas Avenue  
Roseburg, OR 97470  
(541) 492-6760 ext. 6781



## **Jeff A. Eichenbusch**

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**From:** Roseburg Police Dept. <info@flashalert.net>  
**Sent:** Tuesday, April 26, 2016 9:34 AM  
**To:** Jeff A. Eichenbusch; Jerry A. Matthews  
**Subject:** 2016 Roseburg Distracted Driving Campaign (Update)

## **2016 ROSEBURG DISTRACTED DRIVING CAMPAIGN (UPDATE)**

News Release from **Roseburg Police Dept.**  
*Posted on FlashAlert: April 26th, 2016 9:33 AM*

During April 8th-13th the Roseburg Police Department participated in a Distracted Driving enforcement campaign. During that time there were Officers working specifically to enforce violations of distracted driving laws. This campaign was made possible through a grant from the Oregon Department of Transportation.

Officers issued the following citations during the event:

Using a Cell Phone While Driving - 72  
Failing to Use Seat Belt - 2  
Driving While Suspended - 3  
Other Citations - 18  
Warnings - 7  
Warrant Arrests - 2

Although the enforcement campaign is completed, the month of April is still Distracted Driving Awareness Month and the Roseburg Police Department and ODOT would like to remind people of the following:

- \* Focus ONLY on driving, cycling, walking or crossing the road.
- \* Have a passenger answer the cell phone, change the CD, navigate, etc.
- \* The safest time to use your cell phone in the car is when you reach and have stopped at your destination.
- \* Make sure you and your vehicle are ready to go before you start driving.

### **Contact Info:**

Sgt. Jeff Eichenbusch  
Roseburg Police Department  
[jeichenbusch@cityofroseburg.org](mailto:jeichenbusch@cityofroseburg.org)  
700 SE Douglas Avenue  
Roseburg, OR 97470  
(541) 492-6760 ext. 6781

**State of Oregon  
ODOT Transportation Safety Division  
Driver Cell Phone Survey**

Survey Date: April 5, 2016

Time: 11:05 AM

Survey Location: Washington @ Pine, Roseburg

Officer: Eichenbusch / Burbridge

Agency: Roseburg Police

This survey applies only to the drivers of passenger vehicles, including cars, vans, pickup trucks and sport utility vehicles including those bearing out-of-state plates. Observe, from the side of the roadway, whether a driver is using a cell phone and check the appropriate block below (yes or no).

Observe 100 vehicles per location and count each vehicle passing your observation point. If you cannot tell if a driver is using a cell phone, count that driver as USING A CELL PHONE. Subsequent surveys should be conducted in the same location and at a similar time of day and day of week in order to obtain the most valid comparison of results.

| Yes | No | Yes   | No | Yes | No | Yes   | No |
|-----|----|-------|----|-----|----|-------|----|
| 1.  | X  | 26.   | X  | 51. | X  | 76.   | X  |
| 2.  | X  | 27.   | X  | 52. | X  | 77.   | X  |
| 3.  | X  | 28.   | X  | 53. | X  | 78.   | X  |
| 4.  | X  | 29.   | X  | 54. | X  | 79.   | X  |
| 5.  | X  | 30.   | X  | 55. | X  | 80.   | X  |
| 6.  | X  | 31.   | X  | 56. | X  | 81.   | X  |
| 7.  | X  | 32. X |    | 57. | X  | 82.   | X  |
| 8.  | X  | 33.   | X  | 58. | X  | 83.   | X  |
| 9.  | X  | 34.   | X  | 59. | X  | 84.   | X  |
| 10. | X  | 35.   | X  | 60. | X  | 85.   | X  |
| 11. | X  | 36.   | X  | 61. | X  | 86.   | X  |
| 12. | X  | 37.   | X  | 62. | X  | 87.   | X  |
| 13. | X  | 38.   | X  | 63. | X  | 88.   | X  |
| 14. | X  | 39.   | X  | 64. | X  | 89. X |    |
| 15. | X  | 40.   | X  | 65. | X  | 90.   | X  |
| 16. | X  | 41.   | X  | 66. | X  | 91.   | X  |
| 17. | X  | 42.   | X  | 67. | X  | 92.   | X  |
| 18. | X  | 43.   | X  | 68. | X  | 93.   | X  |
| 19. | X  | 44.   | X  | 69. | X  | 94.   | X  |
| 20. | X  | 45.   | X  | 70. | X  | 95.   | X  |
| 21. | X  | 46.   | X  | 71. | X  | 96.   | X  |
| 22. | X  | 47.   | X  | 72. | X  | 97.   | X  |
| 23. | X  | 48.   | X  | 73. | X  | 98.   | X  |
| 24. | X  | 49.   | X  | 74. | X  | 99.   | X  |
| 25. | X  | 50.   | X  | 75. | X  | 100.  | X  |

Total Number of Drivers Using Cell Phones: 2 %

**State of Oregon  
 ODOT Transportation Safety Division  
 Driver Cell Phone Survey**

Survey Date: April 5, 2016

Time: 11:20 AM

Survey Location: Stewart Parkway @ Harvey, Roseburg

Officer: Eichenbusch / Burbridge

Agency: Roseburg Police

This survey applies only to the drivers of passenger vehicles, including cars, vans, pickup trucks and sport utility vehicles including those bearing out-of-state plates. Observe, from the side of the roadway, whether a driver is using a cell phone and check the appropriate block below (yes or no).

Observe 100 vehicles per location and count each vehicle passing your observation point. If you cannot tell if a driver is using a cell phone, count that driver as USING A CELL PHONE. Subsequent surveys should be conducted in the same location and at a similar time of day and day of week in order to obtain the most valid comparison of results.

| Yes | No | Yes | No | Yes | No | Yes  | No |
|-----|----|-----|----|-----|----|------|----|
| 1.  | X  | 26. | X  | 51. | X  | 76.  | X  |
| 2.  | X  | 27. | X  | 52. | X  | 77.  | X  |
| 3.  | X  | 28. | X  | 53. | X  | 78.  | X  |
| 4.  | X  | 29. | X  | 54. | X  | 79.  | X  |
| 5.  | X  | 30. | X  | 55. | X  | 80.  | X  |
| 6.  | X  | 31. | X  | 56. | X  | 81.  | X  |
| 7.  | X  | 32. | X  | 57. | X  | 82.  | X  |
| 8.  | X  | 33. | X  | 58. | X  | 83.  | X  |
| 9.  | X  | 34. | X  | 59. | X  | 84.  | X  |
| 10. | X  | 35. | X  | 60. | X  | 85.  | X  |
| 11. | X  | 36. | X  | 61. | X  | 86.  | X  |
| 12. | X  | 37. | X  | 62. | X  | 87.  | X  |
| 13. | X  | 38. | X  | 63. | X  | 88.  | X  |
| 14. | X  | 39. | X  | 64. | X  | 89.  | X  |
| 15. | X  | 40. | X  | 65. | X  | 90.  | X  |
| 16. | X  | 41. | X  | 66. | X  | 91.  | X  |
| 17. | X  | 42. | X  | 67. | X  | 92.  | X  |
| 18. | X  | 43. | X  | 68. | X  | 93.  | X  |
| 19. | X  | 44. | X  | 69. | X  | 94.  | X  |
| 20. | X  | 45. | X  | 70. | X  | 95.  | X  |
| 21. | X  | 46. | X  | 71. | X  | 96.  | X  |
| 22. | X  | 47. | X  | 72. | X  | 97.  | X  |
| 23. | X  | 48. | X  | 73. | X  | 98.  | X  |
| 24. | X  | 49. | X  | 74. | X  | 99.  | X  |
| 25. | X  | 50. | X  | 75. | X  | 100. | X  |

Total Number of Drivers Using Cell Phones: 1 %

**State of Oregon  
 ODOT Transportation Safety Division  
 Driver Cell Phone Survey**

Survey Date: April 5, 2016

Time: 11:38 AM

Survey Location: Garden Valley @ Stewart Parkway, Roseburg

Officer: Eichenbusch / Burbridge

Agency: Roseburg Police

This survey applies only to the drivers of passenger vehicles, including cars, vans, pickup trucks and sport utility vehicles including those bearing out-of-state plates. Observe, from the side of the roadway, whether a driver is using a cell phone and check the appropriate block below (yes or no).

Observe 100 vehicles per location and count each vehicle passing your observation point. If you cannot tell if a driver is using a cell phone, count that driver as USING A CELL PHONE. Subsequent surveys should be conducted in the same location and at a similar time of day and day of week in order to obtain the most valid comparison of results.

| Yes | No | Yes | No | Yes   | No | Yes  | No |
|-----|----|-----|----|-------|----|------|----|
| 1.  | X  | 26. | X  | 51.   | X  | 76.  | X  |
| 2.  | X  | 27. | X  | 52.   | X  | 77.  | X  |
| 3.  | X  | 28. | X  | 53.   | X  | 78.  | X  |
| 4.  | X  | 29. | X  | 54.   | X  | 79.  | X  |
| 5.  | X  | 30. | X  | 55.   | X  | 80.  | X  |
| 6.  | X  | 31. | X  | 56.   | X  | 81.  | X  |
| 7.  | X  | 32. | X  | 57. X |    | 82.  | X  |
| 8.  | X  | 33. | X  | 58.   | X  | 83.  | X  |
| 9.  | X  | 34. | X  | 59.   | X  | 84.  | X  |
| 10. | X  | 35. | X  | 60.   | X  | 85.  | X  |
| 11. | X  | 36. | X  | 61.   | X  | 86.  | X  |
| 12. | X  | 37. | X  | 62.   | X  | 87.  | X  |
| 13. | X  | 38. | X  | 63.   | X  | 88.  | X  |
| 14. | X  | 39. | X  | 64.   | X  | 89.  | X  |
| 15. | X  | 40. | X  | 65.   | X  | 90.  | X  |
| 16. | X  | 41. | X  | 66.   | X  | 91.  | X  |
| 17. | X  | 42. | X  | 67.   | X  | 92.  | X  |
| 18. | X  | 43. | X  | 68. X |    | 93.  | X  |
| 19. | X  | 44. | X  | 69.   | X  | 94.  | X  |
| 20. | X  | 45. | X  | 70.   | X  | 95.  | X  |
| 21. | X  | 46. | X  | 71.   | X  | 96.  | X  |
| 22. | X  | 47. | X  | 72.   | X  | 97.  | X  |
| 23. | X  | 48. | X  | 73.   | X  | 98.  | X  |
| 24. | X  | 49. | X  | 74.   | X  | 99.  | X  |
| 25. | X  | 50. | X  | 75.   | X  | 100. | X  |

Total Number of Drivers Using Cell Phones: 2 %



**State of Oregon  
ODOT Transportation Safety Division  
Driver Cell Phone Survey**

Survey Date: April 5, 2016

Time: 11:52 AM

Survey Location: NE Stephens @ Russell, Roseburg

Officer: Eichenbusch / Burbridge

Agency: Roseburg Police

This survey applies only to the drivers of passenger vehicles, including cars, vans, pickup trucks and sport utility vehicles including those bearing out-of-state plates. Observe, from the side of the roadway, whether a driver is using a cell phone and check the appropriate block below (yes or no).

Observe 100 vehicles per location and count each vehicle passing your observation point. If you cannot tell if a driver is using a cell phone, count that driver as USING A CELL PHONE. Subsequent surveys should be conducted in the same location and at a similar time of day and day of week in order to obtain the most valid comparison of results.

| Yes | No | Yes | No | Yes | No | Yes  | No |
|-----|----|-----|----|-----|----|------|----|
| 1.  | X  | 26. | X  | 51. | X  | 76.  | X  |
| 2.  | X  | 27. | X  | 52. | X  | 77.  | X  |
| 3.  | X  | 28. | X  | 53. | X  | 78.  | X  |
| 4.  | X  | 29. | X  | 54. | X  | 79.  | X  |
| 5.  | X  | 30. | X  | 55. | X  | 80.  | X  |
| 6.  | X  | 31. | X  | 56. | X  | 81.  | X  |
| 7.  | X  | 32. | X  | 57. | X  | 82.  | X  |
| 8.  | X  | 33. | X  | 58. | X  | 83.  | X  |
| 9.  | X  | 34. | X  | 59. | X  | 84.  | X  |
| 10. | X  | 35. | X  | 60. | X  | 85.  | X  |
| 11. | X  | 36. | X  | 61. | X  | 86.  | X  |
| 12. | X  | 37. | X  | 62. | X  | 87.  | X  |
| 13. | X  | 38. | X  | 63. | X  | 88.  | X  |
| 14. | X  | 39. | X  | 64. | X  | 89.  | X  |
| 15. | X  | 40. | X  | 65. | X  | 90.  | X  |
| 16. | X  | 41. | X  | 66. | X  | 91.  | X  |
| 17. | X  | 42. | X  | 67. | X  | 92.  | X  |
| 18. | X  | 43. | X  | 68. | X  | 93.  | X  |
| 19. | X  | 44. | X  | 69. | X  | 94.  | X  |
| 20. | X  | 45. | X  | 70. | X  | 95.  | X  |
| 21. | X  | 46. | X  | 71. | X  | 96.  | X  |
| 22. | X  | 47. | X  | 72. | X  | 97.  | X  |
| 23. | X  | 48. | X  | 73. | X  | 98.  | X  |
| 24. | X  | 49. | X  | 74. | X  | 99.  | X  |
| 25. | X  | 50. | X  | 75. | X  | 100. | X  |

Total Number of Drivers Using Cell Phones: 5 %



**State of Oregon  
 ODOT Transportation Safety Division  
 Driver Cell Phone Survey**

Survey Date: April 21, 2016

Time: 11:56 AM

Survey Location: Washington @ Pine, Roseburg

Officer: Eichenbusch / Burbridge

Agency: Roseburg Police

This survey applies only to the drivers of passenger vehicles, including cars, vans, pickup trucks and sport utility vehicles including those bearing out-of-state plates. Observe, from the side of the roadway, whether a driver is using a cell phone and check the appropriate block below (yes or no).

Observe 100 vehicles per location and count each vehicle passing your observation point. If you cannot tell if a driver is using a cell phone, count that driver as USING A CELL PHONE. Subsequent surveys should be conducted in the same location and at a similar time of day and day of week in order to obtain the most valid comparison of results.

| Yes | No | Yes   | No | Yes | No | Yes   | No |
|-----|----|-------|----|-----|----|-------|----|
| 1.  | X  | 26.   | X  | 51. | X  | 76.   | X  |
| 2.  | X  | 27.   | X  | 52. | X  | 77.   | X  |
| 3.  | X  | 28.   | X  | 53. | X  | 78.   | X  |
| 4.  | X  | 29.   | X  | 54. | X  | 79.   | X  |
| 5.  | X  | 30.   | X  | 55. | X  | 80.   | X  |
| 6.  | X  | 31.   | X  | 56. | X  | 81.   | X  |
| 7.  | X  | 32.   | X  | 57. | X  | 82.   | X  |
| 8.  | X  | 33.   | X  | 58. | X  | 83.   | X  |
| 9.  | X  | 34.   | X  | 59. | X  | 84.   | X  |
| 10. | X  | 35.   | X  | 60. | X  | 85.   | X  |
| 11. | X  | 36.   | X  | 61. | X  | 86.   | X  |
| 12. | X  | 37. X |    | 62. | X  | 87.   | X  |
| 13. | X  | 38.   | X  | 63. | X  | 88.   | X  |
| 14. | X  | 39.   | X  | 64. | X  | 89.   | X  |
| 15. | X  | 40.   | X  | 65. | X  | 90.   | X  |
| 16. | X  | 41.   | X  | 66. | X  | 91. X |    |
| 17. | X  | 42.   | X  | 67. | X  | 92.   | X  |
| 18. | X  | 43.   | X  | 68. | X  | 93.   | X  |
| 19. | X  | 44.   | X  | 69. | X  | 94.   | X  |
| 20. | X  | 45.   | X  | 70. | X  | 95.   | X  |
| 21. | X  | 46.   | X  | 71. | X  | 96.   | X  |
| 22. | X  | 47.   | X  | 72. | X  | 97.   | X  |
| 23. | X  | 48.   | X  | 73. | X  | 98.   | X  |
| 24. | X  | 49.   | X  | 74. | X  | 99.   | X  |
| 25. | X  | 50.   | X  | 75. | X  | 100.  | X  |

Total Number of Drivers Using Cell Phones: 2 %

**State of Oregon  
 ODOT Transportation Safety Division  
 Driver Cell Phone Survey**

Survey Date: April 21, 2016

Time: 12:13 AM

Survey Location: Stewart Parkway @ Harvey, Roseburg

Officer: Eichenbusch / Burbridge

Agency: Roseburg Police

This survey applies only to the drivers of passenger vehicles, including cars, vans, pickup trucks and sport utility vehicles including those bearing out-of-state plates. Observe, from the side of the roadway, whether a driver is using a cell phone and check the appropriate block below (yes or no).

Observe 100 vehicles per location and count each vehicle passing your observation point. If you cannot tell if a driver is using a cell phone, count that driver as USING A CELL PHONE. Subsequent surveys should be conducted in the same location and at a similar time of day and day of week in order to obtain the most valid comparison of results.

| Yes | No | Yes   | No | Yes   | No | Yes   | No |
|-----|----|-------|----|-------|----|-------|----|
| 1.  | X  | 26.   | X  | 51.   | X  | 76.   | X  |
| 2.  | X  | 27.   | X  | 52.   | X  | 77.   | X  |
| 3.  | X  | 28.   | X  | 53.   | X  | 78.   | X  |
| 4.  | X  | 29.   | X  | 54.   | X  | 79.   | X  |
| 5.  | X  | 30.   | X  | 55.   | X  | 80.   | X  |
| 6.  | X  | 31.   | X  | 56.   | X  | 81.   | X  |
| 7.  | X  | 32.   | X  | 57.   | X  | 82.   | X  |
| 8.  | X  | 33.   | X  | 58.   | X  | 83.   | X  |
| 9.  | X  | 34.   | X  | 59.   | X  | 84.   | X  |
| 10. | X  | 35.   | X  | 60.   | X  | 85.   | X  |
| 11. | X  | 36.   | X  | 61.   | X  | 86.   | X  |
| 12. | X  | 37. X |    | 62.   | X  | 87.   | X  |
| 13. | X  | 38.   | X  | 63.   | X  | 88.   | X  |
| 14. | X  | 39.   | X  | 64.   | X  | 89.   | X  |
| 15. | X  | 40.   | X  | 65.   | X  | 90.   | X  |
| 16. | X  | 41.   | X  | 66.   | X  | 91.   | X  |
| 17. | X  | 42.   | X  | 67.   | X  | 92.   | X  |
| 18. | X  | 43.   | X  | 68.   | X  | 93.   | X  |
| 19. | X  | 44.   | X  | 69.   | X  | 94.   | X  |
| 20. | X  | 45.   | X  | 70.   | X  | 95.   | X  |
| 21. | X  | 46.   | X  | 71.   | X  | 96.   | X  |
| 22. | X  | 47.   | X  | 72. X |    | 97.   | X  |
| 23. | X  | 48.   | X  | 73.   | X  | 98. X |    |
| 24. | X  | 49.   | X  | 74.   | X  | 99.   | X  |
| 25. | X  | 50.   | X  | 75.   | X  | 100.  | X  |

Total Number of Drivers Using Cell Phones: 3 %

**State of Oregon  
 ODOT Transportation Safety Division  
 Driver Cell Phone Survey**

Survey Date: April 21, 2016

Time: 12:30 AM

Survey Location: Garden Valley @ Stewart Parkway, Roseburg

Officer: Eichenbusch / Burbridge

Agency: Roseburg Police

This survey applies only to the drivers of passenger vehicles, including cars, vans, pickup trucks and sport utility vehicles including those bearing out-of-state plates. Observe, from the side of the roadway, whether a driver is using a cell phone and check the appropriate block below (yes or no).

Observe 100 vehicles per location and count each vehicle passing your observation point. If you cannot tell if a driver is using a cell phone, count that driver as USING A CELL PHONE. Subsequent surveys should be conducted in the same location and at a similar time of day and day of week in order to obtain the most valid comparison of results.

| Yes  | No | Yes | No | Yes   | No | Yes   | No |
|------|----|-----|----|-------|----|-------|----|
| 1.   | X  | 26. | X  | 51.   | X  | 76.   | X  |
| 2.   | X  | 27. | X  | 52.   | X  | 77.   | X  |
| 3.   | X  | 28. | X  | 53.   | X  | 78.   | X  |
| 4.   | X  | 29. | X  | 54.   | X  | 79.   | X  |
| 5.   | X  | 30. | X  | 55.   | X  | 80.   | X  |
| 6.   | X  | 31. | X  | 56.   | X  | 81.   | X  |
| 7. X |    | 32. | X  | 57.   | X  | 82.   | X  |
| 8.   | X  | 33. | X  | 58.   | X  | 83.   | X  |
| 9.   | X  | 34. | X  | 59.   | X  | 84.   | X  |
| 10.  | X  | 35. | X  | 60.   | X  | 85.   | X  |
| 11.  | X  | 36. | X  | 61.   | X  | 86.   | X  |
| 12.  | X  | 37. | X  | 62.   | X  | 87.   | X  |
| 13.  | X  | 38. | X  | 63.   | X  | 88.   | X  |
| 14.  | X  | 39. | X  | 64.   | X  | 89.   | X  |
| 15.  | X  | 40. | X  | 65.   | X  | 90.   | X  |
| 16.  | X  | 41. | X  | 66.   | X  | 91.   | X  |
| 17.  | X  | 42. | X  | 67.   | X  | 92.   | X  |
| 18.  | X  | 43. | X  | 68.   | X  | 93.   | X  |
| 19.  | X  | 44. | X  | 69.   | X  | 94.   | X  |
| 20.  | X  | 45. | X  | 70.   | X  | 95. X |    |
| 21.  | X  | 46. | X  | 71. X |    | 96.   | X  |
| 22.  | X  | 47. | X  | 72.   | X  | 97.   | X  |
| 23.  | X  | 48. | X  | 73.   | X  | 98.   | X  |
| 24.  | X  | 49. | X  | 74.   | X  | 99.   | X  |
| 25.  | X  | 50. | X  | 75.   | X  | 100.  | X  |

Total Number of Drivers Using Cell Phones: 3 %

**State of Oregon  
 ODOT Transportation Safety Division  
 Driver Cell Phone Survey**

Survey Date: April 21, 2016

Time: 12:50 AM

Survey Location: NE Stephens @ Russell, Roseburg

Officer: Eichenbusch / Burbridge

Agency: Roseburg Police

This survey applies only to the drivers of passenger vehicles, including cars, vans, pickup trucks and sport utility vehicles including those bearing out-of-state plates. Observe, from the side of the roadway, whether a driver is using a cell phone and check the appropriate block below (yes or no).

Observe 100 vehicles per location and count each vehicle passing your observation point. If you cannot tell if a driver is using a cell phone, count that driver as USING A CELL PHONE. Subsequent surveys should be conducted in the same location and at a similar time of day and day of week in order to obtain the most valid comparison of results.

| Yes   | No | Yes | No | Yes   | No | Yes   | No |
|-------|----|-----|----|-------|----|-------|----|
| 1.    | X  | 26. | X  | 51.   | X  | 76.   | X  |
| 2.    | X  | 27. | X  | 52.   | X  | 77.   | X  |
| 3.    | X  | 28. | X  | 53.   | X  | 78.   | X  |
| 4.    | X  | 29. | X  | 54.   | X  | 79.   | X  |
| 5.    | X  | 30. | X  | 55.   | X  | 80.   | X  |
| 6.    | X  | 31. | X  | 56.   | X  | 81.   | X  |
| 7.    | X  | 32. | X  | 57.   | X  | 82.   | X  |
| 8.    | X  | 33. | X  | 58.   | X  | 83.   | X  |
| 9.    | X  | 34. | X  | 59.   | X  | 84.   | X  |
| 10.   | X  | 35. | X  | 60.   | X  | 85.   | X  |
| 11.   | X  | 36. | X  | 61.   | X  | 86.   | X  |
| 12.   | X  | 37. | X  | 62. X |    | 87.   | X  |
| 13. X |    | 38. | X  | 63.   | X  | 88.   | X  |
| 14.   | X  | 39. | X  | 64.   | X  | 89.   | X  |
| 15.   | X  | 40. | X  | 65.   | X  | 90.   | X  |
| 16.   | X  | 41. | X  | 66.   | X  | 91.   | X  |
| 17.   | X  | 42. | X  | 67.   | X  | 92.   | X  |
| 18.   | X  | 43. | X  | 68.   | X  | 93.   | X  |
| 19.   | X  | 44. | X  | 69.   | X  | 94. X |    |
| 20.   | X  | 45. | X  | 70.   | X  | 95.   | X  |
| 21.   | X  | 46. | X  | 71.   | X  | 96.   | X  |
| 22.   | X  | 47. | X  | 72.   | X  | 97.   | X  |
| 23.   | X  | 48. | X  | 73.   | X  | 98.   | X  |
| 24.   | X  | 49. | X  | 74.   | X  | 99.   | X  |
| 25.   | X  | 50. | X  | 75.   | X  | 100.  | X  |

Total Number of Drivers Using Cell Phones: 3 %

**OFFICER REPORT FOR DISTRACTED DRIVING OVERTIME ENFORCEMENT GRANT 2016**

**OFFICER Name/Agency:** Brian O'Dell / Roseburg PD

**DATE:** 4/9/2016

**TOTAL Hrs of Shift:** 8 **START time:** 1000 **END time:** 1800

**ENFORCEMENT CONTACTS:**

|                                    |           |
|------------------------------------|-----------|
| Number of Cell Phone While Driving | <u>17</u> |
| Number of Child Restraint          | <u>0</u>  |
| Number of Safety Belt              | <u>1</u>  |
| Number of Suspended, Revoked       | <u>2</u>  |
| Number of Arrests                  | <u>0</u>  |
| Number of All Other Traffic        | <u>10</u> |

**OFFICER REPORT FOR DISTRACTED DRIVING OVERTIME ENFORCEMENT GRANT 2016**

**OFFICER Name/Agency:** Roger Childers / Roseburg PD

**DATE:** 4/11/2016

**TOTAL Hrs of Shift:** 8 **START time:** 930 **END time:** 1730

**ENFORCEMENT CONTACTS:**

|                                    |            |
|------------------------------------|------------|
| Number of Cell Phone While Driving | <u>9</u>   |
| Number of Child Restraint          | <u>0</u>   |
| Number of Safety Belt              | <u>0</u>   |
| Number of Suspended, Revoked       | <u>2</u>   |
| Number of Arrests                  | <u>0</u>   |
| Number of All Other Traffic        | <u>104</u> |

**OFFICER REPORT FOR DISTRACTED DRIVING OVERTIME ENFORCEMENT GRANT 2016**

**OFFICER Name/Agency:** Dennis Chrisenbery / Roseburg PD

**DATE:** 4/11/2016

**TOTAL Hrs of Shift:** 8 **START time:** 1000 **END time:** 1800

**ENFORCEMENT CONTACTS:**

|                                    |           |
|------------------------------------|-----------|
| Number of Cell Phone While Driving | <u>20</u> |
| Number of Child Restraint          | <u>0</u>  |
| Number of Safety Belt              | <u>1</u>  |
| Number of Suspended, Revoked       | <u>1</u>  |
| Number of Arrests                  | <u>0</u>  |
| Number of All Other Traffic        | <u>2</u>  |

**OFFICER REPORT FOR DISTRACTED DRIVING OVERTIME ENFORCEMENT GRANT 2016**

**OFFICER Name/Agency:** Matt Bird / Roseburg PD

**DATE:** 4/12/2016

**TOTAL Hrs of Shift:** 8 **START time:** 800 **END time:** 1600

**ENFORCEMENT CONTACTS:**

|                                    |           |
|------------------------------------|-----------|
| Number of Cell Phone While Driving | <u>16</u> |
| Number of Child Restraint          | <u>0</u>  |
| Number of Safety Belt              | <u>0</u>  |
| Number of Suspended, Revoked       | <u>  </u> |
| Number of Arrests                  | <u>2</u>  |
| Number of All Other Traffic        | <u>3</u>  |



**OFFICER REPORT FOR DISTRACTED DRIVING OVERTIME ENFORCEMENT GRANT 2016**

**OFFICER Name/Agency:** Nate Thomas / Roseburg PD

**DATE:** 4/12/2016

**TOTAL Hrs of Shift:** 8 **START time:** 1000 **END time:** 1800

**ENFORCEMENT CONTACTS:**

**Number of Cell Phone While Driving** 10

**Number of Child Restraint** 0

**Number of Safety Belt** 0

**Number of Suspended, Revoked** 0

**Number of Arrests** 0

**Number of All Other Traffic** 0

**OFFICER REPORT FOR DISTRACTED DRIVING OVERTIME ENFORCEMENT GRANT 2016**

**OFFICER Name/Agency:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**TOTAL Hrs of Shift:** \_\_\_\_\_ **START time:** \_\_\_\_\_ **END time:** \_\_\_\_\_

**ENFORCEMENT CONTACTS:**

**Number of Cell Phone While Driving** \_\_\_\_\_

**Number of Child Restraint** \_\_\_\_\_

**Number of Safety Belt** \_\_\_\_\_

**Number of Suspended, Revoked** \_\_\_\_\_

**Number of Arrests** \_\_\_\_\_

**Number of All Other Traffic** \_\_\_\_\_

## ODOT GRANT BUDGET AND COST SHARING

Project No.: DE-16-20-03 AAA  
 Project Name: 2016 Roseburg Distracted Driving Campaign  
 Agency: Roseburg Police Department

Project Period: 03/01/16 - 09/30/16  
 (From) (To)

(Office Use Only)

Grant Adjustment #: 0  
 Grant Adjust. Effective Date: \_\_\_\_\_  
 Project Yr. (1-2-3, Ongoing): FIRST

This form should include all budget information. If additional information is required for clarity, please include on a separate page referencing appropriate budget item.

**1. Personnel Costs\***

| A. Staff assigned and estimated hours: | Hours      | Rate                     | Total Cost      |
|--|------------|--------------------------|-----------------|
| Officers / ST Enforcement              | 13.50 @ \$ | 58.97 /hr = \$           | 796.10          |
| Media RPD PIO                          | 2.00 @ \$  | 58.97 /hr = \$           | 117.94          |
| rounding                               | 1.00 @ \$  | 1.14 /hr = \$            | 1.14            |
| 100 Car Obs. Pre                       | 3.00 @ \$  | 58.97 /hr = \$           | 176.91          |
| 100 Car Obs. Post                      | 3.00 @ \$  | 58.97 /hr = \$           | 176.91          |
|  | 0.00 @ \$  | - /hr = \$               | -               |
|  |            | <b>Staff Subtotal \$</b> | <b>1,269.00</b> |

| B. Overtime               | Hours      | Rate                        | Total Cost      |
|---------------------------|------------|-----------------------------|-----------------|
| Officers / OT Enforcement | 40.00 @ \$ | 88.46 /hr = \$              | 3,538.40        |
|                           | 0.00 @ \$  | - /hr = \$                  | -               |
|                           |            | <b>Overtime Subtotal \$</b> | <b>3,538.40</b> |

| C. Volunteer Time | Hours     | Rate                         | Total Cost |
|-------------------|-----------|------------------------------|------------|
|                   | 0.00 @ \$ | - /hr = \$                   | -          |
|                   | 0.00 @ \$ | - /hr = \$                   | -          |
|                   |           | <b>Volunteer Subtotal \$</b> | <b>-</b>   |

| 2. Personnel Benefits | Unit Cost | # of Units                  | Total Cost |
|-----------------------|-----------|-----------------------------|------------|
| A.                    | \$ - @    | 0 =                         | \$ -       |
| B.                    | \$ - @    | 0 =                         | \$ -       |
|                       |           | <b>Benefits Subtotal \$</b> | <b>-</b>   |

| 3. Equipment | Unit Cost | # of Units                   | Total Cost |
|--------------|-----------|------------------------------|------------|
| A.           | \$ - @    | 0 =                          | \$ -       |
| B.           | \$ - @    | 0 =                          | \$ -       |
| C.           | \$ - @    | 0 =                          | \$ -       |
| D.           | \$ - @    | 0 =                          | \$ -       |
|              |           | <b>Equipment Subtotal \$</b> | <b>-</b>   |

| 4. Materials/Printing | Unit Cost | # of Units                   | Total Cost |
|-----------------------|-----------|------------------------------|------------|
| A.                    | \$ - @    | 0 =                          | \$ -       |
| B.                    | \$ - @    | 0 =                          | \$ -       |
| C.                    | \$ - @    | 0 =                          | \$ -       |
|                       |           | <b>Materials Subtotal \$</b> | <b>-</b>   |

| 5. Overhead/Indirect Costs | Unit Cost | # of Units                  | Total Cost |
|----------------------------|-----------|-----------------------------|------------|
| A.                         | \$ - @    | 0 =                         | \$ -       |
| B.                         | \$ - @    | 0 =                         | \$ -       |
|                            |           | <b>Overhead Subtotal \$</b> | <b>-</b>   |

| TSD FUNDS  | MATCH      | TOTAL      |
|------------|------------|------------|
|            |            |            |
| \$0.00     | \$1,269.00 | \$1,269.00 |
| \$3,538.40 | \$0.00     | \$3,538.40 |
| \$0.00     | \$0.00     | \$0.00     |
| \$0.00     | \$0.00     | \$0.00     |
| \$0.00     | \$0.00     | \$0.00     |
| \$0.00     | \$0.00     | \$0.00     |
| \$0.00     | \$0.00     | \$0.00     |



## ODOT GRANT BUDGET AND COST SHARING

Project Number: 2016 Roseburg Distracted Dri

**6. Other Project Costs**

| A. Travel In-State  | Unit Cost | # of Units | Total Cost  |
|---|-----------|------------|-------------|
| _____   | \$ - @    | 0 =        | \$ -        |
| <b>B. Travel Out-of-State (specify)***:</b>                         |           |            |             |
| _____   | \$ - @    | 0 =        | \$ -        |
| <b>C. Office Expenses (supplies, photocopy, telephone, postage)</b> |           |            |             |
| _____   | \$ - @    | 0 =        | \$ -        |
| <b>D. Other Costs (specify):</b>                                    |           |            |             |
| 1.) _____   | \$ - @    | 0 =        | \$ -        |
| 2.) _____   | \$ - @    | 0 =        | \$ -        |
| 3.) _____   | \$ - @    | 0 =        | \$ -        |
| 4.) _____   | \$ - @    | 0 =        | \$ -        |
| 5.) _____   | \$ - @    | 0 =        | \$ -        |
| <b>Other Project Costs Subtotal</b>                                 |           |            | <b>\$ -</b> |

**7. Consultation/Contractual Services \*\***

| A.   | Unit Cost | # of Units | Total Cost  |
|--|-----------|------------|-------------|
| _____  | \$ - @    | 0 =        | \$ -        |
| B. _____                                       | \$ - @    | 0 =        | \$ -        |
| <b>Consultation/Contractual Services Total</b> |           |            | <b>\$ -</b> |

**8. Mini-Grants \*\*\***

|                              | TSD  | Match       |
|------------------------------|------|-------------|
| A. _____                     | \$ - | \$ -        |
| B. _____                     | \$ - | \$ -        |
| C. _____                     | \$ - | \$ -        |
| D. _____                     | \$ - | \$ -        |
| E. _____                     | \$ - | \$ -        |
| F. _____                     | \$ - | \$ -        |
| G. _____                     | \$ - | \$ -        |
| H. _____                     | \$ - | \$ -        |
| <b>Mini-Grants Subtotals</b> |      | <b>\$ -</b> |

**TOTAL**

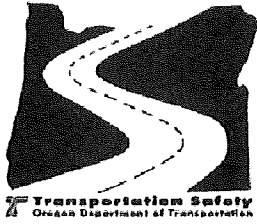
**COST SHARING BREAKDOWN**

|                           |                    |             |
|---------------------------|--------------------|-------------|
| 1. TSD Funds              | \$ 3,538.40        | 74%         |
| 2. Match: State           |                    |             |
| 3. Match: Local           | \$ 1,269.00        | 26%         |
| 4. Match: Other (specify) |                    |             |
| a.) _____                 |                    |             |
| b.) _____                 |                    |             |
| c.) _____                 |                    |             |
| 5. TOTAL COSTS            | <b>\$ 4,807.40</b> | <b>100%</b> |

| TSD FUNDS         | MATCH             | TOTAL             |
|-------------------|-------------------|-------------------|
| \$0.00            | \$0.00            | \$0.00            |
| \$0.00            | \$0.00            | \$0.00            |
| \$0.00            | \$0.00            | \$0.00            |
| \$0.00            | \$0.00            | \$0.00            |
| \$0.00            | \$0.00            | \$0.00            |
| \$0.00            | \$0.00            | \$0.00            |
| \$0.00            | \$0.00            | \$0.00            |
| \$0.00            | \$0.00            | \$0.00            |
| <b>\$3,538.40</b> | <b>\$1,269.00</b> | <b>\$4,807.40</b> |

Budget Comments:

\* Job descriptions for all positions assigned to grant for 500 hours or more must be included in Exhibit B.  
 \*\* TSD approval required prior to expenditures.



OREGON DEPARTMENT OF TRANSPORTATION  
Transportation Safety Division

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## Project Evaluation Report

**Project No:** DE-16-20-03 AAA  
**Project Name:** 2016 Roseburg Distracted Driving Campaign  
**Agency:** Roseburg Police Department  
**Project Director:** Sgt. Jeff Eichenbusch  
**TSD Project Manager:** Kelly Kapri  
**Date of Report:** 5/25/2016

JUN 17 2016

### **Summary of Project: Focused Patrols on Distracted Driving**

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**List of the problem(s) impacted:** In Oregon, from 2010-2014, 15 people were killed and 1,175 people were injured in crashes involving drivers who were reported to have been using a cell phone at the time of the crash.

During the same five year period in Oregon, 58 people died and 16,987 were injured in crashes involving any kind of distraction.

In Douglas County, from 2010-2014 there were 372 crashes, 347 injuries, and 2 people killed due to distracted driving. During that same time period, and of those crashes, 30 crashes and 26 injuries involved cell phone use.

**Project's major activities:** Communicate with the community about the distracted driving high visibility enforcement. Conduct overtime patrols specifically to address the noted problem area. Complete pre and post event 100 car surveys. Post results of the campaign to the public through local media outlets.

**Accomplishments as they relate to the objectives:** Officers conducted 40 hours of overtime patrols that specifically focused on enforcement of distracted driving laws. All of the pre and post campaign information was sent to the local media outlets, and pre and post 100 car surveys were completed.

**Strengths and weaknesses of the implementation process:** Nothing noted, the grant process went smoothly and everything was accomplished as needed and without problems.

**Cost Summary:**

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|                        |            |
|------------------------|------------|
| Amount paid by TSD:    | \$3,538.40 |
| Amount paid by Agency: | \$1,269.00 |

**Final Evaluation:**

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**Evaluation Questions**

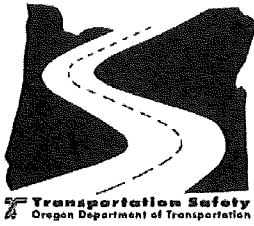
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1. Which other community key players were informed about the distracted driving high visibility enforcement prior to the event? **The Municipal Court and Municipal Judge were notified of the campaign. Local media outlets were also all notified of the campaign through press releases that included television, radio and print media.**
2. Was the 100 car observation pre-survey completed prior to communications with public? **Yes, the 100 car survey was completed the same day that the press release was disseminated.**
3. Was the community of Roseburg effectively informed about the high visibility enforcement before, during and after the event? What methods of communication/media were used? **The community was made aware of the event before, during and after the event through local media. Method of communication was by press release and communication with some individual media sources by telephone.**
4. Was the high visibility enforcement conducted as planned? Were there any significant findings, challenges, or issues with the HVE enforcement? **The event was completed as planned, and there were no obvious problems encountered.**

5. How many citations and warnings were issued as a result of the enforcement? **95 traffic citations were issued and there were two arrests made. Of those 95 citations, 72 were for using a cell phone while driving. The two arrests were on active warrants. 3 of the citations were for suspended driving violations.**
6. How many hours of overtime were used to conduct the enforcement? Dates and times? **There were 5 shifts worked between April 9<sup>th</sup> and 12<sup>th</sup>. Each shift was for 8 hours and they were all from 1000 to 1800 hours.**
7. Was the 100 car observation post-survey completed? Were pre and post-survey results sent to TSD? Was this project documented as required for others' use statewide and nationally? **Both the pre and post surveys were completed, but have not yet been sent to TSD, they are being attached with this final report. Everything was completed as required.**

  
\_\_\_\_\_  
Signature Rosalee Senger

5/25/16  
\_\_\_\_\_  
Date 6-16-16



**OREGON DEPARTMENT OF TRANSPORTATION**  
**Transportation Safety Division**

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**QUARTERLY PROJECT STATUS REPORT**

JUN 17 2016

Project No.: DE-16-20-03 AAA  
Project Name: 2016 Roseburg Distracted Driving Campaign  
Agency: Roseburg Police Department  
Date of Report: 5/25/2016  
Report Time Frame:  1<sup>st</sup> Qtr.  2<sup>nd</sup> Qtr.  Other  
 3<sup>rd</sup> Qtr.  4<sup>th</sup> Qtr.  
Start Date: 3/25/2016 End Date: 4/21/2016

---

**Progress on project objectives during this quarter/time frame:**

1. Communicate with the community partners about the distracted driving high visibility enforcement prior to, and during enforcement actions.

Status

Scheduled to begin Date:  
 In progress  
 Completed Date: 4/05/2016  
 Problem with completion (explain below)

Support Documentation

Attached Location:  
 Will be submitted by (explain below) Date:

Budget

On track  Not on track (explain below)

Explanation:

---

2. Complete 100 car surveys.

Status

Scheduled to begin Date:  
 In progress

Support Documentation

Attached Location:  
 Will be submitted by (explain below) Date:

- Completed  
 Problem with completion  
(explain below)

Date: 4/05/2016

Budget

On track

Not on track  
(explain below)

Explanation:

---

3. Complete communications/media to notify public of upcoming enforcement.

Status

- Scheduled to begin  
 In progress  
 Completed  
 Problem with completion  
(explain below)

Date:

Date: 4/05/2016

Support Documentation

- Attached  
 Will be submitted by  
(explain below)

Location:

Date:

Budget

On track

Not on track  
(explain below)

Explanation:

---

4. Complete distracted driving high visibility enforcement.

Status

- Scheduled to begin  
 In progress  
 Completed  
 Problem with completion  
(explain below)

Date:

Date: 4/13/2016

Support Documentation

- Attached  
 Will be submitted by  
(explain below)

Location:

Date:

Budget

On track

Not on track  
(explain below)

Explanation:

---

5.

Status

- Scheduled to begin      Date:
- In progress
- Completed      Date:
- Problem with completion  
(explain below)

Support Documentation

- Attached      Location:
- Will be submitted by  
(explain below)      Date:
- Budget
- On track       Not on track  
(explain below)

Explanation:

---

6.

Status

- Scheduled to begin      Date:
- In progress
- Completed      Date:
- Problem with completion  
(explain below)

Support Documentation

- Attached      Location:
- Will be submitted by  
(explain below)      Date:
- Budget
- On track       Not on track  
(explain below)

Explanation:

---

7.

Status

- Scheduled to begin      Date:
- In progress
- Completed      Date:
- Problem with completion  
(explain below)

Support Documentation

- Attached      Location:
- Will be submitted by  
(explain below)      Date:
- Budget
- On track       Not on track  
(explain below)

Explanation:

---

8.

Status

- Scheduled to begin      Date:
- In progress
- Completed      Date:
- Problem with completion  
(explain below)

Support Documentation

- Attached      Location:
- Will be submitted by  
(explain below)      Date:
- Budget
- On track       Not on track  
(explain below)

Explanation:

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9.

Status

- Scheduled to begin      Date:
- In progress
- Completed      Date:
- Problem with completion  
(explain below)

Support Documentation

- Attached      Location:
- Will be submitted by  
(explain below)      Date:
- Budget
- On track       Not on track  
(explain below)

Explanation:

---

10.

Status

- Scheduled to begin      Date:
- In progress
- Completed      Date:
- Problem with completion  
(explain below)

Support Documentation

- Attached      Location:
- Will be submitted by  
(explain below)      Date:
- Budget
- On track       Not on track  
(explain below)



Explanation:

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11.

Status

- Scheduled to begin                      Date:
- In progress
- Completed                                      Date:
- Problem with completion  
(explain below)

Support Documentation

- Attached                                      Location:
- Will be submitted by  
(explain below)                              Date:
- Budget
- On track                                       Not on track  
(explain below)

Explanation:

---

12.

Status

- Scheduled to begin                      Date:
- In progress
- Completed                                      Date:
- Problem with completion  
(explain below)

Support Documentation

- Attached                                      Location:
- Will be submitted by  
(explain below)                              Date:
- Budget
- On track                                       Not on track  
(explain below)

Explanation:

---

13.

Status

- Scheduled to begin                      Date:
- In progress
- Completed                                      Date:

Support Documentation

- Attached                                      Location:
- Will be submitted by  
(explain below)                              Date:
- Budget

Problem with completion  
(explain below)

On track

Not on track  
(explain below)

Explanation:

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14.

Status

Scheduled to begin

Date:

In progress

Completed

Date:

Problem with completion  
(explain below)

Support Documentation

Attached

Location:

Will be submitted by  
(explain below)

Date:

Budget

On track

Not on track  
(explain below)

Explanation:

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15.

Status

Scheduled to begin

Date:

In progress

Completed

Date:

Problem with completion  
(explain below)

Support Documentation

Attached

Location:

Will be submitted by  
(explain below)

Date:

Budget

On track

Not on track  
(explain below)

Explanation:

---

Current/additional activities and comments:

---

Data Table – Attach completed Data Table to this report.

Project Director's Name: Jeff Eichenbusch

Signature:



(or Designated Alternate's name, as identified in Agreements & Assurances)

**INSTRUCTIONS**

**Mail completed form to:**

ODOT – TSD  
4040 Fairview Industrial Drive SE - MS 3  
Salem, OR 97302-1142

**Email completed form to:**

Your TSD Program Manager

**OFFICE USE ONLY**

(TSD) Grant Manager's Approval:

Approved

Date: 6-16-16

Myrtle Creek, OR  
(Douglas Co.)  
Douglas Co. Mail  
(Cir. W. 1,038)

APR 7 2016

Allen's P.C.B. Est. 1888

## Roseburg participating in Distracted Driver campaign

ROSEBURG 507  
Roseburg Police Officers will be participating in a traffic safety campaign focusing on Distracted Driving during April 8 through April 13, which is the National Distracted Driving Awareness week.

Over those days there will be Officers working shifts to specifically enforce laws regarding distracted drivers.

In Oregon, from 2010-2014 there were 16,987 crashes, 58 fatal crashes, 58 fatalities and 14,186 injuries that were caused by crashes involving a distracted driver.

Of those, there were 1,419 crashes, 15 fatal

crashes, 15 fatalities and 1,175 injuries that were caused by drivers reported to have been using a cell phone at the time of the crash.

In Douglas County, from 2010-2014 there were 372 crashes, 347 injuries, and 2 people killed due to distracted driving.

During that same time period, and of those crashes, 30 crashes and 26 injuries involved cell phone use.

The Roseburg Police Department along with the Oregon Department of Transportation encourages all drivers to plan ahead.

Reedsport, OR  
(Douglas Co.)  
Umpqua Post  
(Cir. W. 868)

APR 20 2016

Allen's P.C.B. Established 1888

# Area police officers patrol for distracted drivers April 22

5073  
COASTAL DOUGLAS COUNTY - Police will patrol April 22, looking for distracted drivers.

Reedsport Police Chief Duane Wisheart said police from his department, the Douglas County Sheriff's Office and the Oregon State Police will focus on

distracted driving violations, including texting and other use of "personal handheld communication devices," speeding, seat belt violations and other unsafe driving.

"The main purpose of this event is to raise awareness about common

driving complaints and crash-related violations," Wisheart wrote in a press statement. "Each day in the United States, more than eight people are killed and 1,161 injured in crashes that are reported to involve a distracted driver."

"Distracted driving is

driving while doing another activity that takes your attention away from driving," he wrote. This type of driving can increase the chance of a vehicle crash. "Cellular telephones are the most common cause of distracted driving complaints and crashes."