

Distracted Driving Attitudes and Behaviors Survey

Final Results Report
Bend, Oregon 2015



Portland
State
UNIVERSITY

Survey Research Lab

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Executive Summary

The Distracted Driving Attitudes and Behaviors Survey was conducted in Bend Oregon in June 2015 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 Bend after a high visibility enforcement and outreach campaign was carried out in April 2015. This study was based on a national survey conducted in 2012 by the U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA). The SRL worked collaboratively with ODOT to revise the 2012 NHSTA survey, develop a sampling plan, and implement the citywide phone survey. A total of 346 Bend residents completed the survey, with an overall response rate of 11.58% and a sampling error of $\pm 5.25\%$.

The data were weighted to represent the Bend 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:** Over half (57.5%) of all respondents reported driving Every Day and almost one-quarter (23.4%) reported driving Almost Every Day.
- **Cell Phone Usage:** Only respondents who have a cell phone accessible while driving were included in the survey. The majority (78.6%) of respondents reported being in a household that had both landline and cell phones. Only a small proportion of respondents (8.7%) reported completing the survey on a cell phone, with another 21.4% refusing to answer that survey item.
- **Hands-free Capability:** Just under half (44.9%) 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 under half (44.4%) 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 35- to 44-year-olds (75.4%), followed by 25- to 34-year-olds (62.3%), 45- to 54-year-olds (57.5%) and 65-year olds or older (46.6%). The lowest reported cell phone usage while driving was for 16- to 24-year-olds (38.6%). Over two-thirds of the respondents were either Almost Always (37.7%) or Always (33.8%) 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 (72.5%) and It's Illegal (22.2%).
- **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 reasons for **answering** cell phone calls while driving were Who Is Calling (36.2%) or Work-related (31.0%) for Always Hands-Free drivers, Urgent Call (26.3%) or Work-related (19.8%) for Always Hand-Held drivers, and Work-related (44.7%) or Personal or Social Call (36.1%) for Both Hands-Free and Hand-Held drivers. The most common reasons for **making** cell phone calls while driving were Urgent Call

(20.9%) or Personal or Social Call (20.8%) for Always Hands-Free drivers, Not Applicable – I Never Make Phone Calls While Driving (45.6%) or Urgent Call (30.6%) for Always Hand-Held drivers, and Personal or Social Call (22.3%) or Not Applicable – I Never Answer Incoming Phone Calls While Driving (21.9%) for Both Hands-Free and Hand-Held drivers.

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 (64.9%) and Both Hands-Free and Hand-Held (47.6%) drivers, and Voice-Dial Directly Through My Phone Using a Hands-Free Mechanism that's not Bluetooth for Always Hand-Held drivers (40.7%).

- **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 Always (21.0%) or Almost Always (52.4%) **answering** phone calls while driving; whereas, a larger proportion of Hand-Held cell phone users reported Rarely (34.3%) or Never (28.5%) **answering** calls while driving. The most common reasons for NOT **answering** cell phone calls while driving were “Who Is Calling” (39.1%) for Hands-Free drivers and it being Unsafe (44.6%) for Hand-Held drivers. When **answering** a phone call, Hands-Free drivers were much more likely to Continue Driving While Completing the Phone Conversation (85.0%) compared to Hand-Held drivers (33.6%). Hand-Held drivers were more likely to Promptly Pull Over to a Safe Location Before Talking (46.2%) or Hand the Phone to a Passenger to Answer (37.6%).

Hands-Free drivers were more likely to Sometimes (29.5%), Almost Always (26.5%) or Always (8.7%) **make** a cell phone call while driving, while Hand-Held users were more likely to Never (43.9%) or Rarely (38.2%) **make** calls while driving. The most common reasons for NOT **making** cell phone calls while driving were Not Important or It Can Wait (30.9%) for Hands-Free drivers and it being Unsafe (57.6%) for Hand-Held drivers. When **making** a phone call, Hands-Free drivers are much more likely to Continue Driving While Completing the Phone Conversation (85.7%) compared to Hand-Held drivers (38.2%). Hand-Held drivers were more likely to Pull Over to a Safe Location Before Talking (46.3%) or Hand the Phone to a Passenger to Make the Call (32.7%).

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 answers for Hands-Free cell phone users was No Difference (49.5%) and Distracted or Not as Aware of Things (36.6%). For Hand-Held cell phone users the most common answers were Distracted or Not as Aware of Things (43.8%) and No Difference (36.1%).

- **Sending and Reading Text Messages While Driving:** Only about one-quarter (24.4%) of the respondents reported ever sending or reading text messages while driving. The age groups with the highest reported text messaging while driving were 25- to 34-year-olds (50.9%) and 35- 44-year-olds (45.6%). The lowest reported text messaging while driving was for 65 years and older (4.1%). The most common reason by far for NEVER sending or reading text messages while driving was it being Unsafe (73.9%).

Although there was not a lot of variability across the responses for willingness to send or read text messages using their hands-free system while driving, the largest group of respondents reported Never being willing (26.9%), followed by nearly the same proportions of respondents reporting Almost Always (19.9%), Rarely (19.8%) and Sometimes (19.0%) being willing. The most common reasons for NOT using their hands-free system for texting while driving were Don't Like Using the

Hands-Free System (24.3%) and the Hands-Free System Doesn't Work Well (22.0%).

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 Not Applicable – I Don't Send Text Messages While Driving (35.5%), suggesting that they only read text messages while driving. The next most common circumstances making it more likely to SEND text messages were How Important the Message Is (15.6%) and Urgent (14.0%).

- **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. A larger proportion of Hands-Free cell phone users reported Always (8.5%), Almost Always (15.5%) or Sometimes (44.8%) **sending** a text message while driving; whereas, a larger proportion of Hand-Held cell phone users reported Rarely (40.7%) or Never (31.7%) **sending** text messages while driving. When **sending** a text message, Hands-Free drivers are much more likely to Continue Driving While Completing the Phone Conversation (61.5%) compared to Hand-Held drivers (38.2%). Hand-Held drivers were more likely to Wait to Reach a Red Light or Stop Sign to Send the Message (80.6%) compared to Hands-Free drivers (43.8%).

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 (56.1%) and Distracted or Not as Aware of Things (35.0%). For Hand-Held cell phone users the most common answers were Distracted or Not as Aware of Things (63.8%) and No Difference (16.3%). 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 (53.9%) and Distracted or Not as Aware of Things (32.3%). For Hand-Held cell phone users the most common answers were Distracted or Not as Aware of Things (50.1%) and No Difference (19.3%).

Changes in Cell Phone-Related Distracted Driving

- **Change in Cell Phone Use While Driving since April 2015:** Since the driving safety campaign was implemented in Bend Oregon in April 2015, the majority of respondents reported that their cell phone use while driving Stayed the Same (79.8%), with a small proportion of people Decreasing their use (15.5%). The most common reasons for respondents decreasing their cell phone usage were Increased Awareness of Safety (20.3%), Driving Less (13.9%) and Less Use in General, Trying to Use Phone Less (13.8%).
- **Change in Text Messaging While Driving since April 2015:** Since the driving safety campaign was implemented in Bend Oregon in April 2015, the majority of respondents reported that their text messaging frequency while driving Stayed the Same (83.1%), with a small proportion of people Decreasing their texting (11.7%). The most common reasons for respondents decreasing their text messaging were Increased Awareness of Safety (30.0%), Family or Relationship Changes (16.9%), Nothing or No Specific Reason (16.9%) and Job-related Changes (16.2%).

Distracted Driving Laws in Oregon

- **Oregon Laws for Talking on Cell Phones While Driving:** The majority of respondents (79.3%) reported that Oregon has a law banning talking on a hand-held cell phone while driving, and most of the remaining respondents (15.8%) reported that there probably is a law. Nearly all respondents (94.6%) 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 Bend Oregon, with nearly equal proportions of the respondents believing it is Somewhat Likely (28.3%), Somewhat Unlikely (25.7%) or Very Unlikely (22.0%).
- **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 (63.6%) reporting that Oregon has a law banning texting while driving, and many of the remaining respondents (23.1%) reporting that there probably is a law. Nearly all respondents (97.6%) 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 Bend Oregon, with nearly equal proportions of the respondents believing it is Somewhat Unlikely (27.7%), Very Unlikely (25.0%) or Somewhat Likely (24.0%).

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 (53.8%) 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 (64.9%) 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 News Interviews on TV (51.5%), Radio (30.0%), Local or Oregon Public Service Announcements (22.4%) and Newspaper (15.0%). The individual sources of messages and special efforts were grouped into five higher order categories: TV, print media, radio, Internet, and other. The most common categorized sources of special efforts were TV (36.0%), Radio (23.9%) and Other (21.0%). The Other category included Friend or Relative (i.e., Word of Mouth), Police Officer (i.e., direct contact), Witnessed More Enforcement Activity and Other. For 16- to 24-year-olds, the most common source was Other (60.0%), for 25- to 34-year-olds it was Radio (50.0%), and for 45- to 64-year-olds it was TV (46.3%). The 65 years and older group reported both TV (45.8%) and Print Media (33.3%) as primary sources of special efforts. The 35- to 44-year-olds identified Radio (33.3%), TV (27.8%) and Other (22.2%) as primary sources. TV was the most common source of messaging for respondents who drive both Every Day (40.8%) and Almost Every Day (30.4%).

- **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 (52.2%) or a Few Days a Week (26.9%).
- **Messages Seen or Heard in April 2015:** The most common messages regarding distracted driving seen or heard in April 2015 were You Text, You Drive, You Pay (42.3%) and Scare Ads (25.6%). Scare Ads included anything related to ads that associated using a cell phone while driving with a car crash or accident, someone dying or becoming permanently disabled, or other negative consequence. One-quarter of respondents (25.6%) could not recall the message they saw or heard.

Introduction

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 Bend, Oregon residents. The purpose of the survey was to gather data on public behaviors and knowledge regarding traffic safety issues with residents of Bend after a high visibility enforcement and outreach campaign was carried out in April 2015. This study was based on a national survey conducted in 2012 by the U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA). The SRL worked collaboratively with ODOT to revise the 2012 NHSTA survey, develop a sampling plan, and implement the citywide phone survey.

Survey calling began on June 9, 2015 and concluded on June 30, 2015, for a total of 20 calling days. A total of 346 Bend residents completed the survey. To ensure survey results were representative of the population of Bend, respondent age groups were monitored and a soft screening was implemented halfway through calling. The overall response rate was 11.58% and the sampling error was $\pm 5.25\%$ based on the population of Bend 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

The SRL worked closely with ODOT research staff to review and revise the 2012 NHTSA survey instrument, maintaining the same question content whenever possible to allow for longitudinal comparisons between 2012 national data and 2015 data gathered in Bend, Oregon. The changes to existing questions were not extensive and mainly focused on clarity, providing definitions, and editing available response options. The main change implemented in the Bend Survey was including new survey sections that included questions focused on text messaging and the use of hands-free phone system technologies. The new questions paralleled the 2012 survey questions as much as possible, but these additions required substantial structural changes to the survey design.

The finalized survey instrument was programmed in Voxco Virtual Call Center (VCC)¹ 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 two ODOT Project Managers, the SRL's Director, Senior Research Assistant, Interview Coordinators, and Research Interviewers. During the training, ODOT Project Managers and 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 **June 9, 2015** and concluded on **June 30, 2015**, for a total of 20 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 **346 surveys** were completed with people who reside in Bend 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 (CATI) 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.

¹ <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 20% and being able to generalize the findings to the population of interest within Bend. The initial goal of completing 382 surveys was established in order to achieve a sample error of $\pm 5\%$ and to generalize the survey findings to the population of Bend. 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 4,310 phone numbers distributed proportionally to the populations of Bend Oregon². This sample consisted of 2,908 listed, 386 randomly generated unlisted, and 1,016 cell phone numbers. Once the sample was received, it was formatted to be uploaded and three replicates of randomly selected numbers distributed proportionally across the sample types for gradual and systematic uploading.

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, 1987³; Dillman, 2000⁴; Fowler, 1993⁵). 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 346 completed surveys, and an estimated Bend Oregon driving age population⁶ of 60,994, the final sampling error was $\pm 5.25\%$.

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 10.61 minutes.

Table 1: Survey Disposition Codes

Disposition Codes: Resolved Records	Count	Percent
Completed Interviews*	346	17.4%
Non-working, Disconnected, Fast Busy, FAX	376	19.0%
Non-Residential	94	4.7%
Language Barrier*	26	1.3%
Disability Barrier*	54	2.7%
Group Home	4	0.2%
Not a Bend Resident	172	8.7%
Doesn't Drive with Cell Phone (per Q2)	18	0.9%

² Sample purchased from Marketing Systems Group, <http://www.m-s-g.com>.

³ Kraemer, H.S. & Thiemann, S. (1987). *How many subjects?* Newbury Park, CA: Sage.

⁴ Dillman, D.A. (2000). *Mail and internet surveys: The tailored design method*. NY: Wiley.

⁵ Fowler, F.J., Jr. (1993). *Survey research methods (2nd ed.)*. Newbury Park, CA: Sage.

⁶ US Census Bureau, American Community Survey 5-Year Estimates 2009-2013 (Table DP05).

<http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>

Table 1: Survey Disposition Codes

Disposition Codes: Resolved Records	Count	Percent
Doesn't Currently Drive (per Q1)	25	1.3%
Screened Out for Age (not in the age categories currently surveying)	587	29.6%
Don't Know/Refused Q2 (Types of Devices in the Car)* ^	1	0.1%
Don't Know/Refused Q1 (Driving Motor Vehicle)* ^	1	0.1%
Doesn't Drive with Cell Phone or Any Other Electronic Devices	46	2.3%
Refused to Answer Age Screening Questions (S1 or S2)* ^	19	1.0%
Suspend without Callback* ^	6	0.3%
Hard Refusal* ^	124	6.3%
Never Callback* ^	85	4.3%
Total Resolved Records	1,984	100%
Disposition Codes: Active Records	Count	Percent
Answering Machine*	1,545	66.4%
Regular Busy*	27	1.2%
No Answer*	292	12.6%
Soft Refusal (Generic Callback)*	164	7.1%
Immediate Hang Up* ^	298	12.8%
Total Active Records	2,326	100%
Total Sample	4,310	100%

Initially, the response rate goal for the telephone survey was 20%. 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=2,988). 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 Bend resident, and respondents who were screened out for age. This calculation resulted in a **response rate of 11.58% for eligible numbers**.

The second method used in calculating the response rate was based on only resolved numbers (n=1,984), 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 17.44% 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=534). 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 (Q1, Q2, Q4, S1, and S2). These counts were considered relative to the total eligible sample (n=2,988), resulting in a **refusal rate of 17.87%**.

Respondent Demographics

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

Table 2: Respondent Demographics—Unweighted (N=346)		
Gender	Count	Percent
Male	143	41.3%
Female	203	58.7%
Age	Count	Percent
16-24 years old	24	6.9%
25-34 years old	27	7.8%
35-44 years old	49	14.2%
45-64 years old	102	29.5%
65 years of age or older	136	39.3%
Missing or Refused	8	2.3%
Race or Ethnicity⁷	Count	Percent
White or Caucasian	322	93.1%
Black or African American	0	0.0%
Asian or Asian American	3	0.9%
American Indian or Alaskan Native	2	0.6%
Native Hawaiian or other Pacific Islander	0	0.0%
Spanish, Hispanic, or Latino	10	2.9%
Other (mixed race)	1	0.3%
Don't Know	2	0.6%
Refused	11	3.2%
2014 Household Income	Count	Percent
Less than \$10,000	7	2.0%
\$10,000 to less than \$15,000	12	3.5%
\$15,000 to less than \$25,000	22	6.4%
\$25,000 to less than \$50,000	63	18.2%
\$50,000 to less than \$100,000	92	26.6%
\$100,000 to less than \$150,000	60	17.3%
\$150,000 to less than \$200,000	13	3.8%
\$200,000 or more	19	5.5%
Don't Know	12	3.5%
Refused	46	13.3%

⁷ 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=346)

Frequency of Driving	Count	Percent
Everyday	199	57.5%
Almost everyday	81	23.4%
Few days a week	56	16.2%
Few days a month	9	2.6%
Few days a year	1	0.3%
Types of Phones in Household	Count	Percent
Only cell phones	69	19.9%
Both cell and landline phones	272	78.6%
Only landline phones	5	1.4%
Survey Completed on a Cell Phone	Count	Percent
No	241	69.7%
Yes	30	8.7%
Other	1	0.3%
Missing or Refused	74	21.4%
Zip Codes	Count	Percent
97701 (Bend)	188	54.3%
97702 (Bend)	132	38.2%
97703 (Bend)	5	1.4%
97707 (Bend)	4	1.2%
97708 (Bend)	2	0.6%
97739 (La Pine)	3	0.9%
97754 (Prineville)	1	0.3%
97756 (Redmond)	6	1.7%
97759 (Sisters)	2	0.6%
Refused	3	0.9%

Future Methodological Considerations

If this survey is fielded again, some changes to the survey methodology should be considered during planning and implementation.

- 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.
- Achieving an age distribution reflective of the population being surveyed should be taken into account during sample creation and survey design. Upon our initial review of survey results, it was discovered that survey respondents were overrepresented in the 45 to 64 and 65+ age groups. Considering age is likely to influence a respondent's use of cell phone technology, it is important to ensure that an adequate number of completed surveys are completed in each age category to

accurately understand how and why people differ in their behaviors and attitudes when it comes to driving and using technology. Following our initial review, a methodological change was implemented during survey calling that included a multi-tiered screening process to target underrepresented ages in completed surveys. This screening process dramatically decelerated the calling process, resulting in fewer surveys being collected (n=346) than the original goal (n=382). However, results collected were more representative of the population of Bend. It is recommended that a multi-tiered age screening process is included from the beginning of survey implementation (survey items S1 and S2 in Appendix A).

- Many of the items in this survey were fashioned after the National Survey on Distracted Driving Attitudes and Behaviors conducted by the National Highway and Traffic Safety Administration (NHTSA) in 2012. The goal of the Bend survey was to stay as comparable to that 2012 survey as possible. One of the approaches used by NHTSA was to ask an open-ended question and allow the interviewers to select from a list of possible response options. At times those lists were quite long, resulting in interviewers typing the answers into the “other” option for efficiency purposes, rather than spending time to search through the available options to find the one most comparable to the respondent’s answer. Although this is a reasonable approach for interviewers to take, it can result in more qualitative coding done during the analysis phase. We would recommend thinking about whether or not this approach is useful in future surveys. One alternative is to shorten the list of response options to only those of a minimum frequency in previous surveys (e.g., responses above 5% or 10%). Another alternative is to directly ask respondents to rate options of particular interest and then ask if they have any other responses to that question. For example, the survey item could be, “Please rate how important each of the following are when deciding whether to answer a cell phone call while driving.” After five or six high frequency responses from a previous survey are rated, the interviewer can then ask, “Are there any other reasons you are likely to answer a cell phone call while driving?”
- Due to several delays in survey implementation, fielding began in June of 2015, two months after ODOT began interventions in the community. The goal was to begin data collection a month earlier in May 2015 so that Bend residents could have more immediate recall of the activities during April’s Distracted Driving Month intervention. In future surveys, it will need to be decided whether survey implementation should begin immediately following the community intervention to assist with respondent recall or to wait one month to allow for comparability with the findings from the Bend survey. Since one of the main goals of the survey was to determine if public outreach and education had reached community members and the impact it had on driving behaviors, it may be more important that data be collected in a timely manner so respondents who saw or heard these campaign messages are able to recall and comment on them.

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 survey⁸. Data was not available for these specific demographic groups within Bend, Oregon; therefore, data for Deschutes County was used as a proxy for age groups and statewide data was

⁸ http://www.oregon.gov/ODOT/DMV/docs/stats/driver/gender/2014_gender_Summary.pdf and http://www.oregon.gov/ODOT/DMV/docs/stats/age/2014_Age_Summary.pdf.

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 50.4%. Applying that percentage to the 346 total surveys completed, results in an adjusted sample size of 174 men, compared to the actual count of 143 men who completed the survey. The weight is calculated by dividing the adjusted sample size by the actual sample size. For men, 174 divided by 143 results in a weight of 1.2168. Table 3 presents all of the gender and age group weights.

Table 3: Calculated Weights for Gender and Age Groups

Gender	Gender Weight	Age Group	Age Weight
Male	1.2168	16 to 24 Years	1.7083
Female	0.8473	25 to 34 Years	1.9840
		35 to 44 Years	1.1222
		45 to 64 Years	1.1252
		65 Years or Older	0.5381

To apply both of those weights simultaneously to the data file, they were multiplied together for each respondent based on their region 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

Males	GenderAge Weight	Females	GenderAge Weight
16 to 24 Years	2.0787	16 to 24 Years	1.4475
25 to 34 Years	2.4141	25 to 34 Years	1.6810
35 to 44 Years	1.3654	35 to 44 Years	0.9508
45 to 64 Years	1.3691	45 to 64 Years	0.9533
65 Years or Older	0.6548	65 Years or Older	0.4559
Missing	n/a	Missing	0.8473

The findings presented throughout this report are based on calculations made using weighted data. 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 Bend 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) 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. Just under half (44.9%) 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.

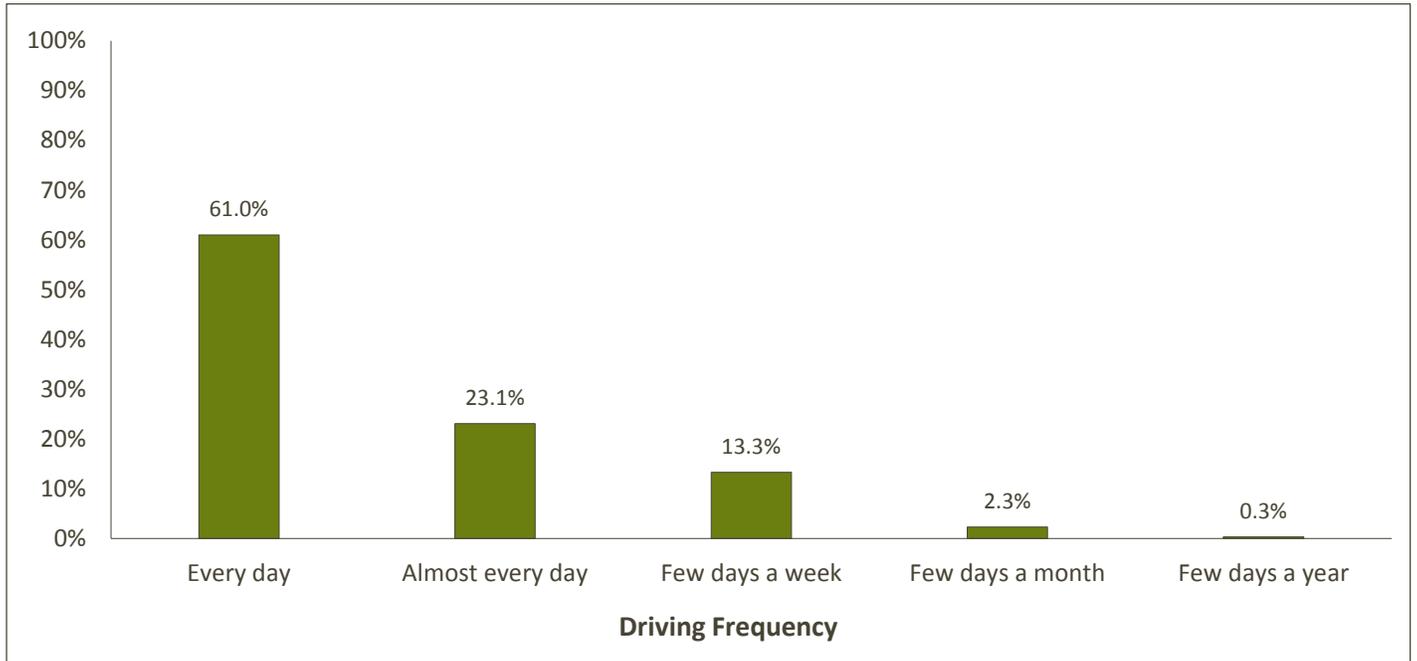
Table 5: Electronic Devices or Capabilities Available While Driving

Device or Capability <i>[in descending order of frequency]</i>	Percent
Cell phone (including smart phones)	100.0%
*Hands-free Bluetooth accessory for your cell phone (e.g., wireless Bluetooth accessories, including Navdy projectors)	26.4%
*Wireless phone system built into the vehicle	23.1%
Portable navigation system (e.g., TomTom or Garmin, not on your cell phone)	19.4%
Navigation system built into vehicle (e.g., OnStar or Sync)	18.0%
Laptop computer, iPad, Kindle, Nook or something similar	16.5%
Portable music play (e.g., MP3, iPod)	15.7%
*Other hands-free mechanism (that's not Bluetooth or built into car, e.g., Siri, Google Now, Cortana, wired headset, auxiliary cord, speakerphone, etc.)	8.7%
Anything else	1.6%
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 = 346

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 (61.0%) or Almost Every Day (23.1%).

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?

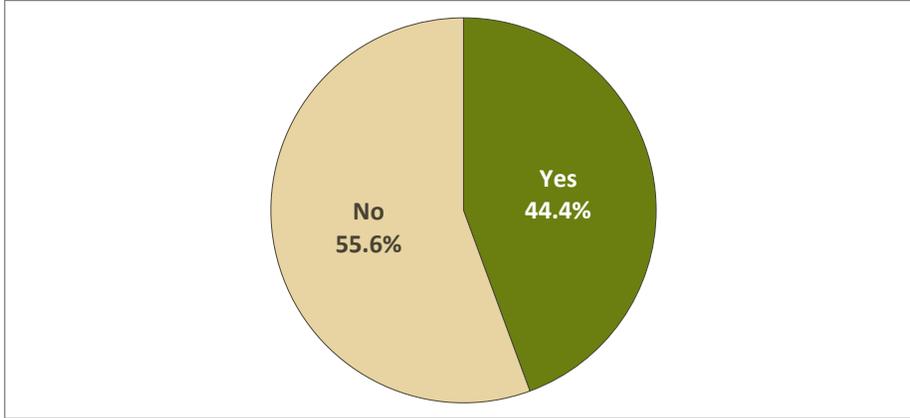
Q2 (option 01): Which of the following electronic devices or capabilities do you usually have with you or have access to while you are driving? 01=Cell phone (including smart phones)

Unweighted N = 346

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 slightly more than half (55.6%) reporting that they do not use their cell phones while driving and slightly less than half (44.4%) reporting that they do make or answer cell phone calls while driving.

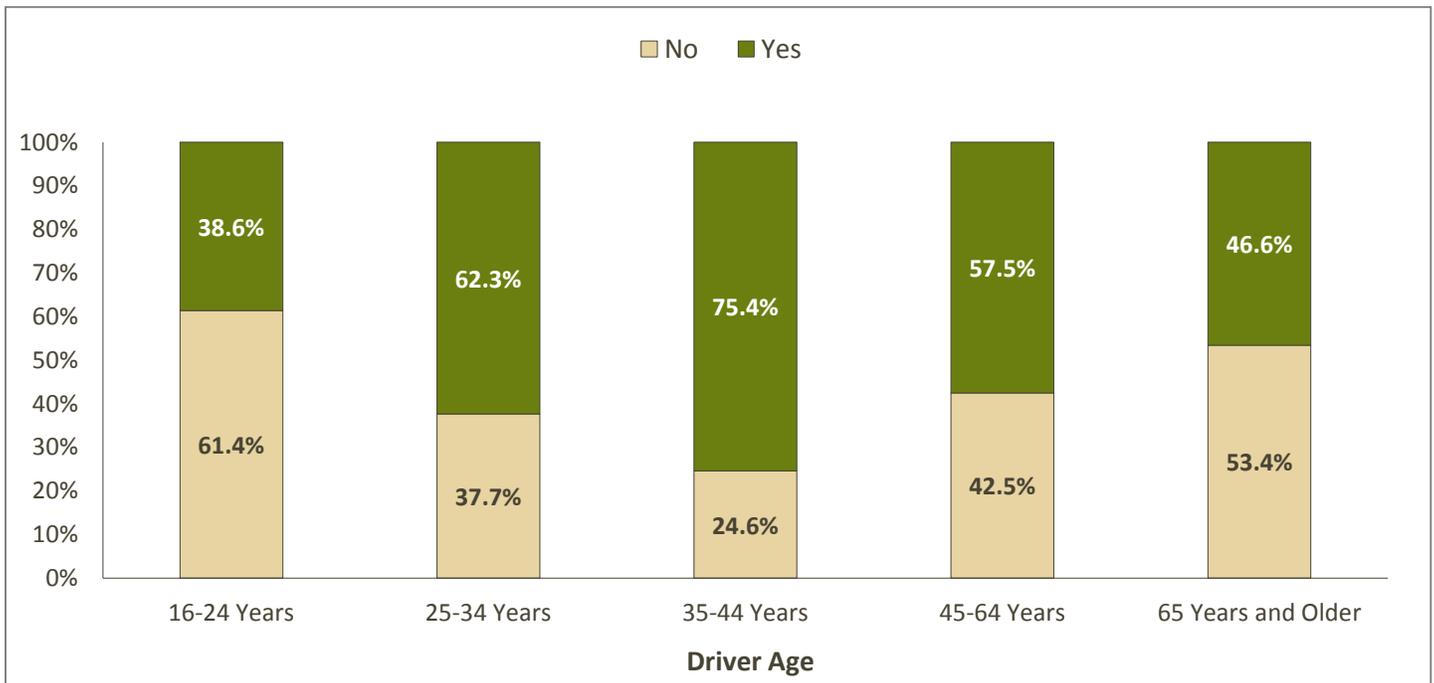
Figure 2: Drivers Who Make or Answer Cell Phone Calls While Driving



Q3: When you are driving, do you ever make or answer cell phone calls?
Unweighted N = 346

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 35- to 44-year-olds (75.4%), followed by 25- to 34-year-olds (62.3%), 45- to 64-year-olds (57.5%), and 65-year-olds and older (46.6%). The lowest reported cell phone usage while driving is for 16- to 24-year-olds (38.6%).

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 = 346

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 (72.5%), followed by the fact that It's Illegal (22.2%). The Other category included responses like, "I don't like it when others do it, so I don't do it" and "If it's important, I will pull over."

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

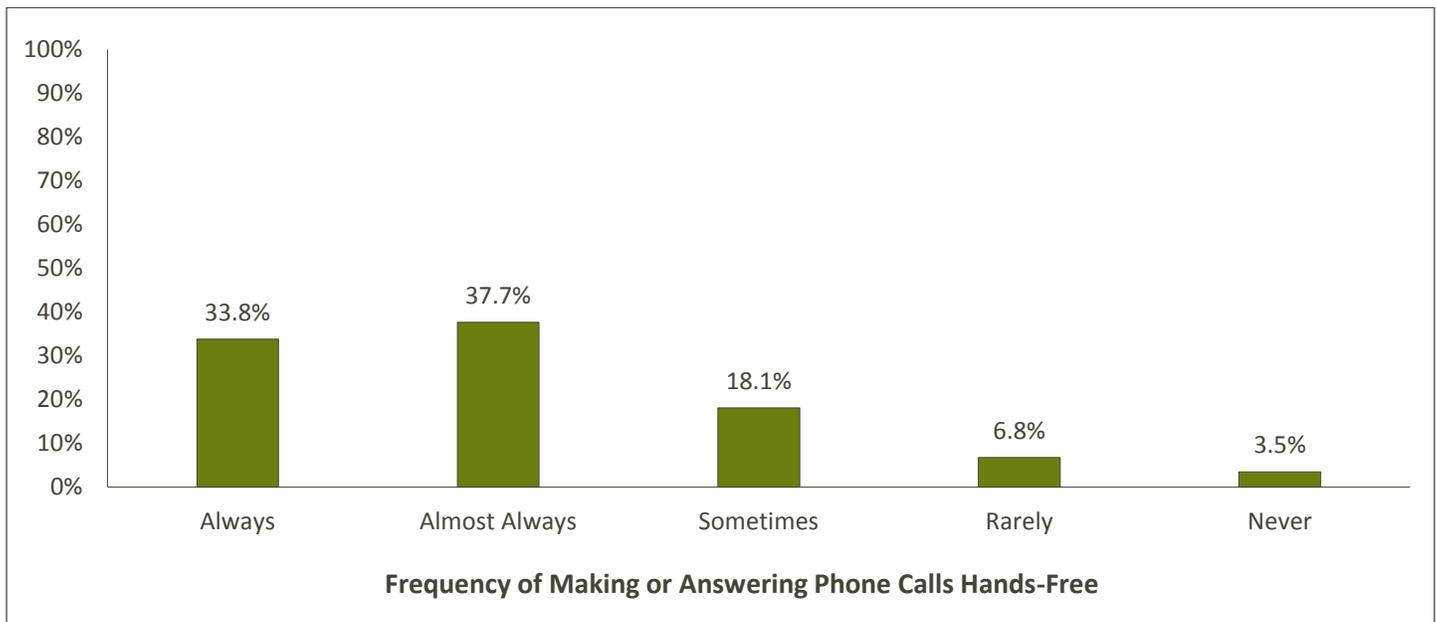
Reason [in descending order of frequency]	Percent
Unsafe, distracting	72.5%
It's illegal	22.2%
Limited cell phone use, in general	6.9%
It can wait, call back later	5.4%
Turn my phone off	2.5%
Other	5.8%
Refused	0.4%

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

Unweighted n = 163

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. Over two-thirds of the respondents were either Almost Always (37.7%) or Always (33.8%) 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 = 114

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%. The most common reason was Traffic (53.4%), followed by it being Unsafe or Distracting (34.5%), and Unknown or Unwanted Caller (14.6%). Responses in the Other category included “don’t have that option, I’m a police officer,” “need phone for navigation” and “distracted by kids crying.”

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. For future distracted driving surveys, it will be important to reword this item to ensure that respondents are clear about what they are being asked. An alternative approach might be to ask respondents who have indicated that they have a hands-free system available in their car, “While driving, do you ever make or answer calls not using the hands-free system available in your car?” If respondents answer affirmatively, they would then be asked, “What reasons or situations discourage you from using your hands-free system for making or answering calls while driving?”

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

Reason [in descending order of frequency]	Percent
Traffic	53.4%
Unsafe, distracting	34.5%
Unknown or unwanted caller	14.6%
It can wait	7.7%
Don’t want other people in the car to hear the call (i.e., private or personal)	4.9%
Weather	3.3%
Forget to use it, bring it, or plug it in	2.9%
Don’t like using the hands-free system	2.8%
Urgent calls	2.8%
Quick calls	2.8%
Hands-free system is too complicated or I don’t know how to use it	2.5%
Don’t want to turn off my music	1.3%
Hands-free system is turned off	1.3%
Other	12.5%
Don’t Know	3.3%

Q4A: What reasons or situations discourage you from using your hands-free system while driving?
Unweighted n = 76

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 reasons add up to more than 100%. The most common reasons for answering cell phone calls while driving (**bolded** percentages in Table 8) were Who is calling for Always Hands-Free drivers (36.2%), Urgent Call for Always Hand-Held drivers (26.3%) and Work-related for Both Hands-Free and Hand-Held drivers (44.7%). Among the top four reasons across the groups were that the call was Work-related (Always Hands-Free, 31.0%; Always Hand-Held, 19.8%) and Personal or Social Call (Always Hands-Free, 25.2%; Always Hand-Held, 14.1%; Both, 36.1%). Always Hand-Held drivers had the largest proportion of Never Answer Phone Calls While Driving (15.9%).

Table 8: Reasons for Answering Incoming Phone Calls While Driving

Reason <i>[in descending order of Always Hands-Free frequency]</i>	Always Hands-Free Percent	Always Hand-Held Percent	Both Hands-Free & Hand-Held Percent
Who is calling	36.2%	11.1%	18.6%
Work-related	31.0%	19.8%	44.7%
Personal or social call	25.2%	14.1%	36.1%
Urgent call	13.3%	26.3%	18.4%
Answer all calls	13.0%	3.7%	5.1%
Call is from someone I know	7.8%	6.2%	11.1%
How important or urgent the call is	6.0%	8.5%	13.7%
Routine or expected call	3.6%	7.2%	5.4%
If directions or other information is needed	3.6%	0.0%	0.0%
Non-stressful traffic conditions	1.7%	2.2%	2.4%
Availability of the cell phone	1.7%	2.2%	0.0%
When hands-free or Bluetooth technology is available	1.7%	0.0%	0.0%
Not applicable – I never answer incoming phone calls while driving	0.0%	15.9%	1.3%
Personal safety (e.g., checking in with someone, feel more comfortable being on the phone)	0.0%	1.6%	1.3%
Unexpected call	0.0%	0.0%	2.3%
Traveling at a low speed	0.0%	0.0%	2.0%
Good weather conditions	0.0%	0.0%	1.3%
Time of day	0.0%	0.0%	1.3%
Other	3.6%	7.2%	4.8%
Don't Know	0.0%	0.0%	0.9%

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 = 38; Always Hand-Held n = 74; Both Hands-Free and Hand-Held n = 71

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 reasons add up to more than 100%. The most common reasons for making cell phone calls while driving (**bolded** percentages in Table 9) were Urgent Call for Always Hands-Free drivers (20.9%), Never Answer Phone Calls While Driving for Always Hand-Held drivers (45.6%) and Personal or Social Call for Both Hands-Free and Hand-Held drivers (22.3%). The second highest reason for each group was Personal or Social Call for Always Hands-Free (20.8%), Urgent Call for Always Hand-Held (30.6%), and Never Answer Phone Calls While Driving for Both (21.9%). The Other category of reasons was quite high for the Always Hands-Free drivers, and included reasons such as “efficiency, multi-tasking,” “if I know I’ll forget if I don’t do it right away,” “if I feel like it” and “get the winter snow report.” The Other category was also high for the Both Hands-Free and Hand-Held drivers, and included reasons such as “if I need to make a phone call, I just do it,” “travel ETA updates,” “productivity, if I can get something done then I’ll make the call” and “running late.”

Table 9: Reasons for Making Phone Calls While Driving

Reason <i>[in descending order of Always Hands-Free frequency]</i>	Always Hands-Free Percent	Always Hand-Held Percent	Both Hands-Free & Hand-Held Percent
Urgent call	20.9%	30.6%	19.4%
Personal or social call	20.8%	6.6%	22.3%
Work-related	19.8%	5.8%	19.8%
Uncommon, infrequent	9.4%	0.5%	0.9%
Not applicable – I never make phone calls while driving	6.7%	45.6%	21.9%
Who is being called	5.9%	1.1%	4.9%
How important or urgent the call is	4.4%	5.8%	2.6%
When hands-free or Bluetooth technology is available	3.7%	0.0%	1.3%
Boredom	3.6%	2.0%	2.0%
Report a traffic crash or emergency	1.7%	2.1%	3.6%
Report a medical emergency	1.7%	0.5%	0.6%
If directions or other information is needed	0.0%	4.0%	6.5%
Personal safety (e.g., checking in with someone, feel more comfortable being on the phone)	0.0%	0.0%	2.0%
If state law permits (e.g., making a 911 call or exempt based on state law exceptions)	0.0%	0.0%	0.6%
Non-stressful traffic conditions	0.0%	0.0%	0.6%
Other	21.7%	2.8%	18.8%
Refused	0.0%	2.0%	0.9%

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 = 38; Always Hand-Held n = 74; Both Hands-Free and Hand-Held n = 71

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 in Table 10) were Voice-dial Using a Hands-free Mechanism or Bluetooth Accessory for Always Hands-Free drivers (64.9%) and for Both Hands-Free and Hand-Held drivers (47.6%), and Voice-dial Directly Through my Phone Using a Hands-free Mechanism That’s Not Bluetooth for Always Hand-Held drivers (40.7%). The second highest reason for all three driver types was Speed Dialing or Favorites (Always Hands-Free, 39.9%; Always Hand-Held, 29.7%; Both, 37.2%).

Table 10: Usual Ways to Make Phone Calls While Driving

Reason <i>[in descending order of Always Hands-Free frequency]</i>	Always Hands-Free Percent	Always Hand-Held Percent	Both Hands-Free & Hand-Held Percent
Voice-dial using a hands-free mechanism or Bluetooth accessory (e.g., build into the car or other wireless accessory)	64.9%	7.2%	47.6%
Speed dialing or favorites	39.9%	29.7%	37.2%
Voice-dial directly through my phone using a hands-free mechanism that’s not Bluetooth	25.7%	40.7%	26.1%
Scrolling through full contact list	16.7%	21.5%	17.6%
Manually dialing numbers	5.6%	24.2%	17.6%
Dial while stopped	2.7%	4.2%	5.1%
Don’t make calls	1.8%	2.0%	0.0%
Someone else dials	0.0%	3.7%	4.7%
Other	1.8%	0.0%	3.4%
Don’t know	0.0%	2.1%	0.0%

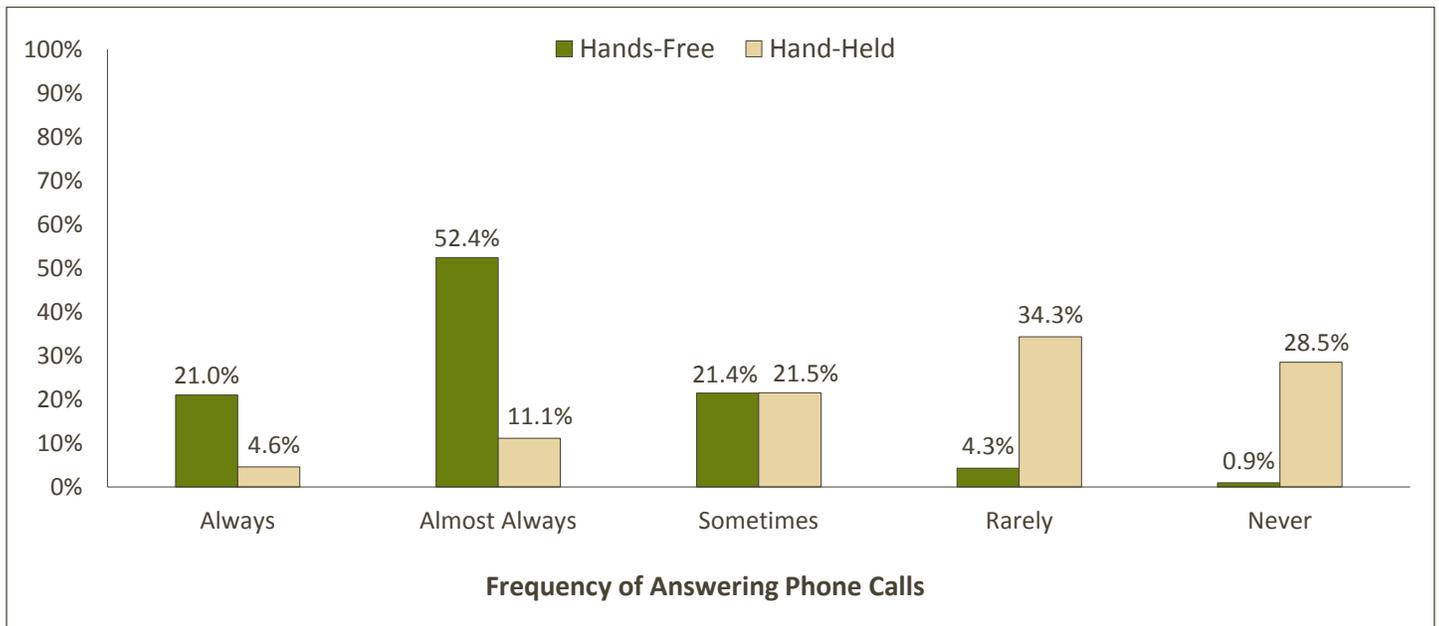
Q5C: Which of the following ways do you usually make a cell phone call while driving?

Unweighted Sample Sizes: Always Hands-Free n = 35; Always Hand-Held n = 37; Both Hands-Free and Hand-Held n = 54

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 (52.4%) or Always (21.0%) answering a phone call while driving, while a much larger proportion of Hand-Held cell phone users reported Rarely (34.3%) or Never (28.5%) 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 Hands-Free n = 109; Unweighted Hand-Held n = 145

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 in Table 11) for Hands-Free drivers was Who is Calling (39.1%) and for Hand-Held drivers it was Unsafe (44.6%). The second most common reason for Hands-Free drivers was Unsafe (26.0%) and for Hand-Held drivers it was It Is Against the Law (16.9%).

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

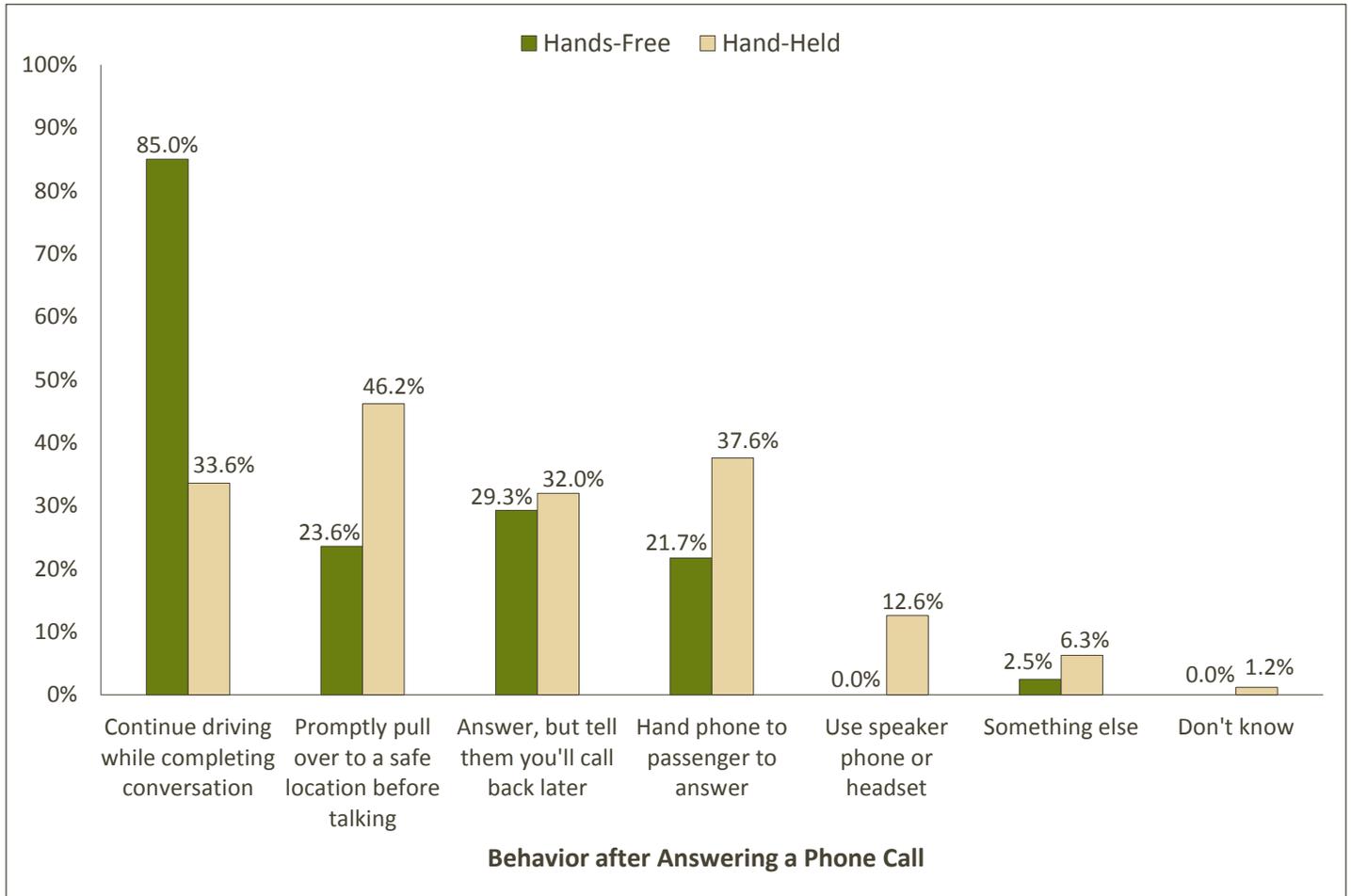
Reason <i>[in descending order of Hands-Free frequency]</i>	Hands-Free Percent	Hand-Held Percent
Who is calling	39.1%	7.9%
Unsafe	26.0%	44.6%
Not important or it can wait	14.7%	15.5%
Phone not available or difficult to get to	10.6%	9.3%
Traffic, road conditions, or location	10.6%	4.6%
Conversation is private, I don't want others to hear	4.4%	0.0%
Prefer not to	3.8%	0.0%
I choose to use other approach	1.1%	7.0%
It is against the law	0.0%	16.9%
Turn my phone off	0.0%	0.9%
Family agreement not to use cell phones in the car	0.0%	0.3%
Other	12.7%	6.2%
Don't Know	0.0%	3.1%

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

Unweighted Hands-free n = 86; Unweighted Hand-held n = 138

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 (85.0%) compared to those using the Hand-Held approach (33.6%). Hand-Held cell phone users were more likely than Hands-Free users to Promptly Pull Over to a Safe Location Before Talking (46.2%) and to Hand the Phone to a Passenger to Answer (37.6%).

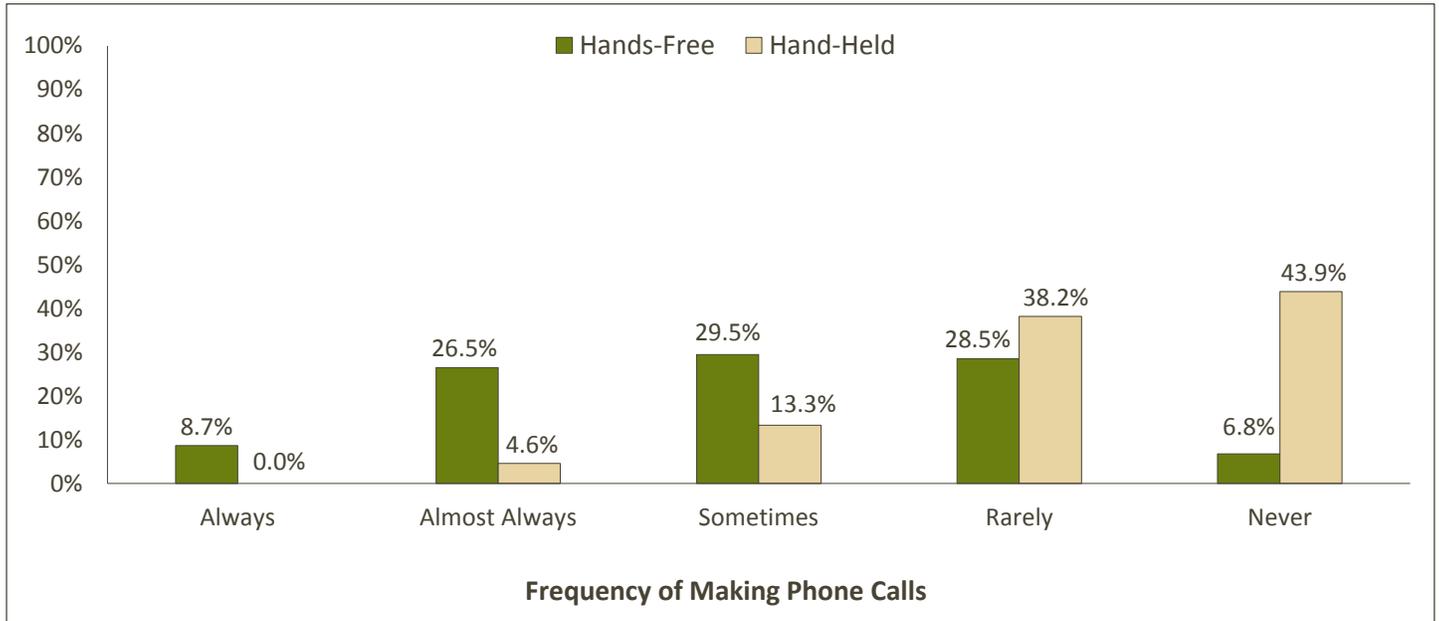
Figure 6: Behavior After Answering a Phone Call While Driving: Hands-Free vs. Hand-Held



Q7: When you are driving, and you answer a call, do you usually ...?
 Unweighted Hands-Free n = 108; Unweighted Hand-Held n = 97

When looking at the frequency of **making cell phone calls** while driving, Figure 7 shows that Hands-Free users were more likely to Always (8.7%), Almost Always (26.5%) or Sometimes (29.5%) make cell phone calls, while Hand-Held users were more likely to Rarely (38.2%) or Never (43.9%) 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 Hands-Free n = 109; Unweighted Hand-Held n = 145

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 in Table 12) for Hands-Free drivers was Not Important or It Can Wait (30.9%) and for Hand-Held drivers the most common reason was Unsafe (57.6%). The second most common reason for Hands-Free drivers was Unsafe (29.0%), while for Hand-Held drivers the second most common reason was it being Against the Law (22.6%).

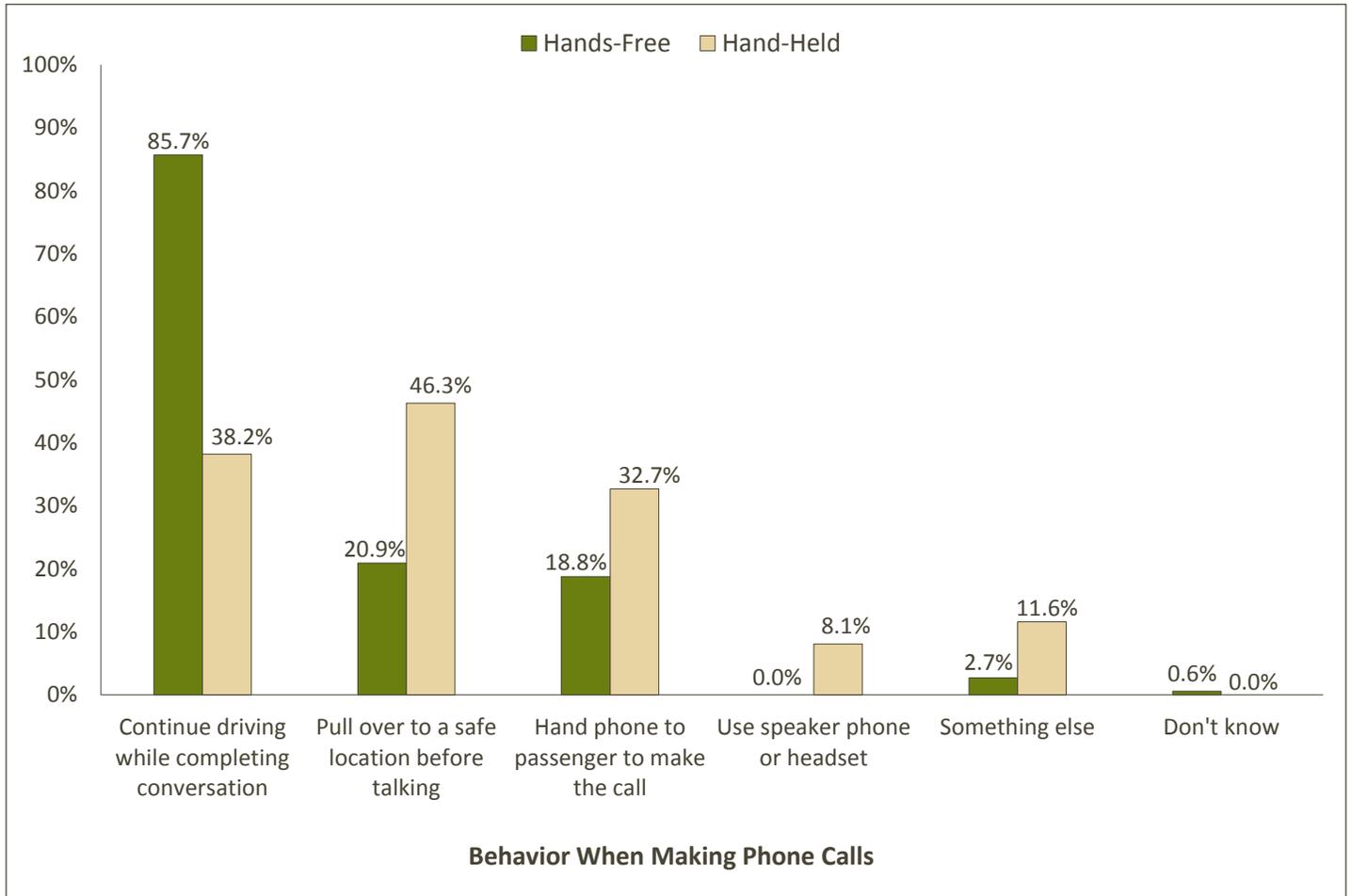
Table 12: Reasons for NOT Making Cell Phone Calls While Driving

Reason <i>[in descending order of Hands-Free frequency]</i>	Hands-Free Percent	Hand-Held Percent
Not important or it can wait	30.9%	14.6%
Unsafe	29.0%	57.6%
Phone not available or difficult to get to	16.4%	6.9%
Traffic, road conditions, or location	10.5%	0.0%
Prefer not to	8.2%	0.0%
It is against the law	2.3%	22.6%
Conversation is private, I don't want others to hear	1.4%	0.0%
Turn my phone off	0.7%	0.0%
I choose to use other approach	0.0%	5.2%
Other	11.4%	10.9%
Don't Know	4.1%	2.2%
Refused	3.1%	1.1%

Q8A: Why don't you make [some] cell phone calls while driving?
 Unweighted Hands-free n = 101; Unweighted Hand-held n = 145

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 (85.7%) compared to those using the Hand-Held approach (38.2%). However, that shows 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 Pull Over to a Safe Location Before Talking (46.3%) and Hand the Phone to a Passenger to Make the Call (32.7%).

Figure 8: Behavior When Making a Phone Call While Driving: Hands-Free vs. Hand-Held



Q8B: When you are driving, and you make a call, do you usually ...?
 Unweighted Hands-Free n = 100; Unweighted Hand-Held n = 71

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 reason for Hands-Free cell phone users was No Difference (49.5%), followed by being Distracted or Not as Aware of Things (36.6%). 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 (43.8%) being more common than No Difference (36.1%).

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

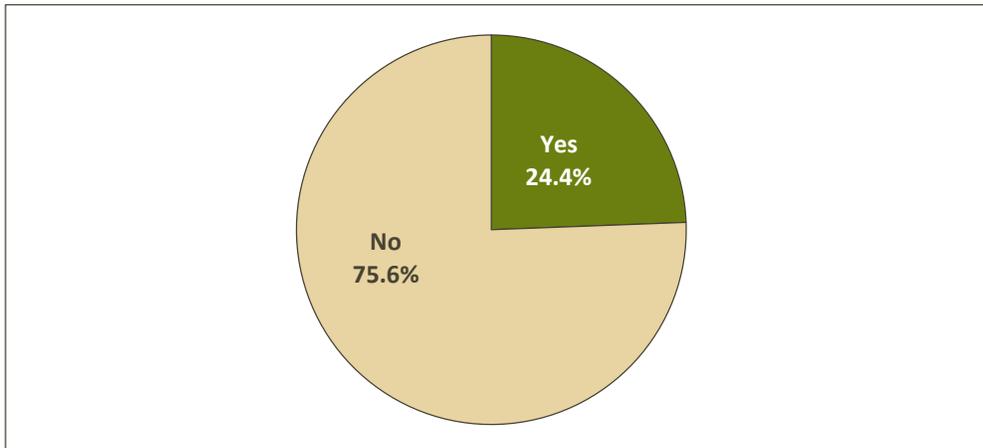
Driving Differences <i>[in descending order of frequency]</i>	Hands-Free Percent	Hand-Held Percent
No difference	49.5%	36.1%
Distracted or not as aware of things	36.6%	43.8%
More focused or paying more attention	10.3%	4.2%
Drive slower	5.9%	4.8%
Change lanes less frequently	3.0%	1.5%
Look in your rear or side view mirrors more frequently	1.5%	0.0%
Look in your rear or side view mirrors less frequently	0.9%	0.0%
Drive erratically or less carefully	0.0%	6.8%
No applicable – I don't talk on my cell phone while driving	0.0%	6.3%
Drift out of the lane or roadway	0.0%	0.4%
Other	4.8%	3.9%
Don't Know	1.8%	1.9%

Q9: How, if at all, would you say your driving is different when you are talking on a cell phone?
 Unweighted Hands-free n = 109; Unweighted Hand-held n = 103

Sending and Reading Text Messages

All respondents were asked whether they ever send or read text messages while driving. The majority (75.5%) of respondents reported not texting while driving (Figure 9).

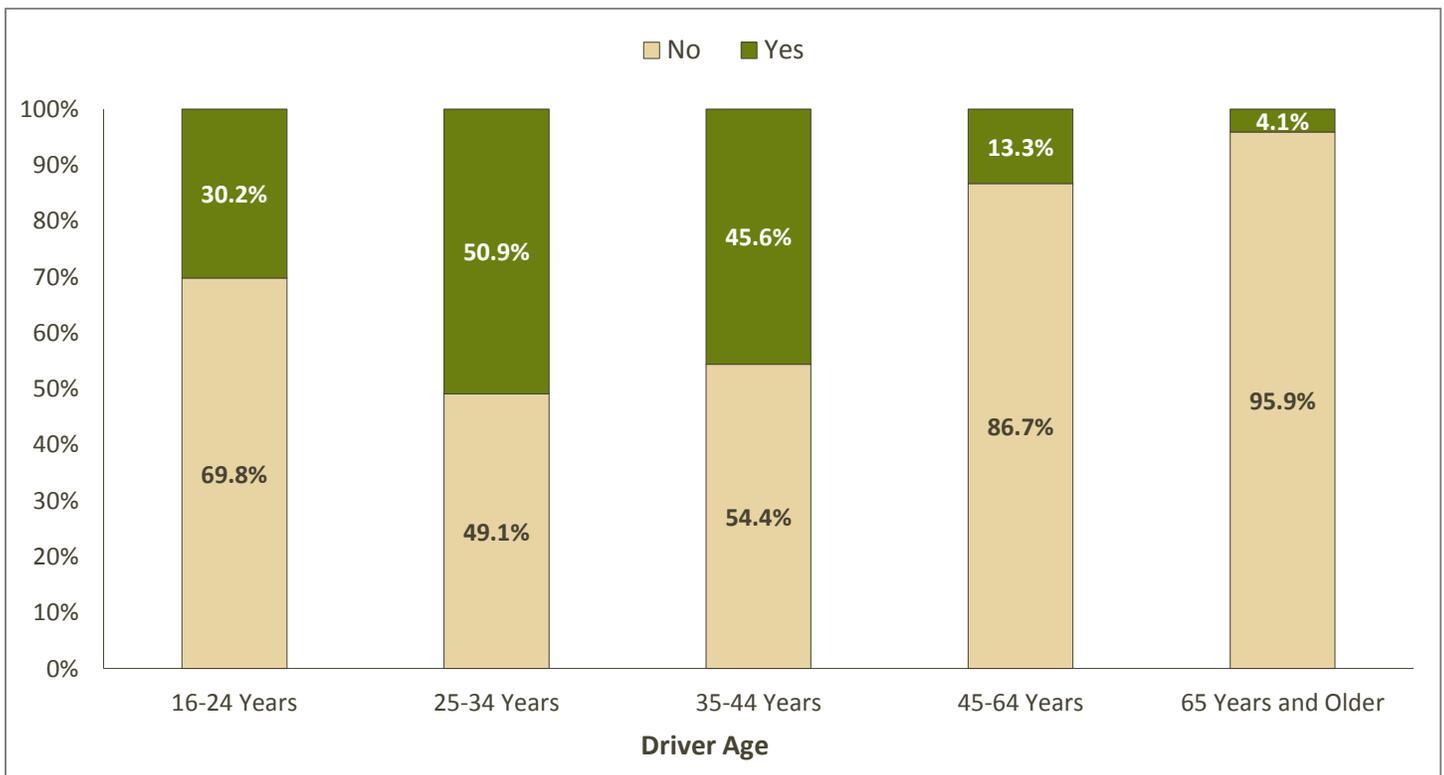
Figure 9: Ever Send or Read Text Messages While Driving



Q12_TEXT: When you are driving, do you ever send or read text messages?
Unweighted N = 346

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 25- to 34-year-olds (50.9%) and 35- to 44-year-olds (45.6%). The lowest reported text messaging behavior while driving was for drivers who are 65 years or older (4.1%).

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 = 346

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 (73.9%), followed by Don't Text or Limited Cell Use, in General (13.6%) and It's Against the Law (13.5%).

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

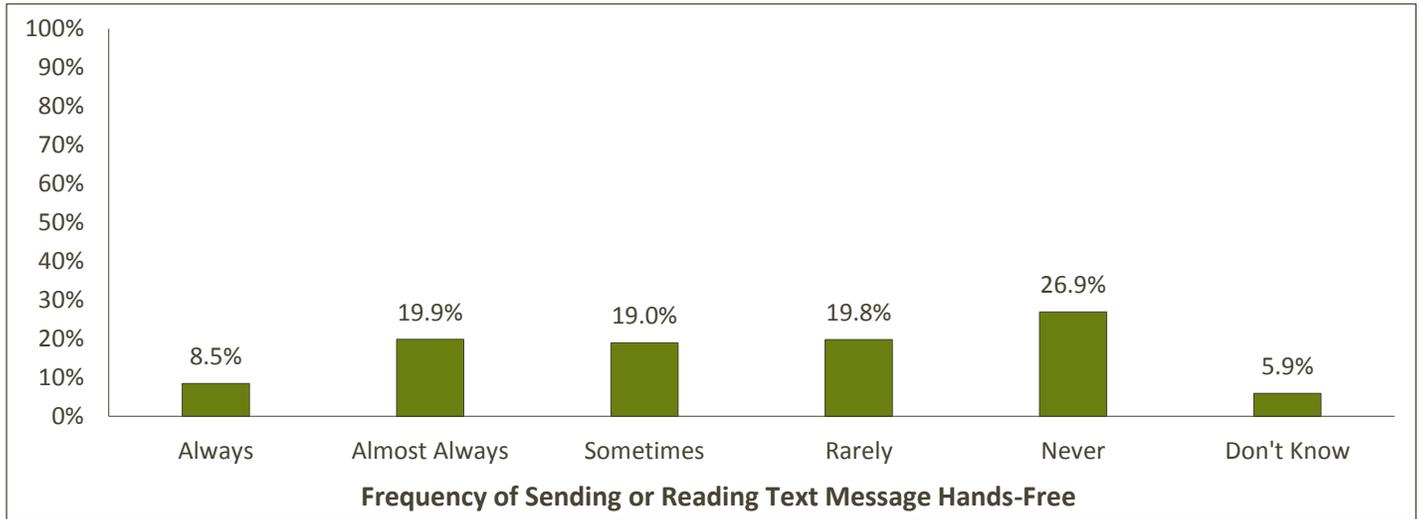
Reason <i>[in descending order of frequency]</i>	Percent
Unsafe	73.9%
Don't text or limited cell use, in general	13.6%
It is against the law	13.5%
Restriction settings on my cell phone	3.8%
It can wait, nothing is that important	3.8%
Don't text and drive	2.8%
Too difficult	1.9%
Turn my phone off	1.3%
Family agreement not to use cell phones in the car	0.4%
Other	2.1%
Don't Know	0.4%

Q12A_TEX: **Why don't you ever** send or read text messages when you are driving?

Unweighted n = 284

The subset of respondents who text message 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 send or read text messages using their hands-free system. Figure 11 shows that there was not a lot of variability across the response options, but the largest group of respondents reported Never being willing (26.9%), followed by nearly the same proportions of respondents reporting Almost Always (19.9%), Rarely (19.8%) and Sometimes (19.0%). The smallest group of respondents reported Always (8.5%) being willing to send or read text messages using their hands-free system.

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 = 35

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 Don't Like Using the Hands-Free System (24.3%), the Hands-Free System Doesn't Work Well (22.0%), Safety, Traffic or Weather (19.7%) and Hands-Free System Is Too Complicated or I Don't Know How to Use It (13.8%). The responses in the Other category included "I just don't use that function" and "hands-free system doesn't allow me to respond."

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

Reason [in descending order of frequency]	Percent
Don't like using the hands-free system	24.3%
Hands-free system doesn't work well (e.g., messages don't transmit well or make sense, technical difficulties)	22.0%
Safety, traffic, weather	19.7%
Hands-free system is too complicated or I don't know how to use it	13.8%
Don't text while car is in motion	9.3%
Urgent texts	7.7%
Hands-free system is broken	2.4%
Other	12.0%

Q13A_TEX: What reasons or situations discourage you from using your hands-free system for texting while driving?
Unweighted n = 29

Respondents who reported sending or reading text messages while driving were asked, in general, what would make them more likely to **send text messages**. Just sending messages was focused on for this question rather than also including reading text messages. Respondents could identify more than one reason, so the reasons presented in Table 16 add up to more than 100%. The most common circumstance was Not Applicable, I Don't Send Text Messages While Driving (35.5%), suggesting that their previous answer indicates that they only read text messages while driving. This response was followed by How Important the Message Is (15.6%), that the message is Urgent (14.0%), and Making or Responding to a Quick or Short Message (11.4%).

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

Circumstances that Increase Text Messaging

[in descending order of frequency]

Percent

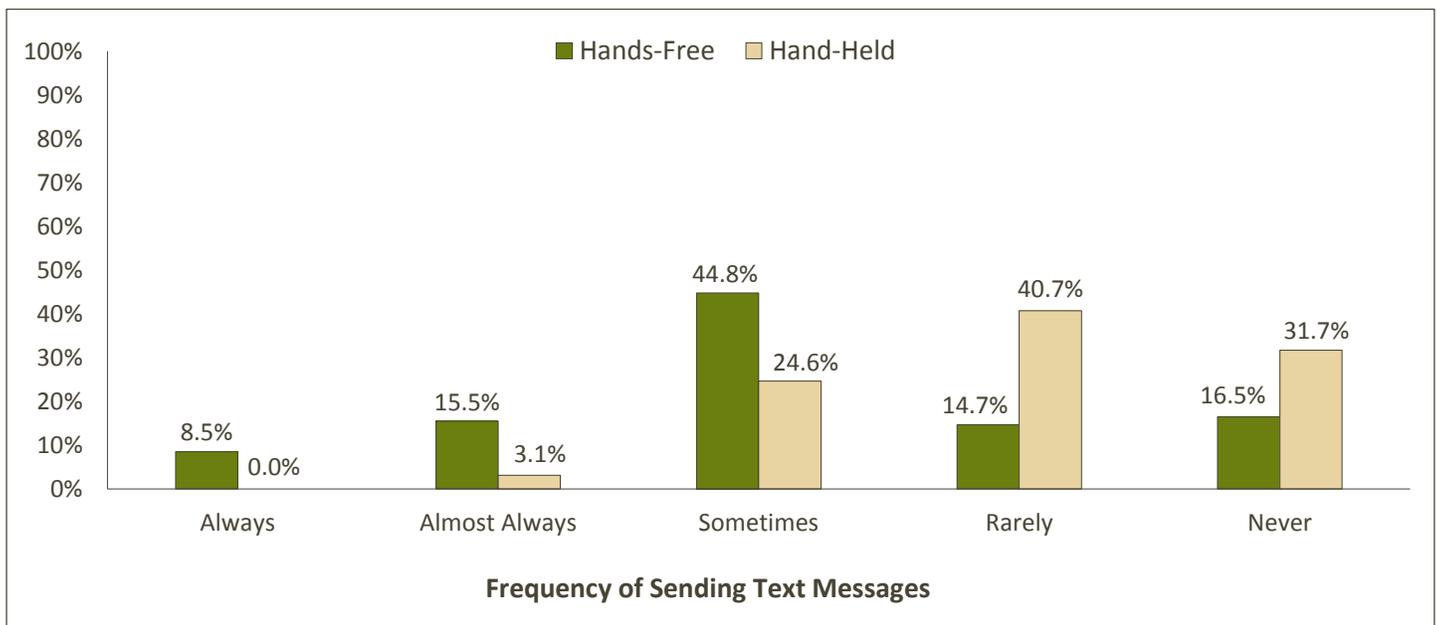
Not applicable—I don't send text messages while driving	35.5%
How important the message is	15.6%
Urgent	14.0%
Making or responding to a quick or short messages	11.4%
Running late	9.3%
Only if car is stopped	7.6%
Work-related	3.0%
In need of directions or other information	2.8%
Who is being messaged	2.8%
Boredom	2.0%
I think it's safe to text message when driving	1.7%
Personal or social	1.1%
Personal safety (e.g., checking in with someone, feel more comfortable being on the phone)	1.1%
Time of day	1.1%
Other	6.2%

Q14_TEXT: In general, what makes you more likely to send text messages while driving?
Unweighted n = 62

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. A larger proportion of Hands-Free cell phone users reported Always (8.5%), Almost Always (15.5%) or Sometimes (44.8%) sending a text message call while driving, while a larger proportion of Hand-Held cell phone users reported Rarely (40.7%) or Never (31.7%) sending a text message while driving.

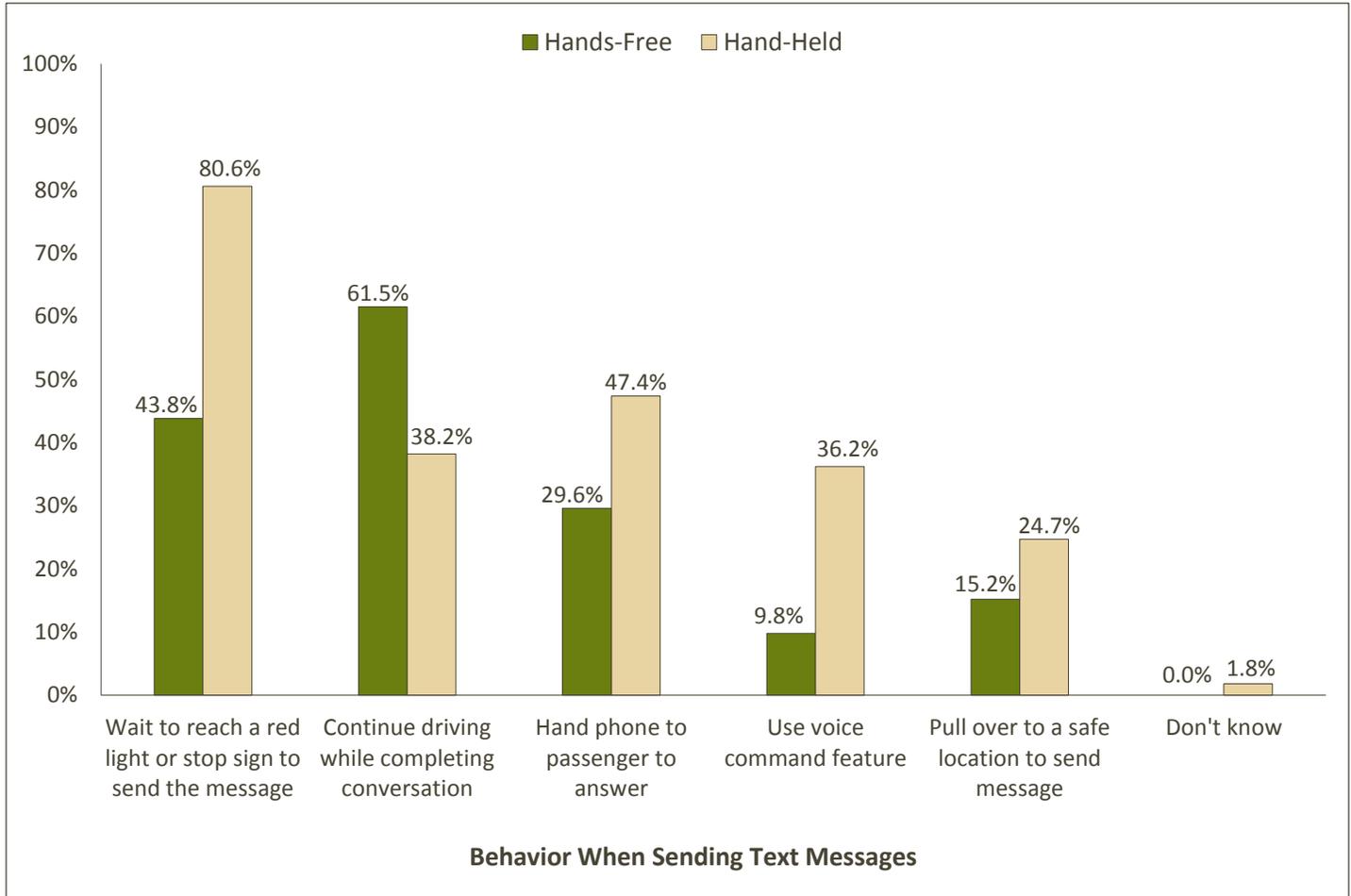
Figure 12: Frequency of Sending Text Messages While Driving: Hands-Free vs. Hand-Held



Q15: How often are you willing to send text messages when you are driving?
 Unweighted Hands-Free n = 56; Unweighted Hand-Held n = 22

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 (61.5%) compared to those using the Hand-Held approach (38.2%). However, that shows 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 (80.6%), Hand the Phone to a Passenger to Answer (47.6%), or Use a Voice Command Feature (36.2%).

Figure 13: Behavior When Sending a Text Message While Driving: Hands-Free vs. Hand-Held



Q15A: When you send a text message while driving, do you usually ...?
 Unweighted Hands-Free n = 18; Unweighted Hand-Held n = 36

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 reason, so the reasons add up to more than 100% in Table 17. The most common reason (**bolded** percentage in Table 17) for Hands-Free cell phone users was No Difference (56.1%), followed by being Distracted or Not as Aware of Things (35.0%). 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 (63.8%) being more common than No Difference (16.3%).

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

Driving Differences <i>[in descending order of frequency]</i>	Hands-Free Percent	Hand-Held Percent
No difference	56.1%	16.3%
Distracted or not as aware of things	35.0%	63.8%
Drive erratically or less carefully	9.3%	0.0%
More focused or paying more attention	5.3%	8.4%
Never use cell phone when car is in motion	3.7%	3.6%
Drive slower	0.0%	11.1%
Drift out of the lane or roadway	0.0%	3.9%
Avoid changing lanes	0.0%	1.2%
Look in your rear or side view mirrors more frequently	0.0%	1.2%
Other	0.0%	9.3%

Q15B: How, if at all, would you say your driving is different when you are sending text messages?

Unweighted Hands-Free n = 18; Unweighted Hand-Held n = 36

Respondents were asked how they believe their driving is different when **reading text messages** and could identify more than one reason, so the reasons add up to more than 100% in Table 18. The most common reason (**bolded** percentage in Table 18) for Hands-Free cell phone users was No Difference (53.9%), followed by being Distracted or Not as Aware of Things (32.3%). 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 (50.1%) being more common than No Difference (19.3%).

Table 18: Ways Driving is Different When Reading Text Messages

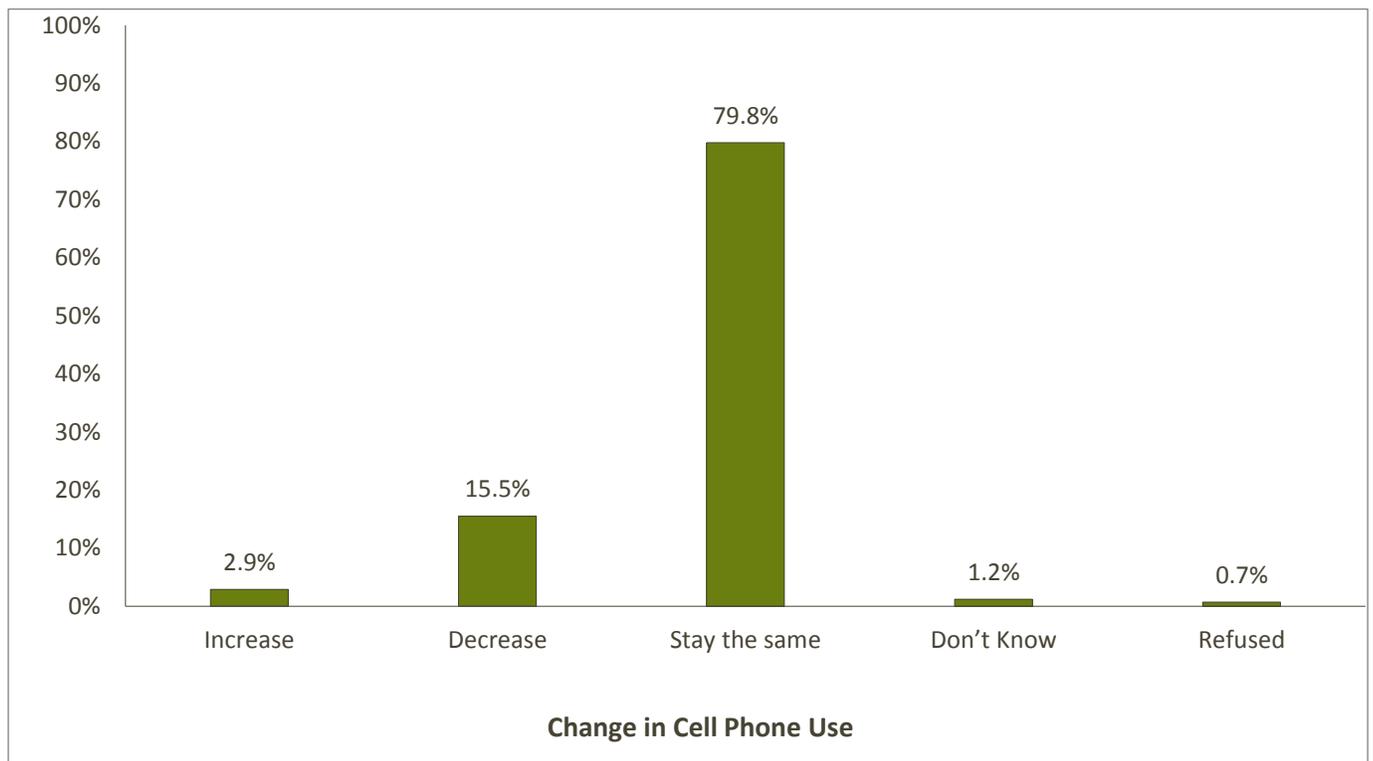
Driving Differences <i>[in descending order of frequency]</i>	Hands-Free Percent	Hand-Held Percent
No difference	53.9%	19.3%
Distracted or not as aware of things	32.3%	50.1%
Not applicable – I don't read texts while I am driving	7.7%	6.0%
Drive slower	3.1%	14.2%
Never use cell phone when car is in motion	3.1%	7.4%
More focused or paying more attention	0.0%	3.9%
Drive erratically or less carefully	0.0%	1.9%
Increase distance from lead vehicle	0.0%	1.2%
Look in your rear or side view mirrors less frequently	0.0%	1.2%
Avoid changing lanes	0.0%	0.8%
Look in your rear or side view mirrors more frequently	0.0%	0.8%
Other	2.1%	1.8%
Don't know	0.0%	4.3%

Q16: How, if at all, would you say your driving is different when you are reading text messages?
 Unweighted Hands-Free n = 22; Unweighted Hand-Held n = 56

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 Bend Oregon in April 2015. For a number of logistical reasons, the survey could not be implemented immediately after Distracted Driving Month; therefore, respondents were asked to describe their cell phone usage "since April" to capture any influence of the activities during the campaign. 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 (79.8%), with a small proportion of people decreasing their use (15.5%). Only 1.6% of respondents reported increasing their cell phone use since April.

Figure 14: Change in Overall Cell Phone Use While Driving since April 2015



Q10: Since April, did the overall frequency of your cell phone use while driving increase, decrease, or stay the same?
Unweighted n = 183

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 an Increased Awareness of Safety (20.3%), followed by Driving Less (13.9%) and Less Use in General (13.8%).

Table 19: Reasons for DECREASE in Overall Frequency of Cell Phone Use While Driving Since April 2015

Reason <i>[in descending order of frequency]</i>	Percent
Increased awareness of safety	20.3%
Driving less	13.9%
Less use in general, trying to use phone less	13.8%
Law that bans cell phone use	12.0%
Nothing or no specific reason	10.3%
Job-related (work less, lost job, don't get as many work calls)	10.0%
Was in a crash, friend in a crash, deaths in the family	8.5%
Don't want to get a ticket	3.2%
Less use due to family or relationship changes	3.2%
Family or children in the car	1.5%
Other	7.8%

Q10A: What caused this change?
Unweighted n = 27

Table 20 shows that for the very few respondents who reported **increasing** their cell phone use since April, the reasons were Job-related (62.4%), Another Cell Tower Being Added in Bend (37.6%), and Being Busier (24.7%).

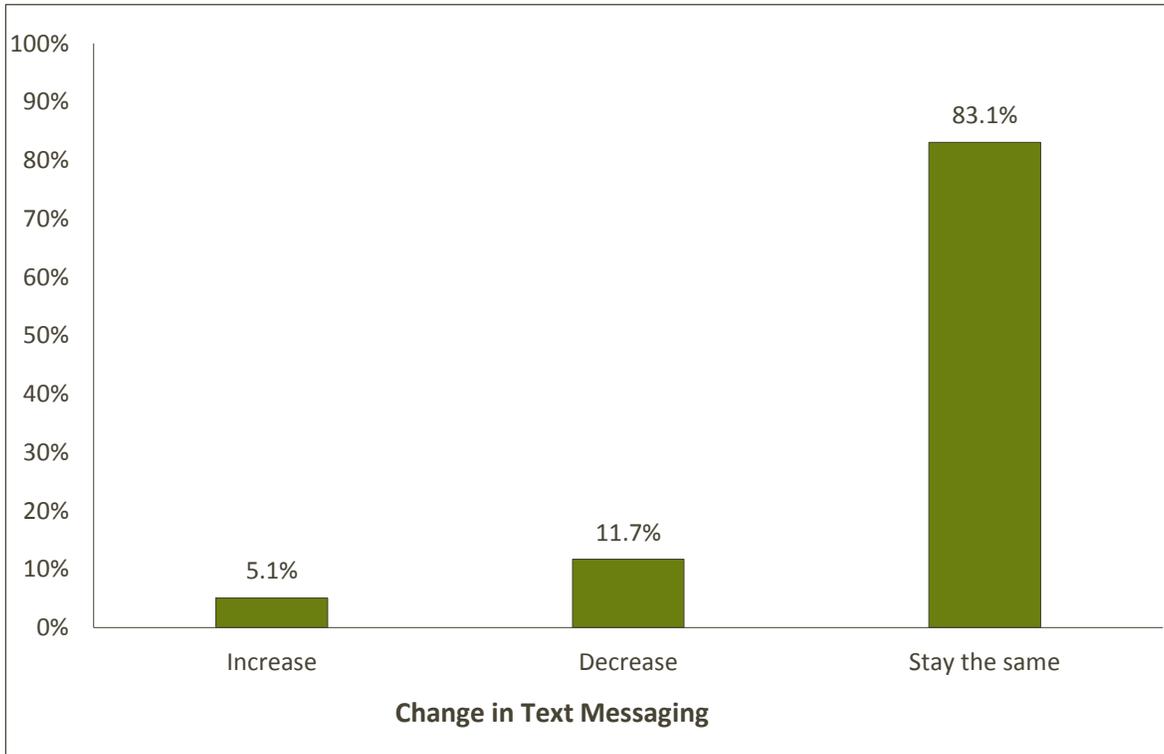
Table 20: Reasons for INCREASE in Overall Frequency of Cell Phone Use While Driving Since April 2015

Reason <i>[in descending order of frequency]</i>	Percent
Job-related (work less, lost job, don't get as many work calls)	62.4%
Another cell tower added in Bend	37.6%
Busier in general	24.7%

Q10A: What caused this change?
Unweighted n = 3

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 (83.1%), with a small proportion of respondents reporting a Decrease in text messaging while driving (11.7%). Again, a very small proportion of respondents reported an Increase in text messaging while driving since April (1.3%).

Figure 15: Change in Overall Text Messaging While Driving since April 2015



Q17: Since April, did your frequency of text messaging while driving increase, decrease, or stay the same?
Unweighted n = 62

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 reason was an Increased Awareness of Safety (30.0%), followed by Family or Relationship Changes (16.9%), Nothing or No Specific Reason (16.9%) and Job-related Changes (16.2%).

Table 21: Reasons for DECREASE in Overall Frequency of Text Messaging While Driving Since April 2015

Reason <i>[in descending order of frequency]</i>	Percent
Increased awareness of safety	30.0%
Family or relationship changes	16.9%
Nothing or no specific reason	16.9%
Job-related changes	16.2%
Driving less	9.6%
Other	16.9%

Q17A: What caused this change?
Unweighted n = 8

Table 22 shows that for the very few respondents who reported **increasing** their text messaging while driving since April, the reasons were Driving Better (66.7%), Activity Level Changes (33.3%), and Driving More (33.3%).

Table 22: Reasons for INCREASE in Overall Frequency of Text Messaging While Driving Since April 2015

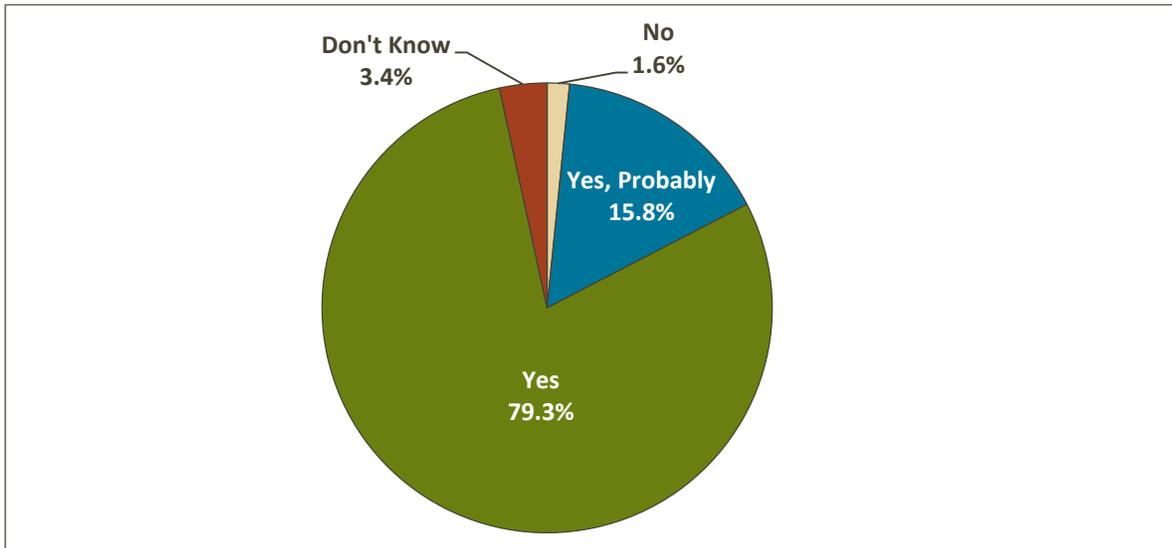
Reason <i>[in descending order of frequency]</i>	Percent
Driving better	66.7%
Activity level changes, in general	33.3%
Driving more	33.3%

Q17A: What caused this change?
Unweighted n = 3

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 (79.3%) and most of the remaining respondents reported that there probably is a law (15.8%). Only 1.6% 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.

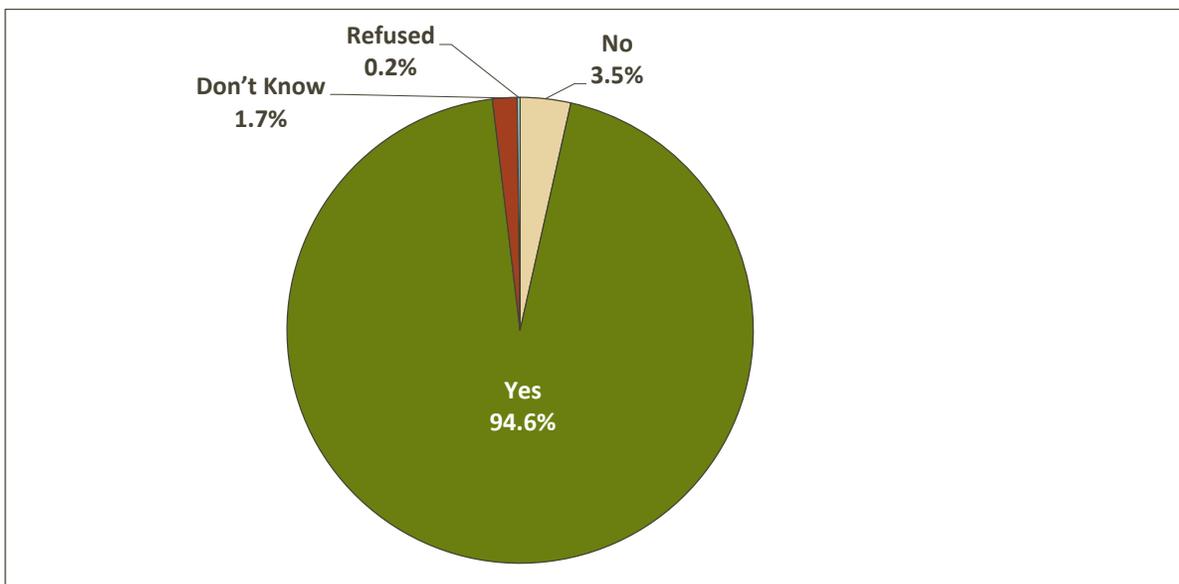
Figure 16: Oregon Has a Law Banning Talking on Hand-Held Cell Phones While Driving



Q18: Does Oregon have a law banning talking on a hand-held cell phone while driving?
Unweighted N = 346

Nearly all respondents support the Oregon law banning talking on a hand-held cell phone while driving (94.6%; Figure 17).

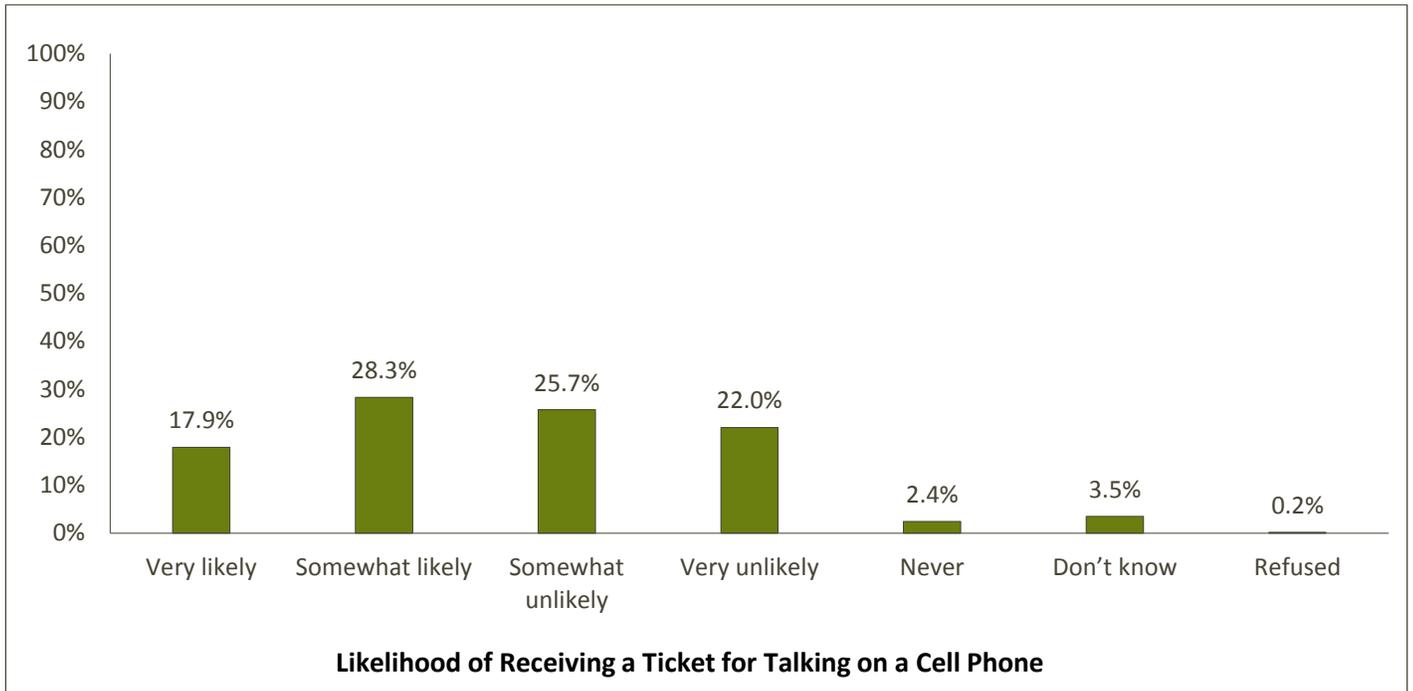
Figure 17: Support the Law Banning Talking on a Hand-Held Cell Phone While Driving



Q20: Do you support the law banning talking on a hand-held cell phone while driving?
Unweighted N = 346

Respondents were then asked what they believed the likelihood of receiving a ticket for driving while talking on a hand-held cell phone in Bend Oregon. Figure 18 shows that there is not a consistent belief about getting a ticket for this in Bend, with respondents almost equally spread across Very Likely to Very Unlikely ratings. Nearly equal proportions of the respondents reported believing it is “somewhat likely” (28.3%), “somewhat unlikely” (25.7%) or “very unlikely” (22.0%) to get a ticket for talking on a hand-held cell phone while driving in Bend Oregon.

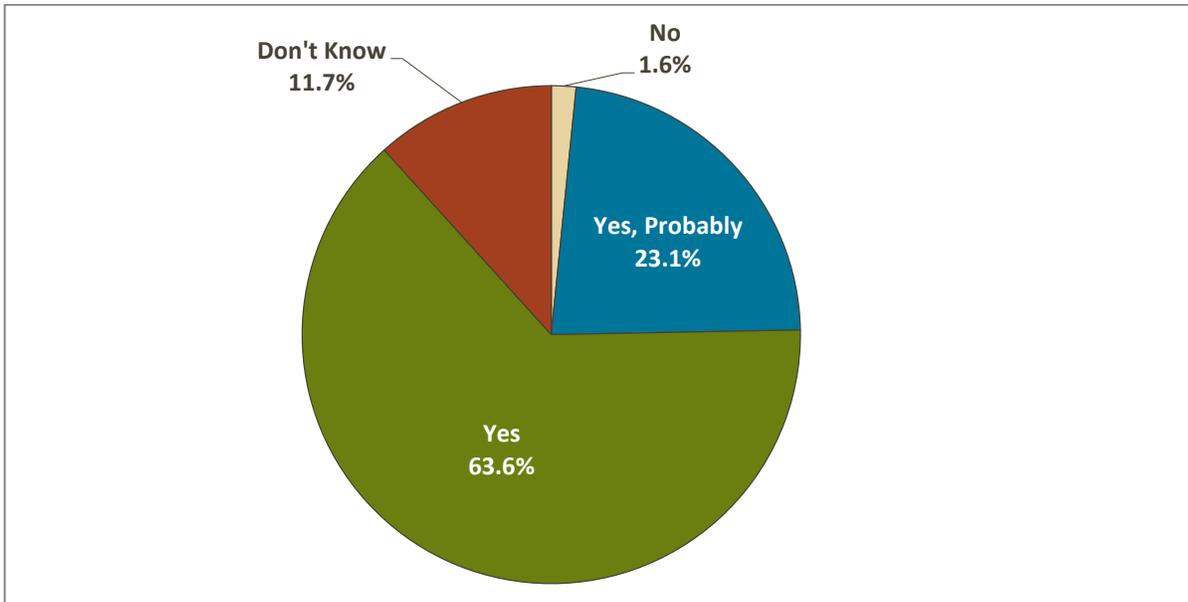
Figure 18: Likelihood of Receiving a Ticket for Talking on a Hand-Held Cell Phone While Driving in Bend Oregon



Q19: What do you think is the likelihood of receiving a ticket for talking on a hand-held cell phone while driving in Bend?
Unweighted N = 346

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 63.6% responding that it exists, 23.1% responding that Oregon probably has the law, 17.0% not being sure, and 1.6% reporting that Oregon does not have a law banning texting while driving.

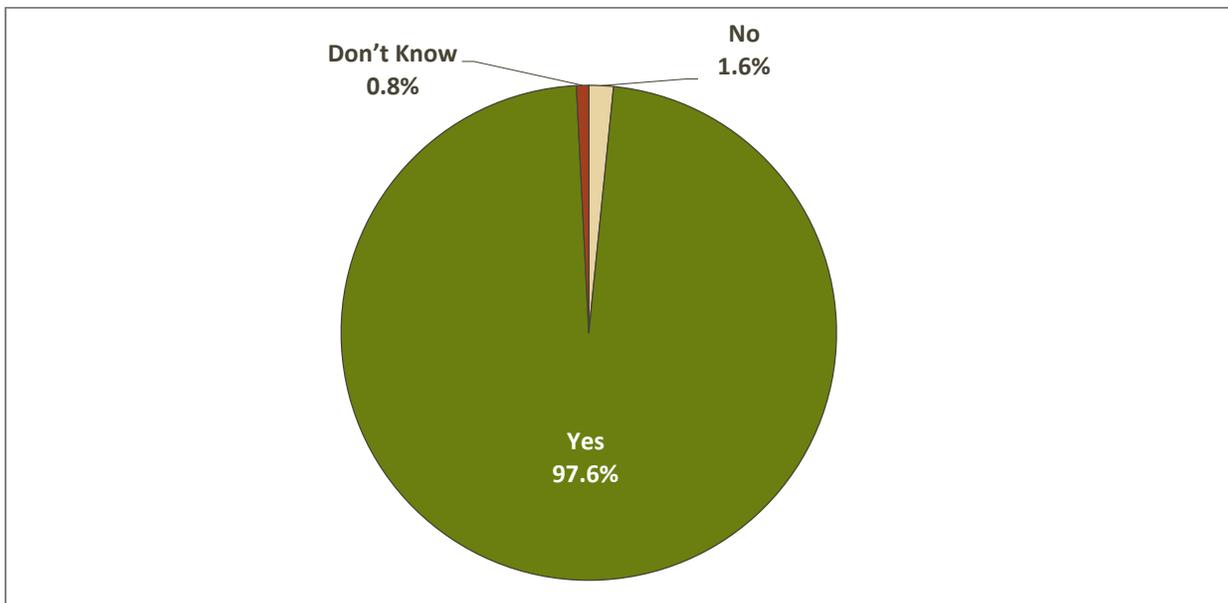
Figure 19: Oregon Has a Law Banning Text Messaging While Driving



Q21: Does Oregon have a law banning text messaging while driving?
Unweighted N = 346

As with the law against cell phone calling, Figure 20 shows that nearly all respondents support the Oregon law banning text messaging while driving (97.6%).

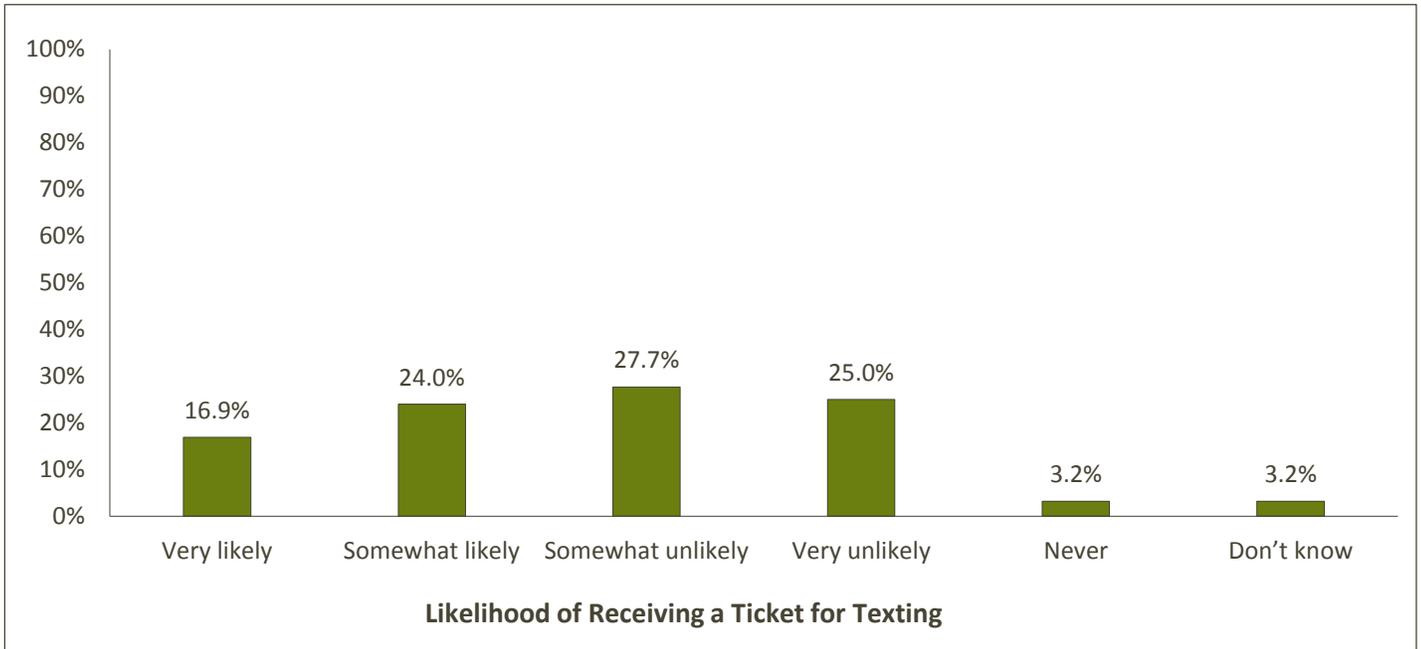
Figure 20: Support the Law Banning Text Messaging While Driving



Q23: Do you support the law banning text messaging while driving?
Unweighted N = 346

Respondents showed the same variability in responses to the question about the likelihood of receiving a ticket for driving while text messaging in Bend 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 Bend for texting while driving as Somewhat Unlikely (27.7%) and Very Unlikely (25.0%) than those who rated it Somewhat Likely (24.0%) and Very Likely (16.9%).

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

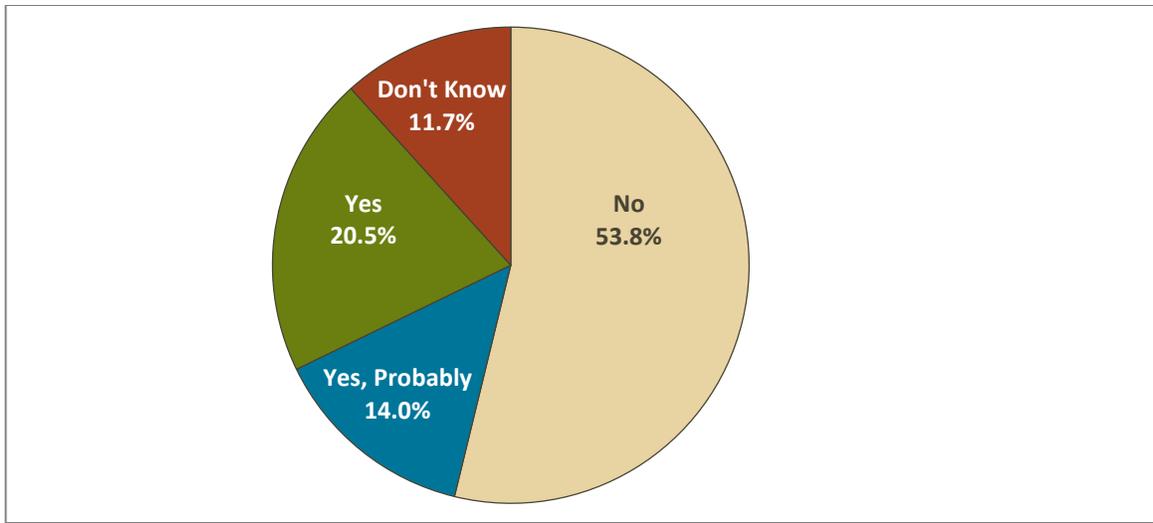


Q22: What do you think is the likelihood of receiving a ticket for text messaging while driving in Bend?
Unweighted N = 346

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 Bend during the month of April 2015. 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. About one-third of respondents either had been exposed (20.5%) or had probably been exposed (14.0%) to messages or special police efforts during April.

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

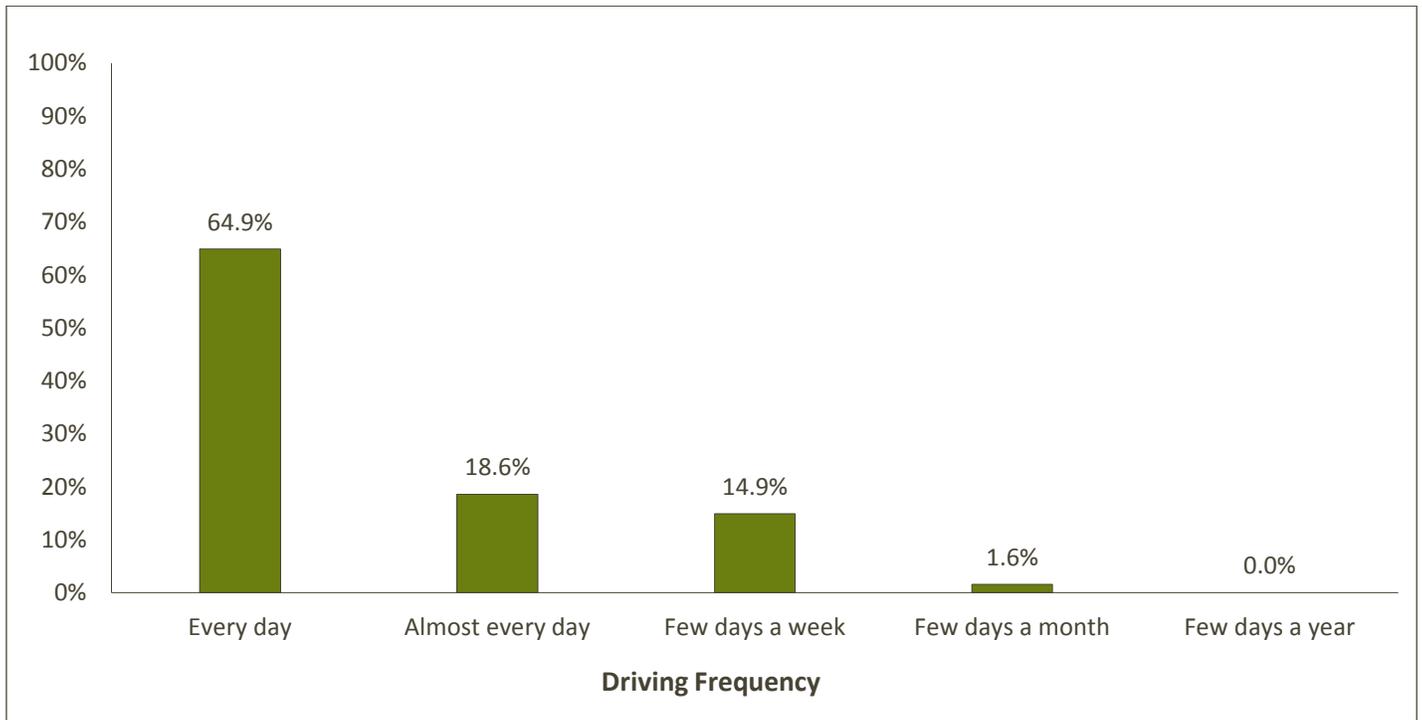


Q24: Thinking back to April, did you see or hear any special messages regarding distracted driving, or special efforts by police to enforce hand-held cell phone laws in Bend?

Unweighted N = 346

Of those respondents who reported seeing or hearing special messages regarding distracted driving, or special efforts by Bend police to enforce hand-held cell phone laws, 64.9% report that they drive Every Day (Figure 23). Another 18.6% drive Almost Every Day and 14.9% drive a Few Days a Week. Low driving frequency (i.e., a Few Days a Month or a Few Days a Year) was related to not seeing or hearing the messaging or special efforts to reduce distracted driving.

Figure 23: Driving Frequency of Respondents Exposed to Messaging and Efforts to Reduce Distracted Driving



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 Bend?

Unweighted n = 116

Those same respondents who had been exposed to messaging and special efforts to reduce distracted driving in Bend in April 2015 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 News Interviews on TV (51.5%), Radio (30.0%), Local or Oregon Public Service Announcements (22.4%) and Newspaper (15.0%).

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

Source <i>[in descending order of frequency]</i>	Percent
News interviews on TV	51.5%
Radio	30.0%
Local or Oregon public service announcements (PSAs) on TV	22.4%
Newspaper	15.0%
Internet (e.g., school website, social media, etc.)	8.6%
National public service announcements (PSAs) on TV	7.7%
ODOT’s variable message board (i.e., digital road sign)	4.8%
Friend or relative (i.e., word of mouth)*	4.7%
TV, nonspecific	4.5%
Sign on a bus	2.9%
Banner	2.6%
Posters	2.6%
Police officer (i.e., direct contact)*	1.9%
Local business message boards	1.2%
Witnessed more enforcement activity*	1.1%
Educational program	0.5%
Other*	1.1%
Don’t know	0.8%

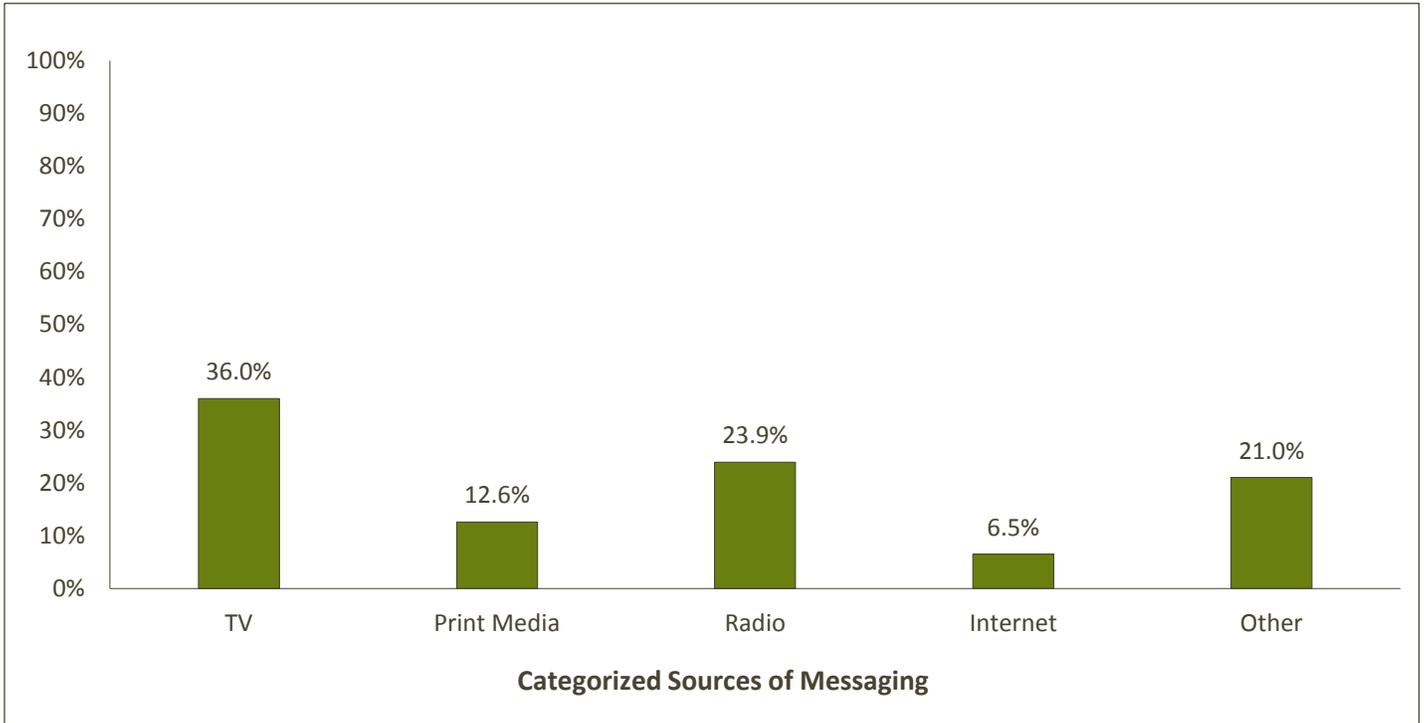
Q25: Where did you see or hear those special efforts?

Unweighted n = 116

*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. ODOT’s variable message board and 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 (36.0%), followed by Radio (23.9%) and Other (21.0%). The Other category included the items marked with an asterisk (*) in Table 23 (on the previous page).

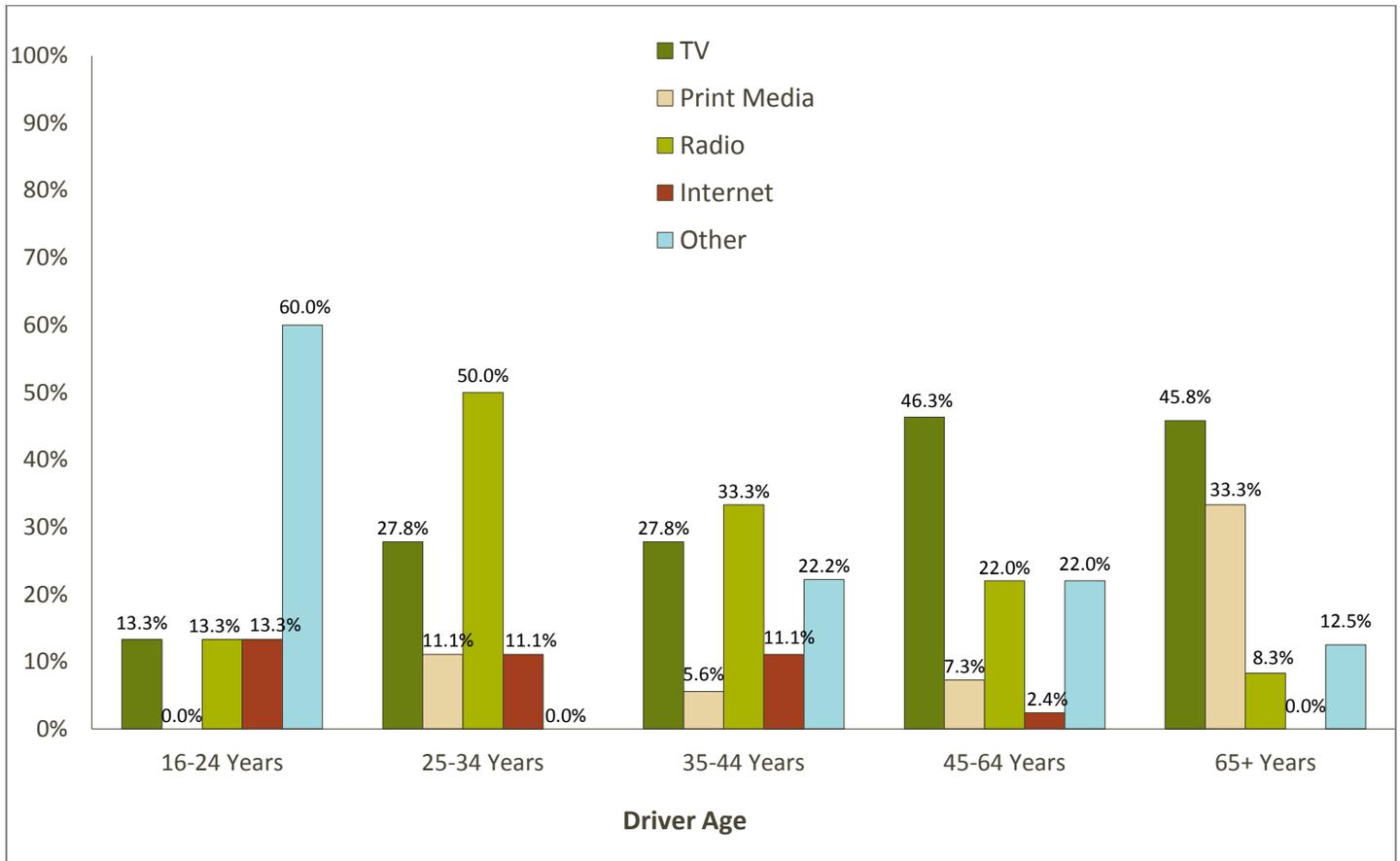
Figure 24: Categorized Sources of Messaging to Reduce Cell Phone-Related Distracted Driving



Q25: Where did you see or hear those special efforts? (grouped into higher order categories)
Unweighted n = 113

The sources of messages and special efforts were further examined across age groups. Figure 25 shows that for 16- to 24-year-olds, by far the most common source was Other (60.0%), but for 25- to 34-year olds it was Radio (50.0%) and for 45- to 64-year-olds it was TV (46.3%) The 65 years and older group of respondents reported both TV (45.8%) and Print Media (33.3%) as primary sources of the special efforts. For the 35- to 44-year-olds, Radio (33.3%), TV (27.8%) and Other (22.2%) were all sources of special efforts. Internet was not a key source of the messaging for any age group, and Print Media was only a key source for the oldest age group.

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



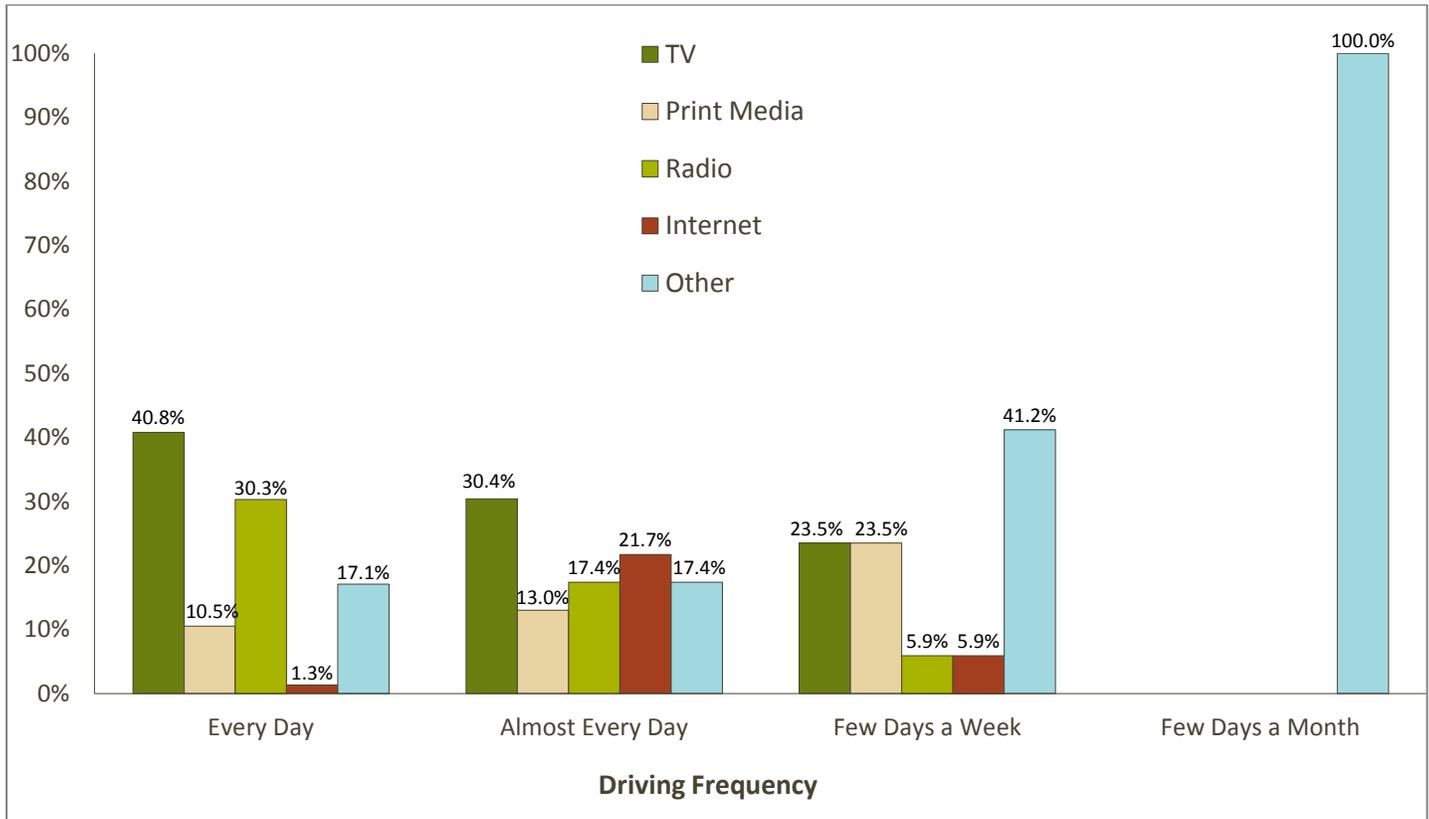
Q25: Where did you see or hear those special efforts? (grouped into higher order categories)

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

Unweighted n = 113

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%), which was also the most common source for people who drive a Few Days a Week (41.2%). TV was the most common messaging source for respondents who drive both Every Day (40.8%) and Almost Every Day (30.4%).

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



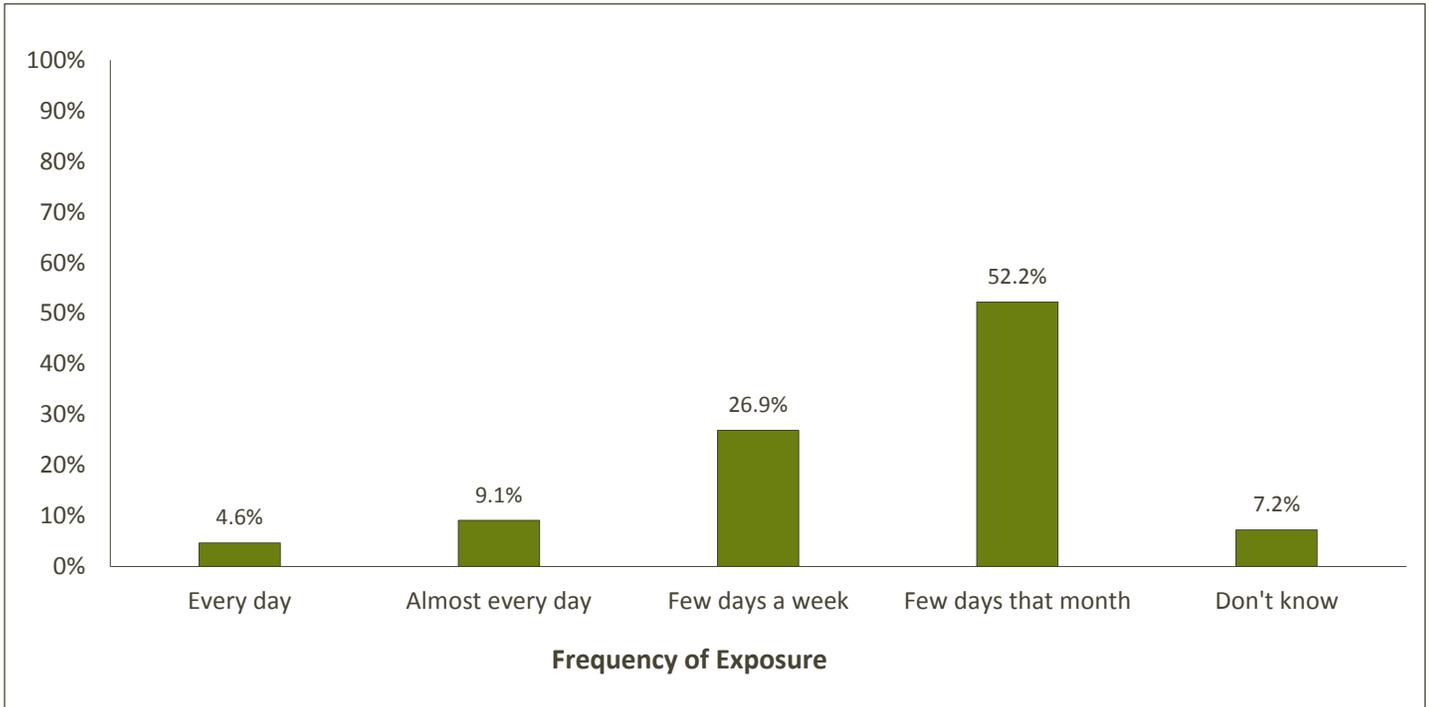
Q25: Where did you see or hear those special efforts? (grouped into higher order categories)

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

Unweighted n = 113

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 (52.2%), followed by a Few Days a Week (26.9%).

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 = 116

Table 24 shows the distribution of the messages respondents recalled seeing or hearing in April 2015. 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 messages seen or heard were “You text, you drive, you pay” (42.3%) and Scare Ads (25.6%), which included anything related to ads that associated using a cell phone while driving with a car crash or accident, someone dying or becoming permanently disabled, or other negative consequence. One-quarter of the respondents (25.6%) could not recall the message they saw or heard.

Table 24: Messages Seen or Heard in April 2015

Source <i>[in descending order of frequency]</i>	Percent
“You text, you drive, you pay.”	42.3%
Scare ads	25.6%
ODOT’s distracted driving crashed car	3.0%
“Show love – drive attentively. April is Distracted Driving Month.”	1.1%
Fire Department’s distracted driving crashed car	0.8%
Other	11.1%
Don’t know	25.6%

Q27: What messages do you recall hearing or seeing (in April)?

Unweighted n = 116

A small group of respondents (4.8%) reported having seen messages about distracted driving on one of ODOT’s digital road signs (see Table 24 above). Table 25 shows the locations of where those respondents saw the digital road signs. Respondents could identify more than one message, resulting in the percentages adding up to more than 100%. The most common location of the digital road signs was northbound US 97 South of Madras (64.6%), and the additional location listed in Other was on I-5 South of Portland and Salem (11.5%).

Table 25: Location of ODOT Digital Road Signs Seen with Messages about Distracted Driving

Location <i>[in descending order of frequency]</i>	Percent
US 97 (northbound), south of Madras	64.6%
US 20 (westbound), west of Sisters	16.7%
US 97 (southbound), in La Pine, just south of First St.	0.0%
US 97 (northbound), south of Bend (Rockinghorse Rd.)	0.0%
Other	11.5%
Don’t know	23.9%

Q28: You mentioned earlier you saw a message on an ODOT digital road sign (variable message board). Do you remember where you saw that?

Unweighted n = 5

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

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

ORGPB

Imported Original Phone Number

999-999-9999

SRLID

SRL Unique Master ID (99999)

SAMPL

Imported Original Sample Type Group

Choices

Listed Sample	1
Old RDD Sample (w/o X & M recs removed)	2
Cell Sample	3
New RDD Sample (w/ X & M recs removed)	4

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	SKIP INT01
Regular Busy	02	SKIP INT02
No Answer	03	SKIP INT03
Non-Residential	04	SKIP INT04
Number Change (Operator Intercept)	05	SKIP /TEL01
Cell Phone Refusal	06	SKIP INT06
Non-working, Disconnected, Fast Busy, or Fax	07	SKIP INT07
Language Barrier	08	SKIP INT08
Disability Barrier	09	SKIP INT09
Group Home (Assisted Living, Nursing Home, Dormitory)	10	SKIP INT10

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 Bend residents. The survey is completely anonymous. (Is now a good time to ask you a few questions?)

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.

Choices

Yes [CONTINUE TO SURVEY]	1	D	
Schedule Specific Callback	2		SKIP INT50
Soft Refusal (Generic Callback)	3		SKIP INT55
Non-Residential	4		SKIP INT04
Language Barrier	5		SKIP INT08
Disability Barrier	6		SKIP INT09
Not a Bend Resident	7		SKIP INT13
Immediate Hang Up	8		SKIP INT95
Hard Refusal or Never Callback	9		SKIP INT91

INT01

Answering Machine - Should be used for residential voicemail or telephone answering machines. Do not leave a message unless directed to.

SKIP +1 IF NOT (INTRO=01)

Choices

Answering Machine	01	D	SKIP /END
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INT02

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

SKIP +1 IF NOT (INTRO=02)

Choices

Regular Busy	02	D	SKIP /END
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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.

SKIP +1 IF NOT (INTRO=03)

Choices

No Answer	03	D	SKIP /END
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INT04

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

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

SKIP +1 IF NOT (INTRO=04 OR NTRO=4)

Choices

Non-Residential	04	D	SKIP /END
-----------------	----	---	-----------

INT06

I am 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)?

R had Landline (Number Change) - Should be used if R is willing to provide another number to call them at. Choose R has Landline, enter new number in and call them back or schedule a CB for a later time. Cell Phone Refusal - Should be used if R refuses to complete the survey specifically because they are on their cell phone.

SKIP +1 IF NOT (INTRO=06)

Choices

Cell Phone Refusal	06	D	SKIP /END
R has Landline (Number Change)	18		SKIP /TELO1

INT07

Non-working, Disconnected, Fast Busy, or Fax - Should be used for non-working, disconnected numbers (incl. temporarily out of service), special technological circumstances (e.g., pagers), fast busy signals, dedicated fax lines.

SKIP +1 IF NOT (INTRO=07)

Choices

Non-working, Disconnected, Fast Busy, or Fax	07	D	SKIP /END
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INT08

RECORD LANGUAGE IF KNOWN

Does anyone in your household speak English? [IF NOT] I'm sorry, we do not have anyone here that speaks your language. Thank you for your time today.

Language Barrier - Should be used in cases in which no one in the HH speaks a language that the survey is being conducted in (i.e., English or Spanish).

SKIP +1 IF NOT (INTRO=08 OR NTRO=5)

Choices

Language Barrier	08	DO	SKIP /END
------------------	----	----	-----------

INT09

Is there anyone else in the household I could complete a survey with? [IF NO] Sorry to have bothered you. Thank you for your time today. [If Hearing Barrier] I'm sorry, we're not able to complete this survey with a TTY system. Sorry to have bothered you. Thank you for your time today.

Disability Barrier - Should be used when R has 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.

SKIP +1 IF NOT (INTRO=09 OR NTRO=6)

Choices

Disability Barrier	09	D	SKIP /END
--------------------	----	---	-----------

INT10

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

Group Home - Should be used when R does not have their own individual lines (e.g., assisted living facilities, nursing homes, or college dormitories). If residents have their own individual or residential lines, then you may consider if it is feasible/appropriate to conduct the survey with the R (consult IC if you are unsure).

SKIP +1 IF NOT (INTRO=10)

Choices

Group Home (Assisted Living, Nursing Home, Dormitory)	10	D	SKIP /END
---	----	---	-----------

INT50

When would be a better time for us to call back? Thank you, we will call back then.

English Specific Callback - Should be used when scheduling an English language callback for a specific time that has been confirmed by R or someone in the household.

SKIP +1 IF NOT (NTRO=2)

Choices

English Specific Callback	50	D	SKIP /CB
---------------------------	----	---	----------

INT55

Sorry to have bothered you.

Soft Refusal (English Generic Callback) - Should be used when the R has not heard the entire introduction, or automatically says something vague like "not interested" or "not now." These numbers will be automatically called back in 1-3 days (depending on project duration).

SKIP +1 IF NOT (NTRO=3)

Choices

Soft Refusal (English Generic Callback)	55	D	SKIP /END
---	----	---	-----------

INT91

SPECIAL STUDY INFORMATION [SEE END OF INSTRUMENT FOR TEXT]

Hard Refusal - Should be used if you had a chance to read through the entire introduction and the R still doesn't want to participate.

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

SKIP +1 IF NOT (NTRO=9)

Choices

Hard Refusal	91	DO	SKIP /END
Never Callback	92	O	SKIP /END

INT95

Immediate Hang Up - Should be used when R hangs up immediately without saying anything. These numbers will automatically be called back in 1-3 days (depending on project duration).

SKIP +1 IF NOT(NTRO=8)

Choices

Immediate Hang Up	95	D	SKIP /END
-------------------	----	---	-----------

S1

READ OPTIONS 1-5 UNTIL STOPPED

First, a quick question to see if anyone in your household is eligible to complete this survey. We're trying to make sure the survey is representative of all people in Bend, so we are now focusing on certain age groups. 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.

Choices

16 to 24 years old	1		
25 to 34 years old	2		
35 to 44 years old	3		
45 to 64 years old	4		
65 years of age or older	5		
Refused (Use RF Conversion Text before coding)	9		SKIP /INT19

INT19

I understand. Thank you for your time.

RF S1 (Age Screening)

SKIP +1 IF NOT (S1=9)

Choices

RF S1 (Age Screening)	19	D	SKIP /END
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S2

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 <INSERT SCREENING AGE RANGE> years old? (May I please speak to them?)

SKIP +1 IF NOT (S1=AGE GROUPS CURRENTLY SURVEYING)

Choices

No	0	SKIP /INT20
Yes	1	SKIP /NTRO
Refused	9	SKIP /INT21

INT21

I understand. Thank you for your time.

RF S2 (Age Screening)

SKIP +1 IF NOT (S2=9)

Choices

RF S2 (Age Screening)	21	D	SKIP /END
-----------------------	----	---	-----------

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

SKIP +1 IF NOT (S2=0)

Choices

Screened Out for Age	20	D	SKIP /END
----------------------	----	---	-----------

SECT1_1

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	SKIP INT11
Don't Know	8	SKIP INT17
Refused	9	SKIP INT17

INT11

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)

SKIP +1 IF NOT(Q1A=6)

Choices

Does not currently drive (Q1)	11	D	SKIP /END
-------------------------------	----	---	-----------

INT17

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

DK/RF Q1

SKIP +1 IF NOT(Q1A=8,9)

Choices

DK/RF Q1	17	D	SKIP /END
----------	----	---	-----------

Q1B

Do you currently live in or near Bend, Oregon?

IWR Note: If needed to clarify - We'd like to survey anyone who lives near Bend (in the suburbs, outskirts, and countryside surrounding Bend). You do not have to live inside the City of Bend to participate.

Choices

No	0	SKIP INT13
Yes (in or near Bend)	1	
Don't Know	8	SKIP INT13
Refused	9	SKIP INT13

INT13

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

Not a Bend Resident

SKIP +1 IF NOT(NTRO=7 OR Q1B=0,8,9)

Choices

Not a Bend Resident	13	D	SKIP /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?

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	SKIP INT16
Don't Know	88	X	SKIP INT14
Refused	99	X	SKIP 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

SKIP +1 IF NOT (Q2=77)

Choices

Does not currently drive with cell phone or any other electronic devices 16 D SKIP /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

SKIP +1 IF Q2=01

Choices

Does not currently drive with cell phone (Q2) 12 D SKIP /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)

SKIP +1 IF NOT(Q2=88 OR Q2=99)

Choices

DK/RF Q2 (devices they have in car) 14 D SKIP /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?

SKIP +1 IF Q3=1

Choices

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

SKIP TO SECT1_2 IF NOT(Q2=06,07,08 AND Q3=1)

Choices

Always	1	SKIP SECT1_2
Almost Always	2	
Sometimes	3	
Rarely	4	
Never	5	
Don't Know	8	SKIP INT15
Refused	9	SKIP INT15

INT15

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

DK/RF Q4 (frequency of phone calls)

SKIP +1 IF NOT(Q4=8 OR Q4=9)

Choices

DK/RF Q4 (frequency of phone calls)	15	D	SKIP /END
-------------------------------------	----	---	-----------

Q4A

DO NOT READ OPTIONS; SELECT ALL THAT APPLY

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

SKIP TO 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	
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., hard to hear each other, 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 calls	09	
Urgent calls	10	
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	
Good weather conditions	05	
How important or urgent the call is	06	
If directions or other information is needed	07	
If state law permits (exempt based on state law exceptions)	08	
Non-stressful traffic conditions	09	
Personal or social call	10	
Personal safety (e.g. checking in with someone, feel more comfortable being on the phone)	11	
Police not in sight	12	
Routine or expected call	13	
Time of day	14	
Tired (talking keeps me awake)	15	
Traveling at a low speed	16	
Unexpected call	17	
Unrecognized number	18	

Urgent call	19	
When hands-free or Bluetooth technology is available	20	
Who is calling	21	
Work-related	22	
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	
If state law permits (e.g., making a 911 call or exempt based on state law exceptions)	06	
It's safe to call	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 officers not in sight	11	
Report a medical emergency	12	
Report a traffic crash or emergency	13	
Time of day	14	
Tired (talking keeps me awake)	15	
Traveling at a low speed	16	
Urgent call	17	
When hands-free or Bluetooth technology is available	18	
Who is being called	19	
Work-related	20	
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

SKIP TO /SECT2_1 OR Else SKIP /+1 IF Q5A AND Q5B=66

SKIP2

SKIP TO /SECT1_3 OR Else SKIP /+1 IF Q5B=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

SKIP TO /SECT1_4 OR Else SKIP /+1 IF Q4=2,3,4

[Rs who *never* use a HFS (Q4=5), *always* use a HFS (Q4=1), or don't have a HFS at all (Q2≠06, 07 and 08), will get this *generic* (i.e., GEN) section.]

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

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?

SKIP +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
Turn my phone off	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

Q7_GEN

READ OPTIONS 1-5; SELECT ALL THAT APPLY

When you are driving, and you answer a call, do you usually...

SKIP +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

Including "some" reference in Q8A_GEN

SKIP *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?

SKIP +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	
Turn my phone off	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_GEN

READ OPTIONS 1-4; SELECT ALL THAT APPLY

When you are driving, and you make a call, do you usually...

SKIP +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).

SKIP TO Q10 IF Q6_GEN=5 AND Q8_GEN=5

Choices

Apply the brakes suddenly	01	SKIP TO Q10
Avoid changing lanes altogether	02	SKIP TO Q10
Change lanes less frequently	03	SKIP TO Q10
Change lanes more frequently	04	SKIP TO Q10
Distracted, or not as aware of things	05	SKIP TO Q10
Drift out of the lane or roadway	06	SKIP TO Q10
Drive erratically or less carefully	07	SKIP TO Q10
Drive faster	08	SKIP TO Q10
Drive slower	09	SKIP TO Q10
Follow lead vehicle more closely	10	SKIP TO Q10
Increase distance from lead vehicle	11	SKIP TO Q10

Look in your rear or side view mirrors less frequently	12		SKIP TO Q10
Look in your rear or side view mirrors more frequently	13		SKIP TO Q10
More focused or paying more attention	14		SKIP TO Q10
No difference	66	X	SKIP TO Q10
Other (please specify)	77	O	SKIP TO Q10
Don't Know	88	X	SKIP TO Q10
Refused	99	X	SKIP TO Q10

[Rs who *almost always* (Q4=2), *sometimes* (Q4=3), or *rarely* (Q4=4) use their HFS will first get SECT1_4, which focuses on when they don't use a HFS (i.e., use their phone in a hand-held manner; EAR). Then they will get SECT1_5, which focuses on when they use their HFS (i.e., HFS).]

SECT1_4

The next few questions are about making or answering calls without using a hands-free system while driving.

SKIP TO 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

Add the word "always" to Q6A_EAR if "Almost Always" or "Sometimes" options are selected in Q6_EAR

SKIP *Q6_EAR

Choices

	1
always	2
always	3
	4
	5
	8
	9

Q6A_EAR

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

Why do you not <COMP2> answer calls without using a hands-free system?

SKIP Q7_EAR 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	
Turn my phone off	05	
Signed a petition saying I wouldn't answer or make calls while driving	06	
Restriction settings on my cell phone	07	
Family agreement not to use cell phones in the car	08	
It is against the law	09	
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...

SKIP +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

Add the word "always" to Q8A_EAR if "Almost Always" or "Sometimes" options are selected in Q8_EAR

SKIP *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 without using a hands-free system?

SKIP +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	
Turn my phone off	05	
Signed a petition saying I wouldn't answer or make calls while driving	06	
Restriction settings on my cell phone	07	
Family agreement not to use cell phones in the car	08	
It is against the law	09	
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...

SKIP +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).

SKIP +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 less frequently	12
Look in your rear or side view mirrors more frequently	13
More focused or paying more attention	14
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

[Rs 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.

SKIP TO Q10 IF NOT(Q4=2,3,4)

Choices

Press enter to continue 0 D

Q6_HFS

READ OPTIONS 1-5

When you receive 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

Add "always" to Q6A_HFS if "Almost Always" or "Sometimes" options are selected in Q6_HFS

SKIP *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?

SKIP +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
Turn my phone off	05
Signed a petition saying I wouldn't answer or make calls while driving	06
Restriction settings on my cell phone	07
Family agreement not to use cell phones in the car	08
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...

SKIP +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

Add "always" to Q8A_HFS if "Almost Always" or "Sometimes" options are selected in Q8_HFS

SKIP *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?

SKIP +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
Turn my phone off	05
Signed a petition saying I wouldn't answer or make calls while driving	06
Restriction settings on my cell phone	07
Family agreement not to use cell phones in the car	08
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...

SKIP +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).

SKIP TO 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 less frequently	12	
Look in your rear or side view mirrors more frequently	13	
More focused or paying more attention	14	
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.

SKIP +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.

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?

SKIP +1 IF Q12_TEXT=1

Choices

Unsafe	01	SKIP TO Q17B
Have an "app" on my phone that handles it	02	SKIP TO Q17B
Turn my phone off	03	SKIP TO Q17B
Signed a petition saying I wouldn't text while driving	04	SKIP TO Q17B

Restriction settings on my cell phone	05		SKIP TO Q17B
Family agreement not to use cell phones in the car	06		SKIP TO Q17B
It is against the law	07		SKIP TO Q17B
Other (please specify)	77	O	SKIP TO Q17B
Don't Know	88	X	SKIP TO Q17B
Refused	99	X	SKIP TO Q17B

Q13_TEXT

While you are driving, how often are you willing to send or read text messages using a hands-free system?

SKIP Q14_TEXTNOT(Q2=06,07,08 AND Q12_TEXT=1)

Choices

Always	1	SKIP TO Q14_TEXT
Almost Always	2	
Sometimes	3	
Rarely	4	
Never	5	
Don't Know	8	SKIP TO Q17
Refused	9	SKIP TO 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?

SKIP TO 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 being on the phone)	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* use a HFS for texting (Q13_TEXT=5), or *always* use their HFS for texting (Q13_TEXT=1), or don't have a HFS at all (Q2≠06, 07 and 08), will get this *generic* (i.e., GEN) section.]

SECT2_3

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

SKIP TO SECT2_4 IF Q13_TEXT=2,3,4

Choices

Press enter to continue 0 D

Q15_GEN

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...

SKIP TO 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	SKIP TO Q17
Avoid changing lanes altogether	02	SKIP TO Q17
Change lanes less frequently	03	SKIP TO Q17
Change lanes more frequently	04	SKIP TO Q17
Distracted, or not as aware of things	05	SKIP TO Q17
Drift out of the lane or roadway	06	SKIP TO Q17
Drive erratically or less carefully	07	SKIP TO Q17
Drive faster	08	SKIP TO Q17
Drive slower	09	SKIP TO Q17
Follow lead vehicle more closely	10	SKIP TO Q17
Increase distance from lead vehicle	11	SKIP TO Q17
Look in your rear or side view mirrors less frequently	12	SKIP TO Q17
Look in your rear or side view mirrors more frequently	13	SKIP TO Q17
More focused, pay more attention	14	SKIP TO Q17
Never use cell phone when car is in motion	15	SKIP TO Q17
Use turn signal less regularly	16	SKIP TO Q17

No difference	66	X	SKIP TO Q17
Other (please specify)	77	O	SKIP TO Q17
Don't Know	88	X	SKIP TO Q17
Refused	99	X	SKIP TO Q17

[Respondents who don't always use their available HFS (Q13_TEXT=2, 3, or 4) will first 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 their HFS.]

SECT2_4

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

SKIP TO Q17 IF NOT(Q13_TEXT=2,3,4)

Choices		
Press enter to continue	0	D

Q15_EAR

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...

SKIP TO 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 text while driving and have a HFS available but *don't always* use it will now be asked this section, asking about when they text using the HFS.]

SECT2_5

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

SKIP TO Q17 IF NOT(Q13_TEXT=2,3,4)

Choices		
Press enter to continue	0	D

Q15_HFS

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...

SKIP TO 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.

SKIP +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?

SKIP +1 IF 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 Bend?

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 Bend?

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 Bend?

Choices

No	0	SKIP DEMO
Yes, probably	1	
Yes	2	
Don't Know/Not Sure	8	SKIP DEMO
Refused	9	SKIP DEMO

Q25

DO NOT READ OPTIONS, SELECT ALL THAT APPLY

Where did you see or hear those special efforts?

IWR Note: Probe until unproductive.

SKIP TO DEMO IF Q24=0,8,9

Choices

Banner	01
Bend 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
ODOT's variable message board (digital road sign)	10
Petition	11
Police officer (direct contact)	12
Posters	13
Radio	14

School events	15	
School or vendor reader board signs	16	
Witnessed more enforcement activity	17	
Local business message boards	18	
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

You text, you drive, you pay	1	
Caring so much about the place we choose to live	2	
Show love - drive attentively. April is Distracted Driving Month.	3	
ODOT's distracted driving crashed car	4	
Fire department's distracted driving crashed car	5	
Other (please specify)	7	O
Don't Know	8	X
Refused	9	X

Q28

READ OPTIONS 1-4; SELECT ALL THAT APPLY

You mentioned earlier you saw a message on an ODOT digital road sign (variable message board). Do you remember where you saw that?

SKIP +1 IF NOT(Q25=10)

Choices

US 97, (northbound) south of Madras	1	
US 97, (northbound) south of Bend (Rockinghorse Rd)	2	
US 97, (southbound) in La Pine, just south of First Street	3	
US 20, (westbound) west of Sisters	4	
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?

IWR NOTE: If R refuses to answer this question, try to get age category. Ask "Would you be willing to tell the general category that best fits your age?" Record RF for this question and put extra information in the IO Notes. Age categories are: 16-24, 25-34, 35-44, 45-64, 65 and older

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
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CELL1

READ OPTIONS 1-3

What types of phones does your household currently have...

IWR Notes: Landline can also be called Land Phone, Fixed-Line, or Main Line; include cordless home phones. 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. 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 represented in this study. We did not get this number from a list or your cell phone company, this number was randomly created.

SKIP +1 IF (NOT CELL1=2,8,9)

Choices

No	0
Yes	1

Other (please specify)	7	<input type="radio"/>
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 Alaskan 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	<input type="radio"/>
Don't Know	8	<input checked="" type="checkbox"/>
Refused	9	<input checked="" type="checkbox"/>

INCOME

READ OPTIONS 1-8 UNTIL STOPPED

Finally, what was your total annual household income in 2014? 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, are you male or female?

Choices	
Male	0
Female	1
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	<input type="radio"/>

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 with R, and answer next 4 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	SKIP /END
A Little	2	SKIP /END
Moderately	3	SKIP /END
Very	4	SKIP /END

SPECIAL STUDY INFORMATION

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: If you have any questions about this survey: Contact the Oregon Department of Transportation, Transportation Safety Division, Distracted Driving Program Manager, Kelly Kapri at 503-986-3293.

If you have questions about the validity of the study or the Survey Research Lab: Contact 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 www.srl.pdx.edu.

If you have 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 NOTES:

ODOT: Oregon Department of Transportation; Website: 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 Bend Oregon. 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 and 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, or public safety officers), are exempt from the hand-held 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.

Appendix B: Additional Comments

Additional Comments Provided by Respondents (unweighted n=78)

Anybody that uses a cell phone should get a ticket. We have the laws but don't enforce them.

Before the emphasis on outreach in April, I had gotten a speeding ticket. In the driver's training program, one of the things I learned was that you have to be stopped with the engine turned off in order to be considered not driving for the purposes of the law. It was very helpful to me.

Bend is a recreation community with a lot of tourists. Bicycles are allowed to drive two abreast or more in the bicycle lanes. I think that is extremely dangerous in this community. They often go over the lines.

Ever since they created that law, it seems like people still talk on their cell phones. I see it all the time.

I am concerned about when they legalize pot in Oregon and that being a distraction on the road for people. They need to do public education campaigns about that now.

I am glad you are doing it. I wish we could get rid of hand-held cell phone and texting use. It makes everyone unsafe in motor vehicles.

I can't imagine that it interrupts that much if you have a Bluetooth and also for certain businesses it would be very difficult to conduct business without being on the phone while driving.

I carry my cell phone with me for emergency purposes. I wish Oregon would enforce the law against talking on cell phones. You see people driving that think this doesn't apply to them. It applies to everybody. We survived just fine without cell phones. Now that we have them, respect them. Use them for their intended purposes. I think Oregon needs to actually enforce the law and educate people about the law.

I do believe in not text messaging while driving because it takes your mind off what you are doing. If you can talk on the cell phone and drive, I think you should be able to do that, as long as you do not have to take your eyes off the road. It is like talking to someone in the car. Are they going to ticket you for talking to someone or a mother who has kids in the back seat? Texting is like trying to read a book or map while driving.

I do know one person who was killed due to text messaging and another due to cell phone use in the car.

I do not appreciate people who are talking on cell phones and driving.

I don't know that advertising is really going to reach the people that text and talk on the phone while driving. I think it's a really important issue. I don't know anything that's going to help.

I don't like to be legislated. Things that I have to do, I would rather do on my own.

I don't think there's enough law enforcement to catch people texting or talking on their cell phones.

I encourage anything be done to help younger people not to use cell phones while driving, or anything else that is distracting.

I feel there's not enough done to stop the use of cell phones in vehicles. I see it often and I find it horrifying because it's so dangerous. I feel they're not ticketing anyone. The ticket should be huge because I feel like it's so rampant. Maybe they can come up with a disabler for the phones or another technological solution. The ticketing isn't working. My sisters and I were in an accident last year. The woman plowed into the back of our car. We know she was on her cell phone. She had a clear view and didn't even brake.

I fuss at my daughter when she calls me on her cell phone. She has a speaker and I still do not like it. I hear about accidents with people on their cell phones. It sounds great to pass a law, but it is one more thing for the police to do.

Additional Comments Provided by Respondents (unweighted n=78)

I have a 3 mile jogging loop I go on every afternoon at the round-about of 8th street and Butler Market Road in Bend, Oregon. I count how many people are on their cell phones daily, and note that there are at least 50% and most likely more of people talking on their cell phone or using their cell phone while driving through this round-about. I have had to face traffic while jogging in the bike lane because everyone is on their cell phone and she watches for them for her own safety. I see so many people on their phones, and I hope there will be more enforcement of laws talking on a cell phone in that particular area of Bend, Oregon.

I have tried to let ODOT know through email that sawdust and walnut tread tires work better than studded and could save the state millions of dollars.

I heard that you're actually driving more poorly than a drunk driver when you text, so that's why I don't do it.

I hope that texting and talking on the phone while driving can be eliminated as much as possible. My wife and I talk about this a lot. There is no reason to be driving and be distracted by electronics.

I hope this makes them more observant of people talking or texting and be able to enforce the law better.

I only see a car parked, stopped by the police.

I saw a car swerve into my lane one day. He corrected last minute, but that had to be text messaging or some sort of distraction. I see people talking on phones all the time. It is pretty scary. It would be nice if there was a way to stop it.

I see people texting and talking while driving. It is kind of scary. I have watched some close calls while texting.

I think cell phones are dangerous and that texting is absolutely ridiculous.

I think ODOT is not real popular because particularly in Bend, they are allowing the streets to fall apart. I bet they have a bond measure coming up to fix the streets. There has been road closure on Reed Market Rd. Why is it taking so long to fix one small road? I think ODOT is not doing themselves any favors by focusing on text messaging. They have not done a good job about communicating to the public about their projects. It is ongoing.

I think that the police force in Bend is seriously understaffed and I think that there's quite a few things that they could do to better it. I am really irritated with the **fact that the police aren't interested in** showing up when someone hits you in Oregon for damages of a thousand dollars or less. If I was in an accident in California or Colorado, the police would be right there. When I was in an accident, the police said **that they weren't going to do anything about it because the person who hit me didn't speak English.** I was just stunned.

I think the City police here in Bend do not enforce the cell phone laws. I work four days a week driving, and I see people making left hand turns in front of me while talking on cell phones. They **aren't paying attention. The police aren't doing anything and the enforcement is a joke. I see it every day.**

I think the survey is biased and that the questions are trying to lean people toward a certain answer. **I don't think this survey serves a purpose.**

I think there are too many young people driving around talking on their cell phones. I think it is blatantly snubbing the law. They are not getting caught or fined enough.

I think they could do a better job of educating new drivers through the high schools or wherever else about distracted driving. They don't do enough of that. They could show examples of what happens when you're talking on a cell phone and driving or texting and driving. My son is 16 and I feel that's an important demographic to hit.

I was driving and talking on the cell phone the whole time during the survey and I did not crash.

I wish law enforcement was harder on cell phone usage, because I have one or two close calls every week. People run stop signs, turn without looking, or drive erratically on the freeways.

Additional Comments Provided by Respondents (unweighted n=78)

I wish more would be done. The other day, we had a young lady texting while driving right by our house and she hit a truck. Her head was down and she nailed him. The **police officer's comment was, "People make mistakes." But that's not true. The research shows that if you're texting, you're likely to have more accidents.** That's why I say they don't enforce it as well as they should, and they should have a greater fine. There are a few people getting tickets, but today I counted 20 people on their phones in a mile, on the main routes. For that reason, I don't think the penalty is severe enough.

I wish that more people would obey the law, because it has killed a lot of people talking and texting on cell phones while driving. There was a picture of someone recently on Facebook, with someone who had a cell phone in their hand and their head was in the back seat. The car was half under a tractor trailer. Someone can pull off to the side of the road and make a call.

I wish the police would enforce the law.

I wish the police would enforce the no talking and texting law more because I see it every day.

I wish they would ask about all the potholes in town.

I wish they would crack down on cell phone use while driving. I think it is a horrible risk.

I wish they would enforce the cell phone laws, because I don't think they do. Maybe they're unenforceable, but I see people talking on their cell phones all the time. They ought to have sting locations, maybe in the traffic circles with a crew waiting down the road to pull them over. I've been tailgated by a person who I could see was texting or talking in my rearview mirror because they're looking down, driving four feet from my bumper. They could fund the whole Bend police department if they enforced the law.

I wish they would get stricter and write more tickets.

I wish they would give more tickets for people on cell phones.

I wish they'd teach more kids in high school that they shouldn't drive and talk on phones. I've got **neighbor kids. They are talking on phones and getting their driver's licenses, and I just think, oh my. I think that's the most important thing. And if they want to catch more people on their phones, they should have the police ride bicycles.** When I'm riding my bike, I see more people talking on phones **because they don't see me, because I'm on my bike and because I'm not a cop.**

I would like to see more enforcement. I see young people talking on their phones all the time.

I would love to see police watching people talk on telephones while driving and pull them over more. I would love to know how to turn people in for talking or texting on their cell phones while driving.

I would really like to see people stop **talking and texting while they're driving.** A lot of times I see almost near accidents because people are on the phone. People are not cautious.

I'd like to know that more tickets are handed out. I see people breaking the law text messaging and talking on their phone all the time.

I'd like to see them up the fines for distracted driving across the board.

I'm a member of various organizations, and people talking and driving comes up in a meeting at least once a month. It's very scary for our generation, old people get accused of being bad drivers but it's terrible out there.

I'm kind of disappointed and almost appalled at the amount of hand-held cell phone talking I see people doing while driving their cars and trucks. I think it's unbelievable that they're not being pulled over more.

I'm more conscientious about cell phone use because I have a 15-year-old son who's about to start driving and I want to be a good example.

I'm not at all pleased with the state of Oregon using GPS for taxation rather than a gas tax. It unnecessarily penalizes people who use electric cars, and we miss anybody coming in from out of state who is buying gas. That is if we go to 100 percent GPS use. I am in favor of a gas tax if that is what we need to do to fund the highways and bridges.

Additional Comments Provided by Respondents (unweighted n=78)

I'm really glad someone is looking into this and I wish someone would get ticketed. I noticed when the law came into effect, for about six months people were good, and since then you wouldn't even know there was a ban. Now nothing is happening.

It would be nice to stop people from texting and driving.

It's time to get rid of the 55 mile per hour speed limit, there are only 3 states that still have it. Here in Bend, we deserve a freeway to get to Portland or the valley. Bend is going to be landlocked. Traffic is terrible and they're not going to do anything about it.

I've seen advertisements for not texting or driving, and not drinking and driving, and they are so cheesy I think they are ineffective. I've seen them on the side of buses, but I cannot recall if I have seen them (since April). They have a good message but they are trying to be hip and it does not seem to work.

Our legislature needs to up police and fire protection money.

People should know what they're doing, and it's against the law. It was a good survey.

Please contact someone about the fact that nothing is being done about this type of cell phone activity. I am afraid to cross the street. You have to be so careful. If you don't make eye contact with a car coming, you don't know if they are texting.

Safety has increased dramatically for a number of reasons over the last several years, but that is being threatened by distraction.

Start early with education about this, in grade schools. Kids need to see what happens in crashes, like **old seat belt campaigns. You should not be able to access a phone unless it's hands-free**, the cell phone would actually not work. People should not talk on cell phones using their hands for any reason, **just pull over if it's an emergency. The question about seeing more police activity regarding cell phones and text messages is silly** because how am I supposed to know what they were pulled over for, I am just passing by. I think people under 21 should not be allowed to do anything on their phone in the car, period.

The biggest problem for distracted driving that we have in Oregon is lack of law enforcement, and I **mean county and city, not "state."** **That's the biggest problem with any kind of reckless driving.**

The biggest problem here driving, is people racing to beat the red light. It is pretty serious here. You never want to go when your light turns green due to the speeders.

The billboards on distracted driving I've seen are very good. It's a good thing to encourage safe driving, but a difficult thing to enforce. There are also good messages on TV.

The enforcement part of people driving while distracted is not there. I drove around today and saw half a dozen people driving with one hand, while using their cell phone. I would like to see more law enforcement.

The only reason I completed the survey was to stop the ongoing issue on University of Portland campus construction issue.

The survey makes me think about my own use and how I'm not perfect. Sometimes I look at texts while I'm driving, but most of the time I pull over or wait until I get to my destination.

There should be strict enforcement of people talking on cell phones and texting. I don't think it's currently enforced. When I drive around, I constantly see people talking on their cell phones and driving terribly. It's horrible.

They should ticket more, I see people with their phones in their laps constantly. I had to tell my wife to stop.

Additional Comments Provided by Respondents (unweighted n=78)

This sounds more like interest from the phone company than the transportation department. I think that there is personal information that was requested such as age, income, and ZIP codes, and with the phone number, that could assist someone who would want to do identity theft. The reason I bothered with this survey is that I was hoping it would pertain to the lack of public transportation in Bend, Oregon, but this was based more on cell phone usage.

Understanding and support the laws, do my best to abide by them. Only reason I would disobey in regards to company business. When I do make or answer and hand-held call, I try to take in safety of myself and others on the road. Try to be realistic, try to take the law and safety into account.

We all do the cell phone thing. We know we shouldn't, I guess we're just curious about who's on the other end of the line.

We desperately need traffic congestion studies in Bend. The city isn't doing a good job on that issue, and there are thousands of concerned residents because the city is growing so fast.

We drive 30 thousand miles a year.

We need better roads in Bend, due to potholes. We would like to see a law banning studded tires. I think they tear up the road year after year. They are not repaved often enough.

We need to make people more aware of the consequences of talking and texting on your phone.

When will the results be available for this project?

Appendix C: ODOT Project Materials

ODOT/Transportation Safety Division and Bend Police Department

2015 Distracted Driving High Visibility Enforcement Pilot

April 2015

Explanation

National Distracted Driving Month is April 2015.

In Oregon, from 2009-2013, 14 people were killed and 1,204 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 13,188 were injured in crashes involving any kind of distraction.

In May 2014, 9% of citations in Bend written were for operating a motor vehicle while using a cell phone.

Core Message

The Oregon Department of Transportation (ODOT) and the Bend Police Department is committed to improving safety on our state's roadways. ODOT and the Bend Police Department is launching this campaign to combat the growing trend of dangerous distracted driving behaviors in Oregon and nationally. This campaign will increase awareness of distracted driving laws with education, stepping-up enforcement and communicating the dangers of distracted driving.

Media

Target audience is adults 18-34 both men and women.

Bend Police Department
ODOT, Region 4
City of Bend
KTVZ TV
KB&W Radio
Bend Bulletin

Tips

- Focus ONLY on driving.
- 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.

2015 Bend Distracted Driving High Visibility Enforcement Timeline

<u>Date</u>	<u>Activity</u>
January 2015	Work with local judicial system to prepare
April 1-4, 2015	100 Car Observation Pre-survey (2-3 volunteers/locations, plain clothes. Baseline information collection.)
April 6-25, 2015	Media Messages: TV, radio, local businesses, agencies, newspaper, business and school reader boards and ODOT's variable message boards
April 21-25, 2015	Bend Police Department will conduct high visibility enforcement
April 27-30, 2015	100 Car Post-Survey/Observation (Using the same volunteers that conducted the Pre-Surveys for data collection consistency. 2-3 volunteers/locations, plain clothes.)
April 1-30, 2015	Document and analyze all survey results for release
April 27-30, 2015	Release post information, survey results, # of citations, etc.
April 30, 2015	Submit post information, survey results, # of citations, OT timesheets for project documentation and reimbursement

Contacts

Bend Police
City of Bend
ODOT
Local TV
Bend Metropolitan Planning Organization
Commute Options
Local Businesses
Schools
Fire Departments
KB&W Radio
Bend Bulletin

Links

<http://www.distraction.gov/>



OREGON DEPARTMENT OF TRANSPORTATION
Transportation Safety Division

GRANT PROJECT APPLICATION

Project No: DE-15-20-03 AAA

Project Name: Distracted Driving High Visibility Enforcement

Answer each question in the boxes provided. Answer each question completely and according to the instructions in *Italics*. All fields are required.

I. Project Description

This project is a Distracted Driving High Visibility Enforcement Pilot conducted by Bend Police Department in Bend, OR, a pre/post 100 car observation survey, and documentation of project specifics to serve as a model for others to use statewide and nationally.

NHTSA research indicates dedicated law enforcement over a specified period coupled with enforcement-based messaging can reduce observed electronic device use rates.

The project intent is to reduce the use of electronic devices while driving in Bend, Oregon.

Oregon is working with the national towards zero deaths initiative.

II. Problem Statement

- A. Describe the problem(s) this project will try to impact:
(Describe the problem(s) you intend to impact with this grant.)

In Oregon, from 2009-2013, 14 people were killed and 1,204 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 13,188 were injured in crashes involving any kind of distraction.

In May 2014, 9% of citations in Bend written were for operating a motor vehicle while using a cell phone.

- B. Provide summary data about the problem(s):
(Give summary data regarding the problem as it exists in your jurisdiction.)

Oregon Cell Phone Use Convictions ~ 2009-2013

YR	#
2009	14
2010	9,848
2011	16,643
2012	22,892
2013	21,520

Nationally, at any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving, a number that has held steady since 2010. (NOPUS) Drivers in their 20s make up 27 percent of the distracted drivers in fatal crashes. (NHTSA)

- C. List current activities and associated agencies already involved in solving the problem(s):
(Include all related activities and agencies involved. If you have a current project, list the objectives of that project and progress in achieving them.)

Portland State University (PSU) will conduct a message recall survey after the enforcement phase. PSU will tabulate, analyze and report results.

III. Objectives

(Describe quantifiable products or outcomes that address those problems identified in Section II that should result from the proposed activities. Normally at least three very specific objectives should be given and each should include beginning and ending date.

The following are examples:

“To increase safety belt usage in (funded jurisdiction) from 85% to 90% by September 30, 2004, with the use rate determined by conducting observed use surveys.”

“To reduce nighttime fatal and injury crashes occurring in (funded jurisdiction) by 20% from 60, the average for the 1998-2001 period, to 48 during the 12-month period starting October 1, 2003, and ending September 30, 2004.”

“To provide intensive probation supervision to a minimum of 30 additional persons convicted of DUII in (funded jurisdiction) by making at least three face-to-face contacts with each person weekly from October 1, 2003, through September 30, 2004.”

“To complete an evaluation by July 1, 2004, to determine if using photo radar will lead to a significant reduction in fatal and injury traffic crashes in that location.”

	Start Date	End Date	Objective
1.	3/01/15	4/30/15	Communicate with the community partners about the distracted driving high visibility enforcement prior to, and during enforcement actions.
2.	4/1/15	4/30/15	Complete 100 car surveys.
3.	4/6/15	4/11/15	Complete communications/media to notify public of upcoming enforcement.
4.	4/21/15	4/25/15	Complete distracted driving high visibility enforcement.

IV. Proposed Activities

A. Major Activities

(List major activities to be carried out to achieve objectives stated in Section III above. List the start and end date for each activity, and include in your description what will be done, who will do it, and who will be affected.)

	Start Date	End Date	Activity
1.	3/1/15	4/30/15	Communicate with the community about the distracted driving high visibility enforcement using several methods.
2.	4/1/15	4/4/15	Conduct 100 car observation pre-surveys.
3.	4/6/15	4/25/15	Communicate with the public; informing them of upcoming/ongoing enforcement.
4.	4/21/15	4/25/15	Conduct distracted driving high visibility enforcement.
5.	4/27/15	4/30/15	Conduct 100 car observation post-surveys.
6.	4/1/15	4/30/15	Collect pre and post observation surveys, report results to TSD.
7.	4/1/15	4/30/15	Develop documentation of the distracted driving high visibility enforcement effort for others to use statewide and nationally.
8.	4/27/15	4/30/15	Post enforcement press done to inform citizens of Bend about the outcome of the distracted driving high visibility enforcement.

Plans for sharing the project activities with others:

Different forms of communication/media will be used to inform/educate drivers in Bend about the distracted driving high visibility enforcement effort before and during the event.

After the event, the results will be shared with the community.

Upon completion, the project will be documented in such a way that other law enforcement agencies will be able to conduct a distracted driving high visibility enforcement in their communities without grant money. This will be shared statewide and nationally.

B. Coordination

(List the groups and agencies with which you will be cooperating to complete the activities of the project. Explain how you will be working together. In those projects not requiring the involvement of other agencies, a statement justifying the ability of the applicant to carry out the project independently should be included.)

Is coordination with outside agencies or groups required? If **yes**, check here:

1) If you checked the box above, please fill in the following. Otherwise skip to item 2) below:

Name/role of groups and agencies involved:

N/A

2) Fill this if you did not check the box above:

Ability to complete the project independently:

Bend Police Department and volunteers will be able to complete this project independently.

C. Continuation

Plans to continue the project activities after funding ceases:

This project is planned for April 2015 only. Although after completing the project, it could be repeated using the same model.

V. Evaluation Plan

A. Evaluation Questions

(You will be reporting on your objectives in your Project Evaluation. At a minimum each objective should be rephrased as an evaluation question. For example, what percentage of the public in (funded jurisdiction) wears a safety belt? What percentage increase is this? Add questions that demonstrate expected or potential impact of the project on the state or jurisdiction's traffic safety environment. Avoid yes/no evaluation questions.)

	Evaluation Question
1.	Were other community key players informed about the distracted driving high visibility enforcement prior to the event?
2.	Was the 100 car observation pre-survey completed prior to communications with public?
3.	Was the community of Bend effectively informed about the event before, during and after?
4.	What methods of communication/media were used?
5.	Was the high visibility enforcement conducted as planned?
6.	How many citations were issued as a result of the enforcement?
7.	How many hours of overtime was used to conduct the enforcement? Dates and times?
8.	Was the 100 car observation post-survey completed?

9.	Were pre and post-survey results sent to TSD?
10.	Was this project documented as required for others' use statewide and nationally?
11.	Was the community of Bend informed of the results from the high visibility enforcement effort?
12.	What methods of communication/media were used to relay results to the community?

B. Data Requirements

1. Data to be collected: The Data Table presented as Exhibit A will be submitted with required quarterly reports.

2. Data System

Describe how the data will be collected, stored, and tabulated:

100 car pre and post surveys will be conducted. Survey results will be reported to TSD. This will include the number of citations, beyond the traffic ticket info (felons apprehended, DUII, etc.).

C. Evaluation Design

Describe how the data will be analyzed:

The results of the 100 car observation pre-survey will be compared to the 100 car observation post-survey results.

D. Project Evaluation Preparation

A Project Evaluation Report will be submitted to TSD following the requirements given in the Agreements and Assurances.

VI. Grant Project Budget Summary

A. List of major budget items:

Overtime enforcement: 40 hours x \$88.21 = \$3,528.40 Match amount: \$915.64

B. Budget Allotment

The agency named in this document hereby applies for \$3,528.40 in Transportation Safety funds to be matched with \$915.64 in funds from source Bend Police Department to carry out a traffic safety project described in this document.

VII. Budget and Cost Sharing

(Complete Form 737-1003 Budget and Cost Sharing. You may attach one page to explain specific requests. If you are applying for a multiple-year grant, you must include a separate budget for each year for which you are requesting funding.)

VIII. Agreements and Assurances

(READ, sign and attach to the grant project application.)

IX. Approval Signatures

I have read and understand the Agreements and Assurances stipulating the conditions under which the funds for which are being applied will be available and can be utilized. **The agency named in this document is prepared to become a recipient of the funds should the grant funds be awarded.**

A. Agency Information

Agency Name*: _____
Street Address: _____
City: _____
State: _____
Zip: _____

B. Project Director

First Name: _____ Last Name: _____
Title: _____ Email: _____
Phone: _____ Fax: _____
Street Address: _____
City: _____
State: _____
Zip: _____

Signature: _____ Date: _____

C. Authorizing Official of Agency Completing Application

First Name: _____ Last Name: _____
Title: _____ Email: _____
Phone: _____ Fax: _____
Street Address: _____
City: _____
State: _____
Zip: _____

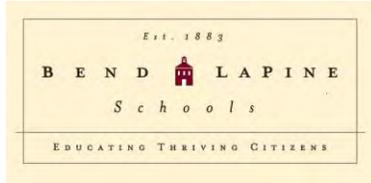
Signature: _____ Date: _____

*Non-profit agencies must submit proof of exempt status under Code Sec. 501(c)(3)

Mail signed copies to: Oregon Dept. of Transportation
Transportation Safety Division
4040 Fairview Industrial Drive SE - MS 3
Salem, OR 97302-1142

Email completed electronic copy to your TSD Program Manager.

NEWS RELEASE



Date: April 15, 2015

From: Anne Aurand (or Justin,
Community Relations Manager
541-388-5573, aurand@bendoregon.gov

Contact: Clint Burleigh
Title: Lieutenant, Bend Police Department
541-322-2978, cburleigh@bendoregon.gov

Oregonians are buckling up! In 2012, Oregon Department of Transportation (ODOT) reported that more than 98 percent of us wear safety belts.

We can make distracted driving a similar success story.

This April is Distracted Driving Awareness Month and the City of Bend Police and Fire Departments are partnering with ODOT and the Bend La Pine Schools in making the community of Bend aware of the dangers of driving while distracted.

Any activity that diverts a person's attention away from the primary task of driving is dangerous. A Virginia Tech Transportation Institute study revealed that physically dialing a phone while driving increases the risk of a crash as much as six times. Texting is riskier still, increasing the collision risk by 23 times.

In Oregon, you cannot use a handheld mobile communications device while driving. You cannot text while driving. Nine out of 10 drivers support laws that ban texting while driving.

About 90 percent of passengers say they feel very unsafe when their drivers are talking on a hand-held cell phone, texting or e-mailing while driving. And surveys note that more than 60 percent of friends and family members speak out. These passengers are using their influence to steer others towards responsible driving habits. Speaking up could save a life.

What is being done?

In May 2014, 9 percent of citations written in Bend were for operating a vehicle while using a cell phone. In Oregon cell phone use convictions increased from 14 in 2009 to 21,520 in 2013.

Bend La Pine Schools and the Bend Fire Department raise awareness of distracted driving by displaying a vehicle that has been involved in a distracted driving crash to inform the public of the dangers that do exist when driving while distracted.

The City of Bend Police Department, with funding and participation from ODOT, will be enhancing patrols specifically aimed at curbing distracted driving April 21 through April 25.

Tonight, April 15 at 7 p.m. at the Bend City Council Meeting, the City of Bend Police Department will be asking the Council to issue a proclamation to declare April as Distracted Driving Awareness Month. The High Desert Advocates will accept the proclamation on behalf of the Bend Police Department.

The fight to end distracted driving starts with you. Make the commitment to drive phone-free today.

Pledge to:

- Protect lives by never texting or talking on the phone while driving.
- Be a good passenger and speak out if the driver in my car is distracted.
- Encourage my friends and family to drive phone-free.

Attached are links to websites with more information about the dangers of distracted driving:

<http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-awareness-month.aspx>

<http://www.distraction.gov/es/index.html>

DATE	ACTIVITY		MATCH
4/2/2015	KNBW Radio		45 Minutes
4/8/2015	Mt. View HS website, poster in front hallway & Marquee sign	http://www.bend.k12.or.us/education/components/scrapbook/default.php?sectionid=96	
4/10/2015	Bend High School & Summit High School posters & Highland Elementary's Marquee		
4/9/2015	KTVZ	http://m.ktvz.com/news/distracted-driving-crackdown/32293520	40 Minutes
4/15/2015	Bend City Council (Video @ 01:34:20)	http://www.bend.or.us/index.aspx?page=470	1.5 Hours
4/15/2015	Joint Press Release	http://www.ci.bend.or.us/index.aspx?page=29&recordid=1409	1.5 Hours
4/16/2015	KSJJ Radio		5 minutes
5/6/2015	Post Press Release & 2 media contacts		1 Hour
TOTAL			5.5 Hours



DISTRACTED DRIVING AWARENESS MONTH

CARING SO MUCH ABOUT THE PLACE WE
CHOOSE TO LIVE

PRESENTED BY:
CRYSTAL NELSON AND ROBIN LEWIS

DISTRACTED DRIVING AWARENESS MONTH

TARGET AUDIENCE

- Teen drivers
- Adult drivers
- People who walk and bike

METHOD OF CONTACT

- News
- Banners
- School board signs
- Newspaper
- Social Media

MESSAGE

- Join the National Safety Council this April
- Stop using cell phones while driving
- Inform those who call while driving that you will call them back when you're done driving
- "Caring so much about the place we choose to live"
- Share what you know about the dangers of cell phone distracted driving

FACTS

- According to ODOT crash data, 93 people died on Oregon roads between 2006 and 2011 and there were over 18,000 collisions due to distracted driving.
- 2008 – 2012, eight pedestrians and one bicyclist were killed in crashes when they were distracted while walking or biking.
- One study has equated texting on a cell phone equivalent to driving drunk
- 27 percent of young drivers changed clothes or shoes while driving, and some worked on homework

PROMISING SPONSORS

- Bend La-Pine Schools
- BMPO
- City of Bend
- Commute Options
- High Desert Advocates
- KTVZ
- Nation Safety Council
- ODOT
- OSU

REFERENCES

- <http://bikeportland.org/2014/09/17/legislators-take-distracted-driving-pledge-in-salem-111035>
- <http://oregonstate.edu/ua/ncs/archives/2015/mar/%E2%80%9Cdistracted-driving%E2%80%9D-all-time-high-new-approaches-needed>
- <http://oregonstate.edu/ehs/april-national-distracted-driving-awareness-month>
- <http://www.oregon.gov/ODOT/COMM/Pages/nr14032401.aspx>

QUICK LINKS

- <http://www.distracted.gov/>
- <http://www.oregoninjurylawyerblog.com/category/motor-vehicle-accidents/distracted-driving>
- <http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-awareness-month.aspx>

CONTACTS

RESOLUTION NO. _____

**A RESOLUTION ADOPTING APRIL AS
DISTRACTED DRIVING AWARENESS MONTH**

WHEREAS: The City of Bend holds the health and safety of its citizens paramount; and

WHEREAS: The citizens of Bend care deeply about their friends and families; and

WHEREAS: According to crash data for Oregon, 93 people died and over 18,000 collisions were caused by distracted driving between 2006 and 2011; and

WHEREAS: Distracted driving occurs when drivers engage in activities that divert their attention from other road users (activities such as texting, talking on a cell phone, fiddling with the radio, and interacting with passengers); and

WHEREAS: Oregon has both a handheld ban and texting while driving ban; and

WHEREAS: Most drivers in Bend have already established the habit of turning off their mobile devices while driving; and

WHEREAS: A month dedicated to Distracted Driving programs and activities will help Bend create a supportive culture among our families and peers to encourage all drivers to establish full-attention driving habits.

**BASED ON THESE FINDINGS, THE CITY COUNCIL OF THE CITY OF BEND
RESOLVES AS FOLLOWS:**

1. The Bend City Council is committed to participating in this Distracted Driver Awareness Education Campaign, and fully endorses the month of April as "Distracted Driver Awareness Month."
2. The City of Bend is committed to establishing a strong culture of personal responsibility and a cultural norm of driving habits which increase safety of all road users.

ADOPTED by roll call vote by the City Council and approved by the Mayor on this ____ day of April, 2015.

Yes: _____

No: _____

Jim Clinton, Mayor

ATTEST:

Robyn Christie, City Recorder

APPROVED as to form:

Mary Winters, City Attorney

Petition to Adopt April as “Distracted Driving Awareness Month”

PETITION SUMMARY AND BACKGROUND:

Distracted driving occurs when drivers engage in activities that divert their attention from the road and their primary task of driving. The reality that people will continue to die on the nation's roadways until they change their driving behavior means that public education campaigns such as those provided by the National Safety Council are critical to ensure the safety of all citizens.

ACTION PETITIONED FOR:

We, the undersigned, are concerned citizens who urge our leaders to act now to adopt April as “Distracted Driving Awareness Month.”

Company

Printed Name/TITLE

Signature

Address

Date

March 20, 2015

Julianne Repman
520 NW Wall St.
Bend, OR 97701

Via Email:
julianne.repman@bend.k12.or.us



GROWTH MANAGEMENT
709 NW WALL STREET
PO Box 431
BEND, OR 97701
[541] 388-5505 TEL
[541] 385-6676 FAX
BENDOREGON.GOV

Dear Ms. Repman,

I have been informed that the Bend – LaPine school district may like to participate in our efforts to make April “Distracted Driving Awareness Month.” It would be encouraging to see our young students and teen drivers participate by putting up banners or simply changing some of the marquis to say “Show love – drive attentively. April is Distracted Driving Month.”

JIM CLINTON
Mayor

I have attached additional information for you to review. Should the Bend-LaPine School district be interested in participating, I have attached a Petition for signature to be presented to the Bend City Council in mid-April.

SALLY RUSSELL
Mayor Pro Tem

VICTOR CHUDOWSKY
City Councilor

I anticipate hearing back from you soon.

DOUG KNIGHT
City Councilor

Thank you.

NATHAN BODDIE
City Councilor

CASEY ROATS
City Councilor

Crystal Nelson
Administrator
541-323-8514

BARB CAMPBELL
City Councilor

ERIC KING
City Manager



NEWS RELEASE

Bend Police Department



Date: May 6th, 2015

Date & Time of Incident: April 21st through April 25th

Type of Incident: Distracted Driving Enforcement results

Location of Incident: City of Bend

April was National Distracted Driving month and the Bend Police Department, Bend-La Pine Schools, Oregon Department of Transportation, Bend Fire Department and several departments within the City of Bend made substantial efforts increasing public awareness of the dangers in distracted driving.

During the days for April 21st through April 25th, the City of Bend Police Department focused on enforcement and education of drivers driving distracted, specifically drivers using mobile devices while operating their vehicles.

The Bend Police Department, through a grant from the Oregon Department of Transportation, had officers spend 59.5 hours specifically on enforcement of distracted driving. This time consisted of 40 hours of overtime and 19.5 hours of regular time during April 21st through April 25th. During the enforcement activity the following citations and warnings were issued (*please see page 2*):



*Bend Police Department
Citation / Warning Breakdowns
2015 Distracted Driving High Visibility Enforcement Pilot*

April 2015

Violation	Citation	Warning
Careless Driving		1
Cell Phone Use	72	15
DWS	3	
Fail to Register	1	
Following too Close	1	
Impound	2	
Improper Right Turn	1	
No OP	1	
No Insurance	5	1
Safety Belt Violation	8	1
Speeding	5	7
TCD	5	
Other	11	31
Felony Arrest	1	
Misd. Arrest	1	
Total Violations	117	56

The information provided above is a breakdown of **ALL** activity that occurred during the 2015 Distracted Driving High Visibility Enforcement Project period (April 21-25, 2015). This data was extracted for the overtime days worked and the regular match time.

100 Vehicle Observation Pre & Post Survey Results

April 3, 2015: 100 Vehicle Pre-survey: 5% of drivers were observed using cell phones.

April 21-25, 2015: High Visibility Enforcement throughout Bend

April 27, 2015: 100 Vehicle Post-survey: 4% of drivers were observed using cell phones, a 1% decrease.

Locations surveyed:

MVHS – 27th (Northbound Only)

NE Greenwood / 8th (Westbound Only)

NW Franklin / Wall (Eastbound Only)





COUNSELING
OFFICE

U DRIVE. U TEXT.
U PRAY
April 10-15, 2015

U DRIVE. U TEXT.
U PRAY

STUDENT SERVICES





U DRIVE
U TEXT
U PAY

MCKINLEY
ROUTE DRIVE
NEXT LEFT
BARCLAY DRIVE
NEXT RIGHT





RECEIVED
MAY 18 2015

Project Evaluation Report

Project No: DE-15-20-03 AAA
Project Name: Distracted Driving High Visibility Enforcement
Agency: Bend Police Department
Project Director: Lt. Clint Burleigh TSO
Project Manager: Kelly Kapri
Date of Report: May 6, 2015

POSTED
4/11/15

Summary of Project: Distracted Driving High Visibility Enforcement

List of the problem(s) impacted:

The need for additional distracted driving enforcement on our roadways and community education to promote compliance with traffic laws and provide a safer community for our citizens.

Project's major activities:

Distracted Driving enforcement.
Media campaign.
Completion of 100 car pre-and post-surveys.

Accomplishments as they relate to the objectives:

Lt. Burleigh worked with multiple community partners to create and present to the Bend City Council a proposal to adopt April as Distracted Driving Awareness Month. Lt. Burleigh's media contacts included working with other City of Bend Departments to construct a City Council Declaration, Distracted Driving posters at three local high schools, school marquee signage, radio appearances and issued 2_ press releases. Lt. Burleigh conducted 5.5 hours of media outreach dedicated to this campaign, exceeding the 2 hours originally anticipated.

On April 3, 2015, Bend PD volunteers completed the 100 car observation pre-surveys at three different locations: 1-Mt. View High School (27th northbound only); 2-NW Franklin/Wall (eastbound), and 3-NE Greenwood/8th (westbound). On April 27, 2015, Bend PD volunteers completed the 100 car observation pre-surveys at the same three locations as the pre-surveys.

Our agency was able to expend all funding for overtime related to distracted driving enforcement occurring April 21-24. We also provided 19.5 hours of straight time focused on distracted driving enforcement as part of our match. These overtime and straight time distracted driving enforcement shifts resulted in a total of 117 citations and 56 warnings issued (please see attachment for violation breakdown).

Bend PD provided \$1,479.55 in staff and volunteer time to this project. Exceeding our required match by \$563.91

Strengths and weaknesses of the implementation process:

Strengths = Communication between all community partners was productive.
Making the community aware of the event and the safety outcomes of not driving distracted.
Organization between work groups within the Bend Police Department to accomplish tasks.

Weaknesses = Communication/understanding of timeline and objectives between stakeholders prior to grant start.
Clarity of original mission and timeframes for tasks to be completed.

Cost Summary:

Amount paid by TSO: \$3,528.40

Amount paid by Agency: \$1,479.55

Final Evaluation:

Evaluation questions:

1. Were other community key players informed about the distracted driving high visibility enforcement prior to the event?
Yes they were. Several members of our Traffic Safety Advisory Committee (citizen/government committee) were advised of the entire timeline. Prior to the event media, schools and City Council were advised of the event.
2. Was the 100 car observation pre-survey completed prior to communications with public?
Yes, the surveys were completed on April 3, 2015 at three different locations.
3. Was the community of Bend effectively informed about the event before, during and after?
Yes, along with media outreach before and after, several groups (see above #1) were notified. More media could have been completed the week of the event.
4. What methods of communication/media were used?
Radio, print, tv, city council, school hallways/marquees
5. Was the high visibility enforcement conducted as planned?
Yes, the enforcement occurred April 21-25th.
6. How many citations were issued as a result of the enforcement?
Please see attachment for a breakdown of all citations and warnings issued during the enforcement.
7. How many hours of overtime were used to conduct the enforcement? Dates and times?
Please see attachments.
8. Was the 100 car observation post-survey completed?
Yes, the surveys were completed on April 27, 2015 at same three locations as the pre-surveys.

9. Were pre and post-survey results sent to TSD?

Yes, please see attachments.

10. Was this project documented as required for others' use statewide and nationally?

Yes.

11. Was the community of Bend informed of the results from the high visibility enforcement effort?

Yes they were, via mass press release and radio interview.

12. What methods of communication/media were used to relay results to the community?

Emailed press release and radio interview. Also through local TV website.

Signature

Date



NEWS RELEASE

Bend Police Department



Date: June 22, 2015

Date & Time of Incident: June 22nd through June 24th

Type of Incident: ODOT Distracted Driving Enforcement Survey

Location of Incident: City of Bend

April was National Distracted Driving month and the Bend Police Department, Bend-La Pine Schools, Oregon Department of Transportation, Bend Fire Department and several departments within the City of Bend made substantial efforts increasing public awareness of the dangers in distracted driving.

During the days for April 21st through April 25th, the City of Bend Police Department focused on enforcement and education of drivers driving distracted, specifically drivers using mobile devices while operating their vehicles.

We have been collaborating with ODOT's Transportation Safety Division to learn about driving habits in Bend. ODOT is working with Portland State University in an attempt to reach drivers in the Bend Oregon area to discuss their driving habits to finish this project. If you receive a phone call, please consider participating in this survey. This survey is completely anonymous and the findings from the survey will help ODOT develop better program and campaigns to reduce distracted driving and promote increased safety on Oregon roadways.

Calls will be made through Wednesday evening, June 24, 2015.

Date/Time Prepared: 9/1/2015 **Prepared By:** Lieutenant Clint Burleigh

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Tuesday, June 23, 2015 6:39 am

advertisement

Bend PD: ODOT conducting distracted-driving survey

Goal: Develop better campaigns to target problem

From KTVZ.COM news sources

POSTED: 8:32 PM PDT June 22, 2015
UPDATED: 8:32 PM PDT June 22, 2015

Tweet 2 8+1 0



BEND, Ore. - If you live in Bend and get a survey call the next couple of days asking about your driving habits – like whether and how often you use a cellphone while driving – it’s not a scam, police said Monday.

MORE FROM KTVZ.COM

[Bend 2030, city launch online gas tax survey](#)

[Crook County fatality identified as NE Oregon man](#)

[Vancouver, Wash., teacher arrested in voyeurism case](#)

[Wash. driver cited in Portland I-5 crash that killed child](#)

[NeighborImpact Head Start still has openings](#)

Bend police Lt. Clint Burleigh said the department has been collaborating with ODOT’s Transportation Safety Division to learn more about driving habits in Bend.

ODOT is working with Portland State University to reach drivers who are willing to discuss their driving habits. The calls began Monday and will continue through Wednesday evening.

“If you receive a phone call, please consider participating in this survey,” Burleigh said in a news release.

He noted that it “is completely anonymous, and the findings from the survey will help ODOT develop better programs and campaigns to reduce distracted driving and promote increased safety on Oregon roadways.”

Bend police conducted a distracted driving enforcement and education campaign April 21-25 during National Distracted Driving Months. Bend-La Pine Schools and several city of Bend departments, including the Fire Department, “made substantial efforts increasing public awareness of the dangers in distracted driving,” Burleigh said.

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