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RESEARCH REPORT

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**RP 259**

# Evaluation of Interventions to Reduce Distracted Driving in Idaho

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Center for Health and Safety Culture

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16. Abstract

The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as engaging in any activities that take the driver's attention away from the task of driving. In Idaho, distracted driving was a contributing factor in about one in five (21 percent) of all fatal crashes and more than one quarter (27 percent) of all crashes involving serious injuries between 2014 and 2018. The Office of Highway Safety of the Idaho Transportation Department launched a multi-year project to reduce distracted driving in 2016. The project began by gathering baseline data about people's beliefs and behaviors regarding distracted driving. A media campaign was developed and implemented statewide. Additionally, a workplace participated in a pilot project. Comparisons of survey responses of adults in Idaho before and after the media campaign showed no statistically significant changes in beliefs or behaviors. Comparisons in responses to surveys in the workplace showed some statistically significant changes in beliefs and behaviors among employees.


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Each research project is overseen by a technical advisory committee (TAC), which is led by an ITD project sponsor and project manager. The Technical Advisory Committee (TAC) is responsible for monitoring project progress, reviewing deliverables, ensuring that study objectives are met, and facilitating implementation of research recommendations, as appropriate. ITD's Research Program Manager appreciates the work of the following TAC members in guiding this research study.

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# Executive Summary

The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as engaging in any activities that take the driver's attention away from the task of driving.[1] In Idaho, distracted driving was a contributing factor in about one in five (21 percent) of all fatal crashes and more than one quarter (27 percent) of all crashes involving serious injuries between 2014 and 2018.[2]

The Office of Highway Safety of the Idaho Transportation Department (ITD) launched a multi-year project to reduce distracted driving in 2016. The project began by gathering baseline data about beliefs and behaviors among the general population of adults in Idaho regarding distracted driving by surveying a random sample of households. The survey was developed based on a comprehensive behavioral model. The survey focused on five distracted driving behaviors: having a conversation on a cell phone while holding it in your hand; having a conversation on a cell phone without holding it ("hands free"); typing or reading on a cell phone (e.g., "texting"); eating food; and attending to children in the back seat. The survey revealed

- that most people did not regularly engage in these distracting driving;
- that while many people recognized these behaviors as dangerous, some did not (people's attitudes about whether these behaviors were dangerous were associated with their behavior);
- that most people in Idaho agreed that people should not engage in these distracting behaviors;
- while most people felt they were in control of their decisions to engage in distracting behaviors, some did not;
- that individuals who reported having family rules or workplace policies reported lower levels of distracted driving; and
- that most people agreed people should intervene to stop a driver from engaging in distracting behaviors (although many did not feel comfortable intervening).

A media campaign called "Shift Engaged Driving" was developed and implemented statewide. The campaign included four videos, radio messages, and a website showing several different characters (a logger, a young adult, a mother, and utility worker) narrating how they shifted their thinking about distracted driving to engaged driving. The core taglines included "Drive Well Idaho," "Driving in the Moment Free from Distractions," "In my Idaho, we drive well," and "Shift the Conversation."
The survey of the general population was repeated in 2019, and the self-reported behaviors and beliefs about distracted driving were compared to the responses before the campaign.

Additionally, a workplace participated in a pilot project. Surveys of a convenience sample of employees in two groups (a control and an intervention group) were completed in 2017. Representatives of ITD interviewed employees at the workplace. These interviews formed the basis of the workplace intervention. Follow-up surveys of employees were completed in 2020.

The survey of adults in Idaho showed no statistically significant changes in beliefs or behaviors between 2016 and 2019. This may have been because the campaign was so new. Most people reported never hearing of the SHIFT Campaign (males 74 percent, females 81 percent). Only 15 percent of males and 11

percent of females reported hearing of the campaign three or more times in the past 12 months. Public health campaigns often take time to change beliefs and behaviors.

The follow-up surveys in the workplace showed some statistically significant changes in beliefs among the control and intervention groups. There were no statistically significant changes in behaviors among the control group. The intervention group reported a statistically significant decrease in engagement in hands-free cell phone conversations (one of four distracting behaviors assessed on the survey). The size of the effect was small.

The following are recommendations to improve effectiveness of the statewide campaign.

- Increase dosage. Campaigns should reach a significant portion of the population with several messages repeated over time. Without enough dosage, campaigns may have little to no impact. The Center for Health and Safety Culture seeks to reach 80 percent of the population with messages that occur regularly (typically monthly) for two to three years.

- Base messages on a theoretical framework or behavioral model. Messages should seek to change beliefs shown to be associated with the target behaviors. Specifically, we would recommend that messages include information about
    - the dangers of distracted driving without trying to scare the public (e.g., "even simple distractions like talking on your phone or eating while driving increase the likelihood of being in a crash");
    - the fact that many people recognize these behaviors as dangerous thus seeking to normalize this attitude among those who may not believe these behaviors to be dangerous (e.g., "most people in Idaho agree that driving distracted is dangerous");
    - the fact that most people agree that people should not engage in these distracting behaviors (e.g., "most people in Idaho agree that people should not do things while driving that can distract them");
    - the fact that most people do not regularly engage in these behaviors (e.g., "most people in Idaho avoid distractions while driving");
    - the importance of creating family rules about never driving distracted (e.g., "take steps to protect those you care about by establishing family rules about always avoiding distractions while driving");
    - the importance of establishing, educating on, and enforcing workplace rules about distracted driving, and
    - the fact that most people agree people should intervene to stop a driver from engaging in distracting behaviors and what intervening can look like (e.g., "most Idaho adults agree that people should speak up to remind drivers to stay fully engaged while driving – saying things like, 'hey, let's stay fully engaged on driving – that can wait'").

- Pilot test campaigns on a small scale using a control group for comparison. This design allows for the impact of messages to be tested while controlling for effects outside of the campaign. A pilot test allows for messages to be changed before going to full-scale deployment.

- Research has shown that workplace interventions can improve traffic safety. There is modest evidence that the workplace intervention changed behavior. However, because the intervention only involved a few interviews of staff, it is unclear how this resulted in the changes measured.

Gaining a deeper understanding of the source of the change will promote greater impact in the future.

- Expand the focus of the intervention beyond cell phone use as other distracting behaviors are dangerous as well (such as reaching for an object in the vehicle, etc.).
- Increase focus on intervening with others to strengthen the impact. Provide training that includes sample language to use and allows people to even practice using that language.

# Chapter 1
# Introduction

The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as engaging in any activities that take the driver's attention away from the task of driving.[(1)] In Idaho, distracted driving was a contributing factor in about one in five (21 percent) of all fatal crashes and more than one quarter (27 percent) of all crashes involving serious injuries between 2014 and 2018.[(2)]

This report summarizes an evaluation conducted of two interventions to reduce distracted driving in Idaho: Idaho's SHIFT Campaign and a workplace program implemented at one workplace. The Center for Health and Safety Culture developed a behavioral model identifying beliefs that predicted five general distracted driving behaviors:

- having a conversation on a hand-held cell phone,
- having a conversation on a cell phone hands free,
- reading or typing on a cell phone,
- eating, and
- attending to children in the back seat.

A random sample of adults in Idaho completed surveys in 2016. The SHIFT Campaign was then developed and implemented in Idaho by the Highway Safety Office. Surveys were repeated in 2019, and changes in responses were assessed to reveal the impact.

A similar survey was used in an Idaho workplace (the survey did not assess attending to children in the back seat). The workplace, a large utility company, conducted the survey among workers in multiple offices. Some offices received a program to reduce distracted driving (these offices are called the intervention group), and other offices conducted business as usual (the control group). Changes in beliefs and behaviors among the control and intervention group were assessed.

This report describes the survey instruments and the general characteristics of the sets of data used; summarizes the changes in campaign awareness, beliefs, and behaviors for adults in Idaho and in the two workplace groups; and concludes with recommendations.

# Chapter 2
# Summary of Project Activities

## Overview

This chapter describes the surveys used to measure beliefs and behaviors associated with distracted driving among adults in Idaho and in the workplace. It describes the samples collected and the internal reliability of the scales for each component of the behavioral model. It also includes a brief summary of the messages from the SHIFT Campaign – the intervention used across the state.

This chapter has three sections: pre-intervention surveys, summary of the interventions, and post-intervention surveys. In each section, the activities with adults (i.e., the community survey) and workplaces are discussed separately.

## Pre-Intervention Surveys

Pre-intervention surveys informed guidance for messages used in the intervention and established the baseline for the evaluation. The questions on the survey measured key constructs represented by a behavioral model based on the theory of reasoned action,[3] the prototype willingness model,[4] and the role of values.[5,6] The behavioral model predicted distracted driving behaviors and intervening to stop others from distracted driving (Figure 1).

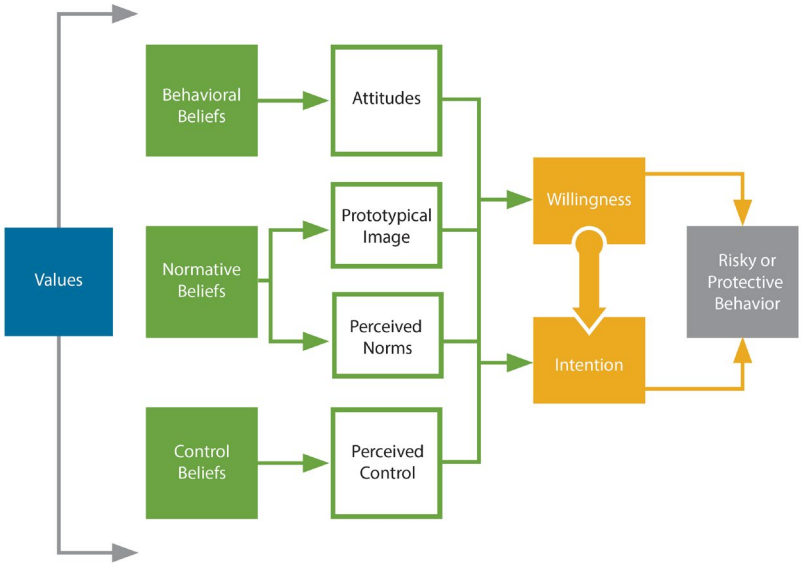



**Figure 1. Behavioral Model**

This section summarizes the questions used on the survey. Table 1 summarizes the definitions of the components in the behavioral model. When possible, multiple questions were used to assess each component. A review of published literature guided the development of the questions. The subsequent

sections describe the questions used for each component of the survey (see Appendix A for the complete survey).

**Table 1. Definitions of Components Used in Behavioral Model**

| | |
|---|---|
| Values | Ideals to which we aspire that define the goals for our behavioral choices and direct the formation of our belief systems (e.g., "I must protect my family," "I desire a life without stress"). |
| Behavioral Beliefs | Expectations about the physical and social consequences of a behavior (e.g., "If I speed, I will likely get an expensive fine," "If I drink and drive, my friends will exclude me"). |
| Attitudes | Subjective evaluation of an object or behavior in terms of emotional reaction (e.g., "Speeding is exciting") and perceived utility (e.g., "Seat belts are useless"). |
| Normative Beliefs | Beliefs about what behaviors are most common in a group (e.g., "All my friends speed") and what important people in that group expect (e.g., "My parents expect me to wear a seat belt"). |
| Perceived Norms | The behavior believed to be common and expected in a given context (e.g., wearing a seat belt when driving with parents). |
| Prototypical Image | The stereotype of people perceived to typically engage (or not engage) in the behavior (e.g., "People who speed are cool"). |
| Control Beliefs | Beliefs about an individual's ability to engage or not engage in the behavior based on factors that are either internal or external to oneself (e.g., "Crashes are determined by fate," "I am comfortable not speeding even if everyone around me is"). |
| Perceived Control | Perception of our ability to determine our own behaviors (e.g., "I can choose my own speed in traffic"). |
| Intention | The deliberate decision to commit a behavior in an anticipated situation (e.g., "I intend to wear my seat belt every time I am in a vehicle"). |
| Willingness | The predisposition to commit a behavior if an unexpected situation arises (e.g., "I am more willing to speed if everyone else around me is speeding"). |

## Community Survey

### *Distracted Driving Behavioral Model*

The behavioral model focused on five common distracting behaviors: having a conversation on a cell phone while holding it in your hand; having a conversation on a cell phone without holding it ("hands free"); typing or reading on a cell phone (e.g., "texting"); eating food; and attending to children in the back seat. To keep the survey shorter, willingness, intention, prototypical image, and behavioral beliefs about engaging in distracted driving behaviors were not measured.

Engagement in distracted driving behaviors was measured using five questions: "Thinking back over the past 30 days, while driving, how often have you: had a conversation on a cell phone while holding it in your hand; had a conversation on a cell phone without holding it ('hands free'); typed or read on a cell phone; had food to eat; and attended to children in the back seat?" The respondents had seven choices: "never," "rarely," "occasionally," "sometimes," "frequently," "almost always," and "every time I drive."

Attitudes were measured by asking respondents to imagine they were a passenger in a vehicle and then asking them how they would feel (dangerous or safe) if the driver engaged in each of the five distracting behaviors. Respondents had seven choices ranging from "1= It would feel dangerous" to "4= Neutral" to "7= It would feel safe."

Perceived injunctive norms were measured using four different questions – each examining beliefs about the five distracted driving behaviors. The first question asked if they would feel it was unacceptable or acceptable if they were a passenger and the driver engaged in each of the distracting behaviors. Respondents had seven choices ranging from "1= It would feel unacceptable" to "4= Neutral" to "7= It would feel acceptable."

The second perceived injunctive norm question asked how much they agreed or disagreed that "people should NOT engage" in each of the five distracting behaviors. The third injunctive norm question asked how much they agreed or disagreed that "people who are important to me expect me NOT to engage" in each of the five distracting behaviors. The fourth injunctive norm question asked how much they agreed or disagreed with the statement: "I expect people I care about NOT to engage in this behavior when they are driving" and listed each of the five distracted driving behaviors. Respondents had seven choices: "strongly agree," "agree," "somewhat agree," "neither agree nor disagree," "somewhat disagree," "disagree," and "strongly disagree."

Descriptive norms were measured using the question: "In your opinion, in the past 30 days, how often did most drivers in Idaho…" followed by each of the five distracted driving behaviors. Respondents had seven choices: "never," "rarely," "occasionally," "sometimes," "frequently," "almost always," and "every time they drive."

Perceived control was measured using three questions. The first question asked how much of a sense of choice the respondents believed they had about engaging in each of the five distracted driving behaviors: "Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving." Respondents had a range of seven choices from "1= I have no choice" to "4= I have some choice" to "7= It is all my choice."

The second question asked whether the respondents had a family rule about not engaging in each of the distracted driving behaviors. Respondents had four choices: "yes," "no," "I don't know," and "I don't have a family."

The third question asked respondents if they had a workplace rule about not engaging in each of the distracted driving behaviors. Respondents had four choices: "yes," "no," "I don't know," and "I don't have a workplace."

***Intervening Behavioral Model***

In addition to distracted driving, the survey assessed intervening behavior, willingness to intervene, perceived (injunctive and descriptive) norms, and perceived control (attitudes and behavioral beliefs about intervening were not measured). Because some respondents may not have thought about

intervening to stop a driver from driving distracted, the survey asked respondents if they had ever thought about asking someone who is reading or typing on a cell phone to stop. The respondents had a range of seven choices from “1= I have never thought about it” to “4= I have thought about it sometimes” to “7= I have thought about it a lot.”

Intervening behavior was measured by asking respondents to think back over the past 12 months about how often they asked specified individuals to stop reading or typing on a cell phone while driving. These individuals included a family member or close friend, an acquaintance or co-worker, and a stranger. Respondents had a range of eight choices from “1= I was never in that situation” to “2= Never” to “5= About half the time” to “8= Always.”

Willingness to intervene was assessed using the same three groups of people and the question: “Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop?” Respondents had a range of seven choices from “1= not at all willing” to “7= extremely willing.”

Perceived injunctive norms were assessed using two questions. The first question asked how much respondents agreed and thought others would agree with the statement: "People should ask someone who is driving to stop reading or typing on a cell phone." They were asked to think about themselves as well as their family, their friends, their employer, most people who are important to them, and most people (age 18 or older) in their community. Respondents had seven choices: “strongly agree,” “agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” “disagree,” and “strongly disagree.”

A second injunctive norm question asked how much the respondent would support someone who asked a driver to stop reading or typing on a cell phone. Using the previously listed individuals, respondents were asked how much they thought others would support someone who asked a driver to stop reading or typing on a cell phone. Respondents had a range of seven choices from “1= not at all support” to “4= moderately support” to “7= strongly support.”

Perceived descriptive norms were assessed using one question: “In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving?” The question asked about intervening with a family member or close friend, an acquaintance or co-worker, and a stranger. The respondents had a range of seven choices from “1= Never” to “4= About half the time” to “7= Always.”

Perceived control was measured using three questions asking how comfortable the respondents would be asking a family member or close friend, an acquaintance or co-worker, and a stranger to stop reading or typing on a cell phone while driving. The respondents had a range of seven choices from “1= not at all comfortable” to “4= moderately comfortable” to “7= extremely comfortable.”

***Other Survey Components***

In addition to the core components of the behavioral model, the survey asked about concern for traffic safety, awareness of various safety campaigns, support for policies addressing distracted driving, sense of social capital, conflict avoidance, self-perception of driving skills, and various demographics about the respondents.

Concern about traffic safety was measured using three questions. The first question asked, “How concerned are you about safety on roads and highways?” Respondents had seven choices ranging from “1= not at all concerned” to “7= extremely concerned.” The second and third questions asked respondents how much they agreed with two statements: "I believe the only acceptable number of deaths and serious injuries on our roadways is zero” and "I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero." Respondents had seven choices: “strongly agree,” “agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” “disagree,” and “strongly disagree.”

The survey asked about awareness of three campaigns: “Eyes on the Road; Hands on the Wheel; Mind on Driving,” Just Drive, and Idaho’s Hundred Deadliest Days. Respondents were asked how often they had heard or seen messages or the campaign over the past 12 months. Respondents had seven choices: “never,” “once or twice,” “3 to 5 times,” “6 to 11 times,” “monthly”, “weekly,” and “daily.”

The survey also asked about support for three specific strategies to decrease texting while driving: a primary law banning reading and typing on a cell phone while driving (that is a law whereby an officer can stop someone for doing this); a workplace policy that prohibits reading and typing on a cell phone while driving; and a family rule that no one ever reads or types on a cell phone while driving. Respondents had a range of seven choices from “1= not at all support” to “4= moderately support” to “7= strongly support.”

Measures of social capital and conflict avoidance were included to explore their potential relationships with intervening. Social capital was measured using two questions. The first asked how much respondents agreed with the statement “Most people are honest” with seven choices: “I strongly disagree,” “I generally disagree, “I somewhat disagree,” “I neither agree nor disagree,” “I somewhat agree,” “I generally agree,” and “I strongly agree.” The second question asked about trust: “Generally speaking, would you say that people can be trusted or that you can’t be too careful in dealing with people?” Respondents had four choices: “People can almost always be trusted,” “People can usually be trusted,” “You usually can’t be too careful in dealing with people,” and “You almost always can’t be too careful in dealing with people.”

Conflict avoidance was measured by asking respondents how much they believed two statements described them: "If I were upset with a friend, I would discuss it with someone else rather than the friend who upset me," and "I prefer to solve disputes through face-to-face discussion." Respondents had seven choices: “very unlike me,” “unlike me,” “somewhat unlike me,” “neutral,” “somewhat like me,” “like me,” and “very like me.”

Self-perception of driving skills was measured using one question: "In general, how would you compare your driving skills to the average Idaho driver?" Respondents had seven choices: "I am much worse than average," "I am worse than average," "I am somewhat worse than average," "I am about average," "I am somewhat better than average," "I am better than average," and "I am much better than average."

Questions about demographics measured age, geography (i.e., whether they lived in an urban, suburban, or rural setting), sex, and education attainment.

A copy of the community survey is included in Appendix A.

***Community Survey Implementation***

The community survey was implemented using U.S. mail. In October of 2016, the Idaho Transportation Department sent a letter to 1,400 randomly selected households telling each household that they had been randomly selected to participate in a survey about traffic safety. A few days later, they were mailed a survey packet with a letter from the Center for Health and Safety Culture along with the survey and a business reply (postage paid) envelope to return the survey. About 10 days later, each household received a reminder post card, and after another 10 days, a second survey packet. About 54 letters were returned as undeliverable. The survey letters are included in Appendix A.

The response rate was 39 percent (526 returned surveys), which is acceptable for a mailed survey. Slightly less than half of the respondents (46 percent) were male; the average age was 57.8 years (standard deviation of 15.7 years); 41 percent reported living in urban areas (35 percent in suburban and 24 percent in rural); and about half (51 percent) had some college (but no degree) or less education. Overall, the sample was older and had more education than the general population based on the US Census.

Sixteen scales were calculated representing components of the behavioral models (Table 2). The internal reliability as measured by Cronbach's alpha was strong (above 0.7).

**Table 2. Summary of the 2016 Community Survey Scales**

| Scale | Number of Items | Cronbach's Alpha |
|---|---|---|
| Distracted Driving Behavior | 5 | 0.681 |
| Distracted Driving Attitude | 5 | 0.798 |
| Distracted Driving Injunctive Norm 1 | 5 | 0.783 |
| Distracted Driving Injunctive Norm 2 | 5 | 0.815 |
| Distracted Driving Injunctive Norm 3 | 5 | 0.85 |
| Distracted Driving Injunctive Norm 4 | 5 | 0.832 |
| Distracted Driving Descriptive Norm | 5 | 0.888 |
| Distracted Driving Perceived Control | 5 | 0.887 |
| Family Rule | 5 | 0.846 |
| Workplace Rule | 5 | 0.929 |
| Intervening Behavior | 3 | 0.87 |
| Intervening Willingness | 3 | 0.822 |
| Intervening Injunctive Norm 1 | 6 | 0.906 |
| Intervening Injunctive Norm 2 | 6 | 0.93 |
| Intervening Descriptive Norm | 3 | 0.857 |
| Intervening Perceived Control | 3 | 0.788 |

**Workplace Survey**

The workplace survey was similar to the community survey, but questions were adjusted for a workplace context. It asked about four distracting behaviors (having a conversation on a cell phone while holding it, having a conversation on a cell phone without holding it, typing or reading on a cell phone, and eating food) while at driving for work.

Perceived injunctive norms asked about expectations of other employees and supervisors. Perceived descriptive norms asked about perceptions of distracted driving among most employees at the workplace.

Additional questions were added to those used in the community survey to better understand beliefs about intervening. Attitudes about intervening were measured using semantic differentials.[7] The respondents were asked to indicate how they feel about asking a coworker to stop reading or typing on a cell phone using 11 pairs of words. The word pairs address both affective and instrumental feelings:[3] cool vs. not cool; dangerous vs. safe; foolish vs. sensible; pleasant vs. unpleasant; good vs. bad; acceptable vs. unacceptable; right vs. wrong; caring vs. uncaring; respectful vs. disrespectful; appropriate vs. inappropriate; responsible vs. irresponsible.

Behavioral beliefs about intervening were measured by assessing the level of agreement with four statements:

- "I think asking someone to stop reading or typing on a cell phone while driving will NOT make a difference - people do what they want to do."
- "I believe asking someone to stop reading or typing on a cell phone while driving is likely to upset the other person."
- "I believe asking someone to stop reading or typing on a cell phone while driving protects the other person from potential harm."
- "I believe asking someone to stop reading or typing on a cell phone while driving is rude."

Respondents had seven choices: “strongly agree,” “agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” “disagree,” and “strongly disagree.”

An additional question was included to assess perceived control using three questions asking how confident the respondents would be asking a family member or close friend, an acquaintance or co-worker, and a stranger to stop reading or typing on a cell phone while driving. The respondents had a range of seven choices from “1= not at all confident” to “4= moderately confident” to “7= extremely confident.”

Like the community survey, the workplace survey asked about concern for traffic safety, awareness of various safety campaigns, and limited demographic information about the respondents (age, sex, and whether the employee managed other staff). Questions about support for policies to address distracted driving, sense of social capital, conflict avoidance, and self-perception of driving skills were not asked.

A copy of the workplace survey is included in Appendix B.

***Workplace Survey Implementation***

The workplace survey was implemented over the internet. In October of 2017, employees were sent three emails by a leader in the organization asking them to complete the survey. They were divided into two groups: an intervention group (600 people) that would receive certain training and activities and a control group (1,400 people) that would continue business as usual.

A total of 1,103 employees responded to the survey: 356 in the intervention group resulting in a response rate of 59 percent and 747 in the control group resulting in a response rate of 53 percent. These response rates are acceptable. Most were male (66 percent) and did not manage or supervise other employees (78 percent).

Sixteen scales were calculated representing components of the behavioral models (Table 3). The internal reliability as measured by Cronbach’s alpha was moderate (above 0.5) to strong (above 0.7).

**Table 3. Summary of the 2017 Workplace Survey Scales**

| Scale | Number of Items | Cronbach's Alpha |
|---|---|---|
| Distracted Driving Behavior (home) | 5 | 0.594 |
| Distracted Driving Behavior (work) | 4 | 0.586 |
| Distracted Driving Attitude | 4 | 0.713 |
| Distracted Driving Injunctive Norm 1 | 4 | 0.632 |
| Distracted Driving Injunctive Norm 2 | 4 | 0.605 |
| Distracted Driving Injunctive Norm 3 | 4 | 0.526 |
| Distracted Driving Injunctive Norm 4 | 4 | 0.570 |
| Distracted Driving Descriptive Norm (home) | 5 | 0.827 |
| Distracted Driving Descriptive Norm (work) | 4 | 0.777 |
| Distracted Driving Perceived Control | 4 | 0.881 |
| Family Rule | 5 | 0.748 |
| Workplace Rule | 4 | 0.422 |
| Intervening Behavior | 3 | 0.618 |
| Intervening Willingness | 3 | 0.741 |
| Intervening Attitude | 11 | 0.937 |
| Intervening Injunctive Norm 1 | 3 | 0.927 |
| Intervening Injunctive Norm 2 | 3 | 0.964 |
| Intervening Injunctive Norm 3 | 3 | 0.893 |
| Intervening Descriptive Norm | 3 | 0.816 |
| Intervening Perceived Control 1 | 3 | 0.685 |
| Intervening Perceived Control 2 | 3 | 0.658 |

## Intervention Activities

Based on the results of the initial community survey, the Center for Health and Safety Culture developed media recommendations (Appendix C) that were presented to ITD in a day-long training. The recommendations included promoting the following behaviors:

- Primary laws coupled with consistent, visible enforcement;
- Workplace policies addressing distracted driving reinforced with strong training and accountability;
- Family rules addressing distracted driving established with meaningful dialogue;
- Modeling by parents with children; and
- Intervening with drivers engaging in distracted driving behaviors.

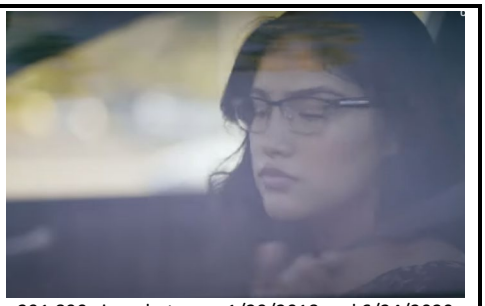
Specific guidance on messages included the following.

- Messages should inform the public about the danger of distracted driving without losing trust by trying to scare the public. Many people recognize these behaviors as dangerous, and this attitude can be normalized through the media.
- Most people agree that people should not engage in these distracting behaviors. This is a healthy norm that should be promoted in the messaging.
- Most people do not regularly engage in these behaviors. Language will need to be developed to convey this without condoning the behaviors.
- While most people feel they are in control of their decisions to engage in distracting behaviors, some do not. It will be important to grow a sense of control and recognition that these behaviors are a choice.
- Family rules decrease distracted driving.
- Workplace rules decrease distracted driving.
- Most people agree people should intervene to stop a driver from engaging in distracting behaviors. However, they need examples and ways to do this without sounding rude.

The media contractor developed the SHIFT campaign, which used audio and video messages (Table 4). A website (shift-idaho.org) was created with the content. Messages were also conveyed using radio and television advertisements. The stated purpose of the campaign was to encourage conversations about engaged driving instead of focusing on conversations surrounding distracted driving.

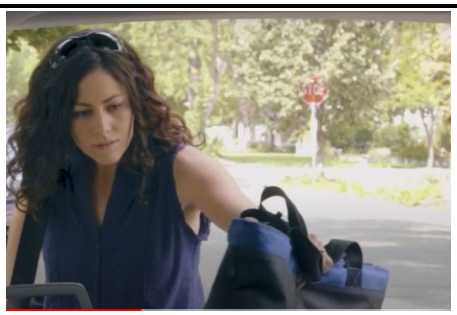
The core taglines include “Drive Well Idaho,” “Driving in the Moment Free from Distractions,” “In my Idaho, we drive well,” and ”Shift the Conversation.”

**Table 4. Transcripts and Images of SHIFT Campaign Media**

| | |
|---|---|
| **Shift Thinking Video Transcript**<br>In my Idaho, we drive well and that's why I'm shifting the conversation. I get mixed messages about distracted driving. It's super confusing for me and my friends and my family. I mean, why aren't we talking about engaged driving? To me, engaged driving means being better about driving in the moment and helping people around me stay engaged while driving. It's not a hard conversation especially when it comes from the heart. I'm making the shift so others in my life will too because I'm all “role modely” like that. |  <br>291,890 views between 1/29/2018 and 6/24/2020 |
| **Shifting Behavior Video Transcript**<br>In my Idaho, we drive well and that's why I'm shifting the conversation. Now you heard right – I’m choosing not to go on and on about distracted driving. Instead, I'm talking about things we're doing right around here, what I'm calling engaged driving: being in the moment when I'm behind the wheel, phone put away, dog is sitting down where he belongs, even waiting to eat one of my wife's famous turkey sandwiches once I could sit and enjoy it. That's working for me too – on the job on my own time, especially when I have the grandkids with me. So why make this shift? Well, the way I see it, the more of us doing the right things, the better life gets for all of us, right? So, let's make the shift to engaged driving together. |  <br>790 views between 1/29/2018 and 6/24/2020 |

**Shift Focus Video Transcript**

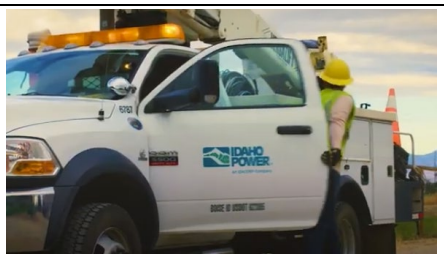
In my Idaho, we drive well. That's why I'm shifting the conversation. I think there's been enough negative talk about distracted driving so, I'm doing something positive. I'm starting conversations about engaged driving with my family, friends. I'm also driving by example in the moment, engaged in what I'm doing, optimistic about what's possible for all of us in my car and my community. Why? Because of these two deserve my full attention. By driving in the moment, I'm protecting them and respecting others. It's not easy some days, trust me, but we can make the shift together.



671 views between 10/23/2017 and 6/24/2020

**Shift Culture Video Transcript**

As an Idaho power lineman, it's my job to keep the lights on. When working on high-voltage lines, the company depends on me to focus and make safe choices, but my commitment to safety doesn't end at the job site. When I'm behind the wheel, I focus on driving, maybe the most dangerous job of all because our loved ones depend on us to come home safely every night. Let's shift the conversation to engaged driving. Drive well, Idaho.




180 views between 4/18/2019 and 6/24/2020

The Center for Health and Safety Culture was not involved with developing the workplace intervention. ITD conducted interviews with a variety of individuals including representatives from the participating workplace. The interviews asked five questions:

1. What is your definition of distracted driving?
2. What impacts of distracted driving have you observed?
3. What distractions do you observe most in other drivers?
4. What factors cause you to drive distracted?
5. What would influence you to reduce distracted driving in your vehicle?

Appendix D includes the full guidance for the interviews. A presentation was created after the interviews (Appendix E). According to ITD, these interviews encompassed the workplace intervention; no other workplace activities took place.

## Post-Intervention Surveys

The same community and workplace surveys were repeated after the intervention. The question that asked about awareness of campaigns was augmented to ask about the SHIFT Campaign.

The community survey was repeated using U.S. mail in October 2019. The Idaho Transportation Department sent a letter to 1,400 randomly selected households telling each household that they had been randomly selected to participate in a survey about traffic safety. A few days later, they were mailed a survey packet with a letter from the Center for Health and Safety Culture along with the survey and a business reply (postage paid) envelope to return the survey. About 10 days later, each household received a reminder post card, and after another 10 days, a second survey packet. About 191 letters were returned as undeliverable. The survey letters are included in Appendix A.

The response rate was 43 percent (522 returned surveys), which is acceptable for a mailed survey. Slightly more than half of the respondents (56 percent) were male; the average age was 59.8 years (standard deviation of 15.2 years); 40 percent reported living in urban areas (36 percent in suburban and 24 percent in rural); and about half (49 percent) had some college (but no degree) or less education. Overall, the sample was older and had more education than the general population based on the US Census.

Sixteen scales were calculated representing components of the behavioral models (Table 5). The internal reliability as measured by Cronbach's alpha was strong (above 0.7). A summary of the responses broken down by sex and year are provided for the community survey in Appendix F.

**Table 5. Summary of the 2019 Community Survey Scales**

| Scale | Number of Items | Cronbach's Alpha |
|---|---|---|
| Distracted Driving Behavior | 5 | 0.671 |
| Distracted Driving Attitude | 5 | 0.776 |
| Distracted Driving Injunctive Norm 1 | 5 | 0.787 |
| Distracted Driving Injunctive Norm 2 | 5 | 0.805 |
| Distracted Driving Injunctive Norm 3 | 5 | 0.812 |
| Distracted Driving Injunctive Norm 4 | 5 | 0.822 |
| Distracted Driving Descriptive Norm | 5 | 0.888 |
| Distracted Driving Perceived Control | 5 | 0.872 |
| Family Rule | 5 | 0.825 |
| Workplace Rule | 5 | 0.89 |
| Intervening Behavior | 3 | 0.904 |
| Intervening Willingness | 3 | 0.858 |
| Intervening Injunctive Norm 1 | 6 | 0.939 |
| Intervening Injunctive Norm 2 | 6 | 0.925 |
| Intervening Descriptive Norm | 3 | 0.845 |
| Intervening Perceived Control | 3 | 0.828 |

The workplace survey was repeated in the February of 2020. Employees were sent three emails by a leader in the organization asking them to complete the survey. A total of 811 employees responded to the survey: 296 in the intervention group resulting in a response rate of 49 percent and 515 in the control group resulting in a response rate of 37 percent. These responses rates were lower than the pre-intervention surveys and limit the degree to which the results can be generalized to all employees. Most respondents were male (67 percent) and did not manage or supervise other employees (80 percent). Table 6 shows the internal reliability as measured by Cronbach's alpha, which was moderate (above 0.5) to strong (above 0.7). A summary of the responses broken down by sex and year are provided for the employees in the control and intervention groups in Appendices G and H, respectively.

**Table 6. Summary of the 2020 Workplace Survey Scales**

| Scale | Number of Items | Cronbach's Alpha |
|---|---|---|
| Distracted Driving Behavior (home) | 5 | 0.609 |
| Distracted Driving Behavior (work) | 4 | 0.534 |
| Distracted Driving Attitude | 4 | 0.689 |
| Distracted Driving Injunctive Norm 1 | 4 | 0.565 |
| Distracted Driving Injunctive Norm 2 | 4 | 0.583 |
| Distracted Driving Injunctive Norm 3 | 4 | 0.517 |
| Distracted Driving Injunctive Norm 4 | 4 | 0.574 |
| Distracted Driving Descriptive Norm (home) | 5 | 0.823 |
| Distracted Driving Descriptive Norm (work) | 4 | 0.718 |
| Distracted Driving Perceived Control | 4 | 0.860 |
| Family Rule | 5 | 0.761 |
| Workplace Rule | 4 | 0.466 |
| Intervening Behavior | 3 | 0.626 |
| Intervening Willingness | 3 | 0.747 |
| Intervening Attitude | 11 | 0.908 |
| Intervening Injunctive Norm 1 | 3 | 0.917 |
| Intervening Injunctive Norm 2 | 3 | 0.980 |
| Intervening Injunctive Norm 3 | 3 | 0.925 |
| Intervening Descriptive Norm | 3 | 0.830 |
| Intervening Perceived Control 1 | 3 | 0.666 |
| Intervening Perceived Control 2 | 3 | 0.694 |

# Chapter 3
# Evaluation

## Overview

To assess change, responses were compared between surveys conducted before the intervention and after the intervention. Because traffic safety behaviors and beliefs often vary by sex and because the proportion of males and females were different in the pre-intervention samples and the post-intervention samples (for both the community and workplace surveys), the responses by males and females were analyzed separately. There were no statistically significant differences in other demographics.

This section describes changes in awareness of the SHIFT Campaign (the intervention), changes in beliefs, and changes in behaviors. The statistical significance (p) and the effect size ($\eta 2$) of the changes are included to aid in interpretation of the results. The measure of effect size used, $\eta 2$, is the square of the ratio of the variance in the variable predicted from pre- to post-intervention. Values of about 0.01 indicate a small change; values of about 0.06 indicate a medium effect size; and values of about 0.14 indicate a large effect size.

## Awareness of the SHIFT Campaign

Assessing changes in the awareness of the SHIFT Campaign among the general public was limited because awareness of the campaign was not measured at baseline since the campaign had not been created. Measuring the awareness of the campaign provides an indication of how often people heard the messages. In the 2019 post-intervention community survey, most people reported never hearing of the SHIFT Campaign (males 74 percent, females 81 percent). Only 15 percent of males and 11 percent of females reported hearing of the campaign three or more times in the past 12 months (Table 7).

**Table 7. Summary of Awareness of SHIFT Campaign***

| Sex | N | Never | Once or Twice | 3 to 5 Times | 6 to 10 Times | Monthly | Weekly | Daily | Total |
|---|---|---|---|---|---|---|---|---|---|
| Male | 253 | 73.9% | 11.1% | 5.5% | 3.6% | 2.8% | 2.0% | 1.2% | 100.0% |
| Female | 203 | 80.9% | 8.1% | 4.2% | 2.9% | 2.2% | 1.1% | 0.7% | 100.0% |

*"Over the past 12 months, how often have you heard or seen SHIFT safety messages or campaign?"

The only statistically significant change in awareness of the other campaigns assessed on the community survey (i.e., "Eyes on the Road; Hands on the Wheel; Mind on Driving," Just Drive, and Idaho's Hundred Deadliest Days) was a reduction in campaign awareness among females for the Just Drive Campaign (2016 mean of 2.0 out of 7 fell to 2019 mean of 1.6, p= 0.001).

The workplace survey did include an assessment of awareness of the SHIFT Campaign at baseline. The post-intervention surveys showed a statistically significant and moderately meaningful increase. Among the control group, awareness of the SHIFT Campaign went from a mean of 1.2 (of 7) at baseline for males and females to a mean of 2.1 and 1.8, respectively ($p<0.001$). These changes were moderately meaningful ($\eta 2= 0.114$ and 0.077 for males and females, respectively[1]).

Similar changes were evident in the intervention group of the workplace survey. Awareness of the SHIFT Campaign went from a mean of 1.2 and 1.1 (of 7) at baseline for males and females, respectively, to a mean of 2.2 and 2.0, respectively ($p<0.001$). These changes were moderately meaningful ($\eta 2= 0.134$ and 0.109 for males and females, respectively). Nonetheless, most respondents in the intervention group reported never hearing of the SHIFT Campaign (56 percent of males and 59 percent of females).

In both the control and intervention groups, there was a statistically significant and meaningful increase in awareness of the "Eyes on the Road; Hands on the Wheel; Mind on Driving" Campaign from pre- to post-intervention. For the control group, means of awareness went from 2.1 to 3.6 ($p<0.001$, $\eta 2=0.160$) for males and from 1.9 to 3.8 ($p<0.001$, $\eta 2=0.251$) for females. Similar changes were seen for the intervention group where means of awareness went from 2.2 to 3.5 ($p<0.001$, $\eta 2=0.116$) for males and from 1.8 to 4.0 ($p<0.001$, $\eta 2=0.268$) for females.

Awareness of Just Drive and Idaho's Hundred Deadliest Days decreased in both the control and intervention groups.

## Changes in Beliefs

### *Community Survey*

Table 8 and Table 9 summarize the changes in the scales of beliefs among males and females, respectively, from the community survey. There were no statistically significant changes in any of the scales. An examination of changes of responses to individual questions about beliefs on the community survey revealed one statistically significant change. Females were more likely to feel it was acceptable for a driver to eat food while driving in 2019 than in 2016 (2016 mean 3.12, 2019 mean 3.54, $p=0.006$, $\eta 2= 0.016$). This is a change in belief that is less protective (i.e., greater acceptance of distracted driving).

[1] eta2 is square of the ratio of the variance in the variable predicted from pre- to post-intervention.

**Table 8. Changes in Belief Scales Among Males on Community Survey**

| Scale | 2016 Mean | 2019 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Attitude (Dangerous vs. Safe) | 2.6 | 2.7 | 0.143 | 0.004 |
| Injunctive Norm (unacceptable vs. acceptable) | 2.7 | 2.8 | 0.235 | 0.003 |
| Injunctive Norm ("should not") | 2.7 | 2.8 | 0.439 | 0.001 |
| Injunctive Norm (expectation of important people) | 2.8 | 2.8 | 0.953 | 0.000 |
| Injunctive Norm (expectation of people "I care about") | 2.6 | 2.6 | 0.732 | 0.000 |
| Descriptive Norm (of most drivers in Idaho) | 4.3 | 4.2 | 0.537 | 0.001 |
| Perception of Control | 6.0 | 6.0 | 0.791 | 0.000 |
| Willingness to Intervene with a Driver Texting | 5.8 | 5.7 | 0.801 | 0.000 |
| Descriptive Norm (of most adults in Idaho) | 2.7 | 2.7 | 0.736 | 0.000 |
| Injunctive Norm ("people should intervene") | 6.0 | 6.0 | 0.643 | 0.000 |
| Injunctive Norm (support for intervening) | 5.4 | 5.5 | 0.212 | 0.003 |
| Perceived Control (comfort in intervening) | 5.3 | 5.5 | 0.195 | 0.003 |

**Table 9. Changes in Belief Scales Among Females on Community Survey**

| Scale | 2016 Mean | 2019 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Attitude (Dangerous vs. Safe) | 2.6 | 2.7 | 0.773 | 0.000 |
| Injunctive Norm (unacceptable vs. acceptable) | 2.8 | 2.8 | 0.49 | 0.001 |
| Injunctive Norm ("should not") | 2.8 | 2.9 | 0.159 | 0.004 |
| Injunctive Norm (expectation of important people) | 2.8 | 2.8 | 0.886 | 0.000 |
| Injunctive Norm (expectation of people "I care about") | 2.5 | 2.7 | 0.062 | 0.007 |
| Descriptive Norm (of most drivers in Idaho) | 4.5 | 4.5 | 0.692 | 0.000 |
| Perception of Control | 6.2 | 6.2 | 0.988 | 0.000 |
| Willingness to Intervene with a Driver Texting | 5.9 | 6.0 | 0.522 | 0.001 |
| Descriptive Norm (of most adults in Idaho) | 2.9 | 2.7 | 0.225 | 0.003 |
| Injunctive Norm ("people should intervene") | 6.2 | 6.1 | 0.492 | 0.001 |
| Injunctive Norm (support for intervening) | 5.7 | 5.8 | 0.554 | 0.001 |
| Perceived Control (comfort in intervening) | 5.4 | 5.5 | 0.731 | 0.000 |

## *Workplace Survey – Control Group*

Table 10 and Table 11 summarize the changes in the scales of beliefs among males and females, respectively, from the workplace control group. There were no statistically significant changes in any of the scales.

**Table 10. Changes in Belief Scales Among Males in the Workplace Control Group**

| Scale | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Attitude (dangerous vs. safe) | 2.8 | 2.8 | 0.550 | 0.001 |
| Injunctive Norm (unacceptable vs. acceptable) | 2.7 | 2.7 | 0.892 | 0.000 |
| Injunctive Norm ("should not") | 5.5 | 5.5 | 0.646 | 0.000 |
| Injunctive Norm (expectation of supervisor) | 5.8 | 5.7 | 0.179 | 0.003 |
| Injunctive Norm (expectation of coworkers) | 5.6 | 5.5 | 0.094 | 0.004 |
| Descriptive Norm (of most drivers in Idaho) | 4.8 | 4.7 | 0.112 | 0.004 |
| Descriptive Norm (of most coworkers) | 1.8 | 1.8 | 0.368 | 0.001 |
| Perception of Control | 6.8 | 6.7 | 0.386 | 0.001 |
| Willingness to Intervene with a Driver Texting | 6.0 | 6.0 | 0.891 | 0.000 |
| Attitude about Intervene | 5.6 | 5.7 | 0.126 | 0.003 |
| Injunctive Norm ("employees should intervene") | 6.5 | 6.6 | 0.054 | 0.005 |
| Injunctive Norm (approval for intervening) | 6.1 | 6.0 | 0.346 | 0.001 |
| Injunctive Norm (support for intervening) | 6.5 | 6.6 | 0.218 | 0.002 |
| Descriptive Norm (of most coworkers) | 3.3 | 3.4 | 0.579 | 0.000 |
| Perceived Control (comfort in intervening) | 5.8 | 5.8 | 0.815 | 0.000 |
| Perceived Control (confidence in intervening) | 5.9 | 5.9 | 0.421 | 0.001 |

**Table 11. Changes in Belief Scales Among Females in the Workplace Control Group**

| Scale | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Attitude (dangerous vs. safe) | 2.5 | 2.5 | 0.500 | 0.001 |
| Injunctive Norm (unacceptable vs. acceptable) | 2.5 | 2.5 | 0.415 | 0.002 |
| Injunctive Norm ("should not") | 5.8 | 6.0 | 0.099 | 0.008 |
| Injunctive Norm (expectation of supervisor) | 5.8 | 5.5 | 0.013 | 0.017 |
| Injunctive Norm (expectation of coworkers) | 6.1 | 5.9 | 0.103 | 0.008 |
| Descriptive Norm (of most drivers in Idaho) | 5.9 | 5.7 | 0.164 | 0.006 |
| Descriptive Norm (of most coworkers) | 5.0 | 5.0 | 0.610 | 0.001 |
| Perception of Control | 2.0 | 1.9 | 0.365 | 0.003 |
| Willingness to Intervene with a Driver Texting | 7.2 | 7.2 | 0.977 | 0.000 |
| Attitude about Intervene | 6.0 | 6.1 | 0.547 | 0.001 |
| Injunctive Norm ("employees should intervene") | 6.5 | 6.7 | 0.063 | 0.010 |
| Injunctive Norm (approval for intervening) | 6.1 | 6.3 | 0.468 | 0.002 |
| Injunctive Norm (support for intervening) | 6.5 | 6.7 | 0.051 | 0.011 |
| Descriptive Norm (of most coworkers) | 3.7 | 3.8 | 0.413 | 0.002 |
| Perceived Control (comfort in intervening) | 5.5 | 5.7 | 0.188 | 0.005 |
| Perceived Control (confidence in intervening) | 5.6 | 5.7 | 0.163 | 0.006 |

Table 12 and Table 13 summarize the changes in responses to individual questions about beliefs on the control workplace survey by males and females, respectively, that were statistically significant (i.e., $p<0.01$). Among males, several beliefs became safer. The perception that employees should not engage in hand-held cell phone conversations while driving increased, and the perception that most drivers in Idaho and that most of their coworkers have hand-held cell phone conversations decreased. However, several beliefs became less safe. Expectations about not having hands-free conversations decreased, and the perception that hands-free conversations are safe and acceptable increased.

Among females, two beliefs became safer. The perception that most coworkers have hand-held conversations decreased, and the perception of support from coworkers to intervene to prevent a driver from texting while driving increased.

**Table 12. Changes in Belief Questions Among Males in the Workplace Control Group**

| Question | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) | Direction |
|---|---|---|---|---|---|
| "Employees should NOT engage in having a conversation on a cell phone while holding it in their hand when they are driving for work." | 6.25 | 6.57 | 0.001 | 0.016 | Safer |
| In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone while holding it in their hand? | 5 | 4.74 | 0.002 | 0.013 | Safer |
| Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands? | 1.48 | 1.3 | 0.004 | 0.012 | Safer |
| "I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone without holding it ('hands free')." | 4.47 | 3.75 | 0.000 | 0.030 | Less Safe |
| "Employees should NOT engage in having a conversation on a cell phone without holding it (‘hands free’) when they are driving for work." | 4.39 | 3.73 | 0.000 | 0.028 | Less Safe |
| "My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone without holding it ('hands free')." | 4.61 | 3.96 | 0.000 | 0.022 | Less Safe |
| Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")? (dangerous vs. safe) | 4.07 | 4.47 | 0.002 | 0.014 | Less Safe |
| Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")? (unacceptable vs. acceptable) | 4.1 | 4.58 | 0.002 | 0.014 | Less Safe |

**Table 13. Changes in Belief Questions Among Females in the Workplace Control Group**

| Question | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) | Direction |
|---|---|---|---|---|---|
| In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Most of your coworkers | 6.20 | 6.77 | 0.000 | 0.068 | Safer |
| Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands? | 1.73 | 1.38 | 0.001 | 0.036 | Safer |

## *Workplace Survey – Intervention Group*

Table 14 and Table 15 summarize the changes in the scales of beliefs among males and females, respectively, from the workplace intervention group. Among males, the only scale that statistically significantly changed was the perceived descriptive norm about distracted driving in the workplace, which went from a mean of 2.1 (out of 7) at baseline to a mean of 1.8 in 2020 ($p<0.001$, $\eta2= 0.044$ indicating a small to moderate effect size). Thus, fewer employees perceived that most workers were driving distracted at work in 2020 than in 2017. Among females, willingness to intervene with a driver who is texting while driving decreased from a mean of 6.5 (out of 7) at baseline to a mean of 6.0 in 2020 ($p=0.008$, $\eta2= 0.048$). Thus, fewer females were willing to intervene in 2020 than in 2017. Similarly, perception of approval for intervening decreased from a mean of 6.7 (out of 7) at baseline to a mean of 6.1 in 2020 ($p= 0.007$, $\eta2= 0.052$). Thus, fewer females perceived that others would approve of intervening with a driver who was texting in 2020 than in 2017.

**Table 14. Changes in Belief Scales Among Males in the Workplace Intervention Group**

| Scale | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Attitude (dangerous vs. safe) | 3.0 | 3.0 | 0.828 | 0.000 |
| Injunctive Norm (unacceptable vs. acceptable) | 2.8 | 2.8 | 0.963 | 0.000 |
| Injunctive Norm ("should not") | 5.3 | 5.5 | 0.110 | 0.006 |
| Injunctive Norm (expectation of supervisor) | 5.6 | 5.6 | 0.643 | 0.001 |
| Injunctive Norm (expectation of coworkers) | 5.4 | 5.4 | 0.901 | 0.000 |
| Descriptive Norm (of most drivers in Idaho) | 4.8 | 4.7 | 0.585 | 0.001 |
| Descriptive Norm (of most coworkers) | 2.1 | 1.8 | 0.000 | 0.044 |
| Perception of Control | 6.6 | 6.7 | 0.128 | 0.006 |
| Willingness to Intervene with a Driver Texting | 6.1 | 6.0 | 0.411 | 0.002 |
| Attitude about Intervene | 5.5 | 5.8 | 0.024 | 0.012 |
| Injunctive Norm ("employees should intervene") | 6.6 | 6.6 | 0.882 | 0.000 |
| Injunctive Norm (approval for intervening) | 6.0 | 5.9 | 0.487 | 0.001 |
| Injunctive Norm (support for intervening) | 6.5 | 6.6 | 0.533 | 0.001 |
| Descriptive Norm (of most coworkers) | 3.5 | 3.5 | 0.909 | 0.000 |
| Perceived Control (comfort in intervening) | 5.8 | 5.9 | 0.132 | 0.005 |
| Perceived Control (confidence in intervening) | 5.9 | 6.0 | 0.119 | 0.006 |

**Table 15. Changes in Belief Scales Among Females in the Workplace Intervention Group**

| Scale | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Attitude (dangerous vs. safe) | 2.7 | 2.6 | 0.460 | 0.004 |
| Injunctive Norm (unacceptable vs. acceptable) | 2.7 | 2.5 | 0.254 | 0.009 |
| Injunctive Norm ("should not") | 5.5 | 5.6 | 0.699 | 0.001 |
| Injunctive Norm (expectation of supervisor) | 6.0 | 5.8 | 0.344 | 0.006 |
| Injunctive Norm (expectation of coworkers) | 5.7 | 5.6 | 0.551 | 0.003 |
| Descriptive Norm (of most drivers in Idaho) | 4.9 | 4.8 | 0.248 | 0.009 |
| Descriptive Norm (of most coworkers) | 2.2 | 2.0 | 0.349 | 0.006 |
| Perception of Control | 6.8 | 6.8 | 0.806 | 0.000 |
| Willingness to Intervene with a Driver Texting | 6.5 | 6.0 | 0.008 | 0.048 |
| Attitude about Intervene | 6.1 | 5.9 | 0.341 | 0.006 |
| Injunctive Norm ("employees should intervene") | 6.5 | 6.7 | 0.222 | 0.011 |
| Injunctive Norm (approval for intervening) | 6.7 | 6.1 | 0.007 | 0.052 |
| Injunctive Norm (support for intervening) | 6.8 | 6.6 | 0.097 | 0.019 |
| Descriptive Norm (of most coworkers) | 3.7 | 3.7 | 0.983 | 0.000 |
| Perceived Control (comfort in intervening) | 6.1 | 5.8 | 0.203 | 0.011 |
| Perceived Control (confidence in intervening) | 6.1 | 5.9 | 0.262 | 0.009 |

Table 16 and Table 17 summarize the changes in responses to individual questions about beliefs on the intervention workplace survey for males and females, respectively, that were statistically significant (i.e., $p<0.01$). Among males, several beliefs became safer. The perception that employees should not engage in hand-held cell phone conversations while driving increased, and the perception that most of their coworkers have hand-held or hands-free cell phone conversations decreased. Additionally, perception of support from coworkers to ask a driver to stop texting and positive attitudes about asking a driver to stop texting increased. However, perception of support from a supervisor about asking a coworker to stop texting and knowledge about asking a coworker to stop texting decreased.

Among females, four beliefs became less safe. The perception of support from a supervisor about asking a coworker to stop texting, knowledge about asking a coworker to stop texting, and willingness to ask all decreased. In addition, perception of having a workplace rule about not having hands-free cell phone conversations while driving decreased.

**Table 16. Changes in Belief Questions Among Males in the Workplace Intervention Group**

| Question | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) | Direction |
|---|---|---|---|---|---|
| In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Most of your coworkers | 6.31 | 6.72 | 0.000 | 0.048 | Safer |
| Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone without holding it ("hands free")? | 3.14 | 2.50 | 0.000 | 0.039 | Safer |
| Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands? | 1.48 | 1.26 | 0.001 | 0.027 | Safer |
| "Employees should NOT engage in having a conversation on a cell phone while holding it in their hand when they are driving for work." | 6.15 | 6.55 | 0.002 | 0.022 | Safer |
| Asking a coworker to stop reading or typing on a cell phone while driving feels... Dangerous vs. Safe | 5.48 | 6.02 | 0.006 | 0.018 | Safer |
| Asking a coworker to stop reading or typing on a cell phone while driving feels... Caring vs. Uncaring | 2.10 | 1.71 | 0.008 | 0.017 | Safer |
| In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Your supervisor | 6.71 | 6.43 | 0.001 | 0.025 | Less Safe |
| Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop? | 5.64 | 5.11 | 0.002 | 0.024 | Less Safe |

**Table 17. Changes in Belief Questions Among Females in the Workplace Intervention Group**

| Question | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) | Direction |
|---|---|---|---|---|---|
| Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop? | 6.48 | 5.67 | 0.001 | 0.081 | Less Safe |
| In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Your supervisor | 6.91 | 6.38 | 0.001 | 0.076 | Less Safe |
| Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free") | 1.44 | 1.78 | 0.004 | 0.057 | Less Safe |
| Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a stranger | 5.88 | 4.98 | 0.008 | 0.048 | Less Safe |

## Changes in Behaviors

### *Community Survey*

Table 18 and Table 19 summarize the changes in the scales of behaviors among males and females, respectively, from the community survey. There were no statistically significant changes in any of the scales. An examination of changes in responses to individual questions about behaviors on the community survey revealed no statistically significant changes.

**Table 18. Changes in Behavior Scales Among Males on Community Survey**

| Scale | 2016 Mean | 2019 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Distracted Driving | 2.1 | 2.1 | 0.641 | 0.000 |
| Having a family rule | 1.7 | 1.9 | 0.207 | 0.004 |
| Having a workplace rule | 1.2 | 1.6 | 0.108 | 0.008 |
| Intervening with a driver who is texting | 3.8 | 3.4 | 0.092 | 0.010 |

**Table 19. Changes in Behavior Scales Among Females on Community Survey**

| Scale | 2016 Mean | 2019 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Distracted Driving | 2.1 | 2.1 | 0.488 | 0.001 |
| Having a family rule | 1.9 | 1.8 | 0.686 | 0.000 |
| Having a workplace rule | 0.8 | 1.1 | 0.255 | 0.005 |
| Intervening with a driver who is texting | 4.2 | 4.0 | 0.571 | 0.001 |

## *Workplace Survey – Control Group*

Table 20 and Table 21 summarize the changes in the scales of behaviors among males and females, respectively, from the workplace control group. There were no statistically significant changes in any of the scales.

**Table 20. Changes in Behavior Scales Among Males in the Workplace Control Group**

| Scale | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Distracted Driving (at home) | 2.4 | 2.3 | 0.082 | 0.004 |
| Distracted Driving (at work) | 1.5 | 1.4 | 0.135 | 0.003 |
| Having a family rule | 1.6 | 1.7 | 0.386 | 0.001 |
| Having a workplace rule | 2.6 | 2.7 | 0.261 | 0.002 |
| Intervening with a driver who is texting | 2.8 | 2.8 | 0.926 | 0.000 |

**Table 21. Changes in Behavior Scales Among Females in the Workplace Control Group**

| Scale | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Distracted Driving (at home) | 2.3 | 2.3 | 0.992 | 0.000 |
| Distracted Driving (at work) | 1.3 | 1.3 | 0.428 | 0.002 |
| Having a family rule | 2.1 | 2.0 | 0.540 | 0.001 |
| Having a workplace rule | 2.6 | 2.7 | 0.677 | 0.000 |
| Intervening with a driver who is texting | 3.2 | 3.0 | 0.543 | 0.001 |

Table 22 and Table 23 summarize the changes in responses to individual questions about behaviors on the control workplace survey by males and females, respectively, that were statistically significant (i.e., $p<0.01$). Among males and females, hand-held cell phone use while driving (not for work) decreased.

**Table 22. Changes in Behavior Questions Among Males in the Workplace Control Group**

| Question | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) | Direction |
|---|---|---|---|---|---|
| Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand? | 2.40 | 1.95 | 0.000 | 0.030 | Safer |

**Table 23. Changes in Behavior Questions Among Females in the Workplace Control Group**

| Question | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) | Direction |
|---|---|---|---|---|---|
| Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand? | 2.07 | 1.74 | 0.009 | 0.019 | Safer |

## *Workplace Survey – Intervention Group*

Table 24 and Table 25 summarize the changes in the scales of beliefs among males and females, respectively, from the workplace intervention group. Among males, distracted driving behaviors decreased from a mean of 1.8 (out of 7) at baseline to a mean of 1.6 in 2020 ($p<0.001$). The effect size was small to moderate ($\eta2= 0.034$). There were no statistically significant changes among females.

**Table 24. Changes in Behavior Scales Among Males in the Workplace Intervention Group**

| Scale | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Distracted Driving (at home) | 2.5 | 2.3 | 0.063 | 0.008 |
| Distracted Driving (at work) | 1.8 | 1.6 | 0.000 | 0.034 |
| Having a family rule | 1.7 | 1.8 | 0.478 | 0.001 |
| Having a workplace rule | 2.6 | 2.6 | 0.829 | 0.000 |
| Intervening with a driver who is texting | 3.1 | 2.5 | 0.002 | 0.023 |

**Table 25. Changes in Behavior Scales Among Females in the Workplace Intervention Group**

| Scale | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) |
|---|---|---|---|---|
| Distracted Driving (at home) | 2.5 | 2.4 | 0.498 | 0.003 |
| Distracted Driving (at work) | 1.5 | 1.3 | 0.037 | 0.034 |
| Having a family rule | 1.9 | 1.8 | 0.571 | 0.002 |
| Having a workplace rule | 2.8 | 2.6 | 0.084 | 0.021 |
| Intervening with a driver who is texting | 3.3 | 2.8 | 0.040 | 0.029 |

Table 26 and Table 27 summarize the changes in responses to individual questions about behaviors on the intervention workplace survey by males and females, respectively, that were statistically significant (i.e., $p<0.01$). Among males, hand-held cell phone conversations and eating while driving (not at work) decreased. While driving for work, hands-free cell phone conversations, and eating also decreased. However, asking coworkers to stop texting while driving decreased.

Among females, hands-free cell phone conversations while driving for work decreased; however, asking family members or close friends to stop texting while driving decreased.

**Table 26. Changes in Behavior Questions Among Males in the Workplace Intervention Group**

| Question | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) | Direction |
|---|---|---|---|---|---|
| Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")? | 2.8 | 2.2 | 0.002 | 0.023 | Safer |
| Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand? | 2.4 | 2.0 | 0.002 | 0.022 | Safer |
| Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had food to eat? | 3.0 | 2.6 | 0.003 | 0.021 | Safer |
| Thinking back over the past 30 days, while driving FOR WORK, how often have you had food to eat? | 2.3 | 1.9 | 0.003 | 0.021 | Safer |
| Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work) | 2.7 | 2.0 | 0.001 | 0.025 | Less Safe |

**Table 27. Changes in Behavior Questions Among Females in the Workplace Intervention Group**

| Question | 2017 Mean | 2020 Mean | Significance (p) | Effect Size (η2) | Direction |
|---|---|---|---|---|---|
| Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")? | 2.3 | 1.6 | 0.010 | 0.052 | Safer |
| Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend | 6.1 | 4.5 | 0.001 | 0.074 | Less Safe |

## Summary of Changes

Table 28 summarizes the changes in beliefs and behaviors. Overall, there were no meaningful changes in beliefs or behaviors among adults across Idaho. Additional analyses showed that individuals who recalled the SHIFT Campaign did not have significantly different beliefs or behaviors compared to those who indicated they had never heard of it.

There were some statistically significant changes in beliefs among the control group at the workplace; however, there were no statistically significant changes in workplace behaviors. In contrast, there were some statistically significant changes in both beliefs and behaviors among the intervention group at the workplace. The effect sizes of the changes in behaviors were slight (about 0.01) to moderate (about 0.06). Table 29 summarizes the effect sizes of these changes.

**Table 28. Summary of Changes in Beliefs and Behaviors**

| Group | Changes in Beliefs | Changes in Behaviors |
|---|---|---|
| Adults in Idaho | Scales of Model Components<br>• No significant changes<br><br>Response to Questions: Less Safe<br>• Increase in acceptance of a driver eating while driving (females) | No significant changes |
| Workplace (Control) | Scales of Model Components<br>• No significant changes<br><br>Responses to Questions: Safer<br>• Increase in expectation by employees to not have hand-held cell phone conversations while driving at work<br>• Decrease in perception of hand-held cell phone conversations while driving (males and females)<br>• Increase perception of support by coworkers to intervene to prevent texting while driving (females)<br><br>Responses to Questions: Less Safe<br>• Decrease in expectation by supervisor and other employees to not have a hands-free cell phone conversation while driving at work (males)<br>• Increase in perception that hands-fee cell phone conversations while driving are safe and acceptable (males) | Scales of Model Components<br>• No significant changes<br><br>Responses to Questions: Safer<br>• Decrease in hand-held cell phone conversations while driving not at work (males and females) |
| Workplace (Intervention) | Scales of Model Components<br>• Decrease in perceived descriptive norm about distracted driving in the workplace (males)<br>• Decrease in willingness to intervene to prevent texting (females)<br><br>Responses to Questions: Safer<br>• Increase in perception of support by coworkers to intervene to prevent texting while driving (males)<br>• Decrease in perception of using a cell phone while driving at work (males)<br>• Increase in expectation to not have a hand-held cell phone conversation while driving at work (males)<br>• Increase in perception that asking a coworker to stop texting while driving feels safe and caring (males)<br><br>Responses to Questions: Less Safe<br>• Decrease in workplace rule about not having hands-free cell conversations while driving (females)<br>• Decrease in knowledge about intervening to prevent texting while driving (males and females)<br>• Decrease in willingness to intervene with a stranger to prevent texting while driving (females)<br>• Decrease in perception of support from supervisor to intervene to prevent texting while driving (males and females) | Scales of Model Components<br>• Decrease in work distracted driving (males)<br>• Decrease in intervening to prevent texting while driving (males)<br><br>Responses to Questions: Safer<br>• Decrease in hand-held cell phone conversations while driving not at work (males)<br>• Decrease in hands-free cell phone conversations while driving at work (males and females)<br>• Decrease in eating while driving not at work (males)<br>• Decrease in eating while driving at work (males)<br><br>Responses to Questions: Less Safe<br>• Decrease in intervening to prevent texting while driving (males and females) |

**Table 29. Effect Size (η2) of Changes in Distracted Driving Behaviors at Work**

| Distracting Behavior | Control Males | Control Females | Intervention Males | Intervention Females |
|---|---|---|---|---|
| Hand-held cell phone conversation | NS | NS | NS | NS |
| Hands-free cell phone conversation | NS | NS | 0.023 | 0.052 |
| Reading or typing on a cell phone | NS | NS | NS | NS |
| Eating | NS | NS | 0.021 | NS |

NS= Not statistically significant

# Chapter 4
# Conclusions and Recommendations

## Conclusions

The 2019 survey of adults in Idaho did not show any changes from the survey conducted in 2016. Awareness of the SHIFT Campaign was very low; however, neither beliefs nor behaviors changed among those who indicated they recalled the campaign. Table 30 summarizes to what degree the media recommendations were reflected in the four video messages. While the SHIFT campaign promotes conversations and uses a positive frame, many of the specific media recommendations from CHSC were not reflected in the media.

**Table 30. Summary of How Recommendations Appeared in Media**

| CHSC Media Recommendation | How Recommendation Appeared in Media |
|---|---|
| Messages should inform the public about the danger of distracted driving without losing trust by trying to scare the public. Many people recognize these behaviors as dangerous, and this attitude can be normalized through the media. | Specific dangers about distracted driving were not mentioned. The existing shared attitudes that distracted driving is dangerous were not normalized. |
| Most people agree that people should not engage in these distracting behaviors. This is a healthy norm that should be promoted in the messaging. | The fact that most Idaho adults agree people should not drive distracted was not conveyed in the messages. This belief may have been undermined with the statement "I get mixed messages about distracted driving. It's super confusing for me and my friends and my family." (Shift Thinking Video) |
| Most people do not regularly engage in these behaviors. Language will need to be developed to convey this without condoning the behaviors. | The general norms about driving were alluded to with the statement "In my Idaho, we drive well." However, there were no specific statements about positive norms regarding distracted driving. |
| While most people feel they are in control of their decisions to engage in distracting behaviors, some do not. It will be important to grow a sense of control and recognition that these behaviors are a choice. | The media showed people making the choice not to drive distracted. The characters shared how they were making a choice. |
| Family rules decrease distracted driving. | The media promoted conversations but did not mention family rules. |
| Workplace rules decrease distracted driving. | The media promoted conversations but did not mention workplace policies. |
| Most people agree people should intervene to stop a driver from engaging in distracting behaviors. However, they need examples and ways to do this without sounding rude. | The media promoted conversations but did not speak directly about intervening or model what intervening could look like. |

Driving while engaging in a hands-free cell phone conversation decreased among the intervention work group with a small to medium effect size. This was accompanied by changes in some beliefs.

Therefore, there is no evidence that the SHIFT Campaign had any impact on adults in Idaho. There is some evidence that hands-free cell phone communications reduced among both males and females in the intervention group of the workplace.

## Recommendations

Changing behavior using media campaigns is complex, and many traffic safety campaigns are not effective.[8] The following are suggestions to improve effectiveness of the statewide campaign.

- Increase dosage. Campaigns should reach a significant portion of the population with several messages repeated over time. Without enough dosage, campaigns may have little to no impact.[8,9] The Center for Health and Safety Culture seeks to reach 80 percent of the population with messages that occur regularly (typically monthly) for two to three years.

- Base messages on a theoretical framework or behavioral model. Messages should seek to change beliefs shown to be associated with the target behaviors. Specifically, we would recommend that messages include information about
    - the dangers of distracted driving without trying to scare the public [10-12] (e.g., "even simple distractions like talking on your phone or eating while driving increase the likelihood of being in a crash");
    - the fact that many people recognize these behaviors as dangerous thus seeking to normalize this attitude among those who may not believe these behaviors to be dangerous (e.g., "most people in Idaho agree that driving distracted is dangerous");
    - the fact that most people agree that people should not engage in these distracting behaviors (e.g., "most people in Idaho agree that people should not do things while driving that can distract them");
    - the fact that most people do not regularly engage in these behaviors (e.g., "most people in Idaho avoid distractions while driving");
    - the importance of creating family rules about never driving distracted (e.g., "take steps to protect those you care about by establishing family rules about always avoiding distractions while driving");
    - the importance of establishing, educating on, and enforcing workplace rules about distracted driving, and
    - the fact that most people agree people should intervene to stop a driver from engaging in distracting behaviors and what intervening can look like (e.g., "most Idaho adults agree that people should speak up to remind drivers to stay fully engaged while driving – saying things like, 'hey, let's stay fully engaged on driving – that can wait'").

- Pilot test campaigns on a small scale using a control group for comparison. This design allows for the impact of messages to be tested while controlling for effects outside of the campaign. A pilot test allows for messages to be changed before going to full-scale deployment.

The following are suggestions regarding the workplace intervention.

- Research has shown that workplace interventions can improve traffic safety.[13-19] There is modest evidence that the workplace intervention changed behavior. However, because the intervention only involved a few interviews of staff, it is unclear how this resulted in the changes measured. Gaining a deeper understanding of the source of the change will promote greater impact in the future.

- Expand the focus of the intervention beyond cell phone use as other distracting behaviors are dangerous as well (such as reaching for an object in the vehicle, etc.).

- Increase focus on intervening with others to strengthen the impact. Provide training that includes sample language to use and allows people to even practice using that language.

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# Appendix A
# Community Survey and Letters

## ITD Distracted Driving Survey

### Instructions

Your participation is voluntary, and we will only share summary results. You may skip any questions you do not want to answer and may stop at any time. Your responses are anonymous and cannot be associated with your identity.

In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

There are no "right" or "wrong" answers. We only ask that you read each question carefully and answer as honestly as you can. We are interested in your thoughts as well as how you think other adults would respond to the same questions.

1. How much do each of the following statements describe you?

| | Very unlike me | Unlike me | Somewhat unlike me | Neutral | Somewhat like me | Like me | Very like me |
|---|---|---|---|---|---|---|---|
| "If I were upset with a friend, I would discuss it with someone else rather than the friend who upset me." | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| "I prefer to solve disputes through face-to-face discussion." | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

2. Indicate your level of agreement with the following statement: "Most people are honest."

| I strongly disagree | I generally disagree | I somewhat disagree | I neither agree nor disagree | I somewhat agree | I generally agree | I strongly agree |
|---|---|---|---|---|---|---|
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

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

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

4. In general, how would you compare your driving skills to the average Idaho driver?

| I am much worse than average | I am worse than average | I am somewhat worse than average | I am about average | I am somewhat better than average | I am better than average | I am much better than average |
|---|---|---|---|---|---|---|
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

**Please continue on the next page**

**Next, we would like to ask a few questions about traffic safety in general.**

| 5. How concerned are you about safety on roads and highways? | Not at all concerned 1 | 2 | 3 | 4 | 5 | 6 | Extremely concerned 7 |
|---|---|---|---|---|---|---|---|
| | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

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

| | Strongly agree | Agree | Somewhat agree | Neither agree not disagree | Somewhat disagree | Disagree | Strongly disagree |
|---|---|---|---|---|---|---|---|
| "I believe the only acceptable number of deaths and serious injuries on our roadways is zero." | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| "I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero." | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

7. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns?

| | Never | Once or twice | 3 to 5 times | 6 to 11 times | Monthly | Weekly | Daily |
|---|---|---|---|---|---|---|---|
| "Eyes on the Road; Hands on the Wheel; Mind on Driving" | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Just Drive | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Idaho's Hundred Deadliest Days | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Idaho's SHIFT Campaign | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

**Now, we would like to ask you about things you may do while you are driving.**

8. Thinking back over the past 30 days, while driving, how often have you…

| | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive |
|---|---|---|---|---|---|---|---|
| had a conversation on a cell phone while holding it in your hand? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| had a conversation on a cell phone without holding it ("hands free")? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typed or read on a cell phone? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| had food to eat? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| attended to children in the back seat? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

9. In your opinion, in the past 30 days, how often did most drivers in Idaho…

| | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time they drive |
|---|---|---|---|---|---|---|---|
| have a conversation on a cell phone while holding it in your hand? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| have a conversation on a cell phone without holding it ("hands free")? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| type or read on a cell phone? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| have food to eat? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| attend to children in the back seat? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

**Now, we want to ask about your beliefs regarding these behaviors.**

10. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel dangerous or safe?

| | It would feel dangerous 1 | 2 | 3 | Neutral 4 | 5 | 6 | It would feel safe 7 |
|---|---|---|---|---|---|---|---|
| the driver having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver attending to children in the back seat | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

11. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel unacceptable or acceptable?

| | It would feel unacceptable 1 | 2 | 3 | Neutral 4 | 5 | 6 | It would acceptable 7 |
|---|---|---|---|---|---|---|---|
| the driver having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver attending to children in the back seat | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

**Please continue on the next page**

**Next, we want to ask about your expectations.**

12. How much do you agree or disagree with the following statements: "People should NOT engage in this behavior when they are driving."

| | Strongly agree | Agree | Somewhat agree | Neither agree not disagree | Somewhat disagree | Disagree | Strongly disagree |
|---|---|---|---|---|---|---|---|
| having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| attending to children in the back seat | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

13. "People who are important to me expect me NOT to engage in this behavior when I am driving."

| | Strongly agree | Agree | Somewhat agree | Neither agree not disagree | Somewhat disagree | Disagree | Strongly disagree |
|---|---|---|---|---|---|---|---|
| having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| attending to children in the back seat | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

14. "I expect people I care about NOT to engage in this behavior when they are driving."

| | Strongly agree | Agree | Somewhat agree | Neither agree not disagree | Somewhat disagree | Disagree | Strongly disagree |
|---|---|---|---|---|---|---|---|
| having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| attending to children in the back seat | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

**Now, we want to ask a few questions about how much you feel you are in control and whether or not you have rules at home or at work.**

15. Sometimes, we feel like we have to do certain things – that we do not have a choice. For example, our work may require or expect us to answer the cell phone. Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving.

| | I have no choice 1 | 2 | 3 | I have some choice 4 | 5 | 6 | It is all my choice 7 |
|---|---|---|---|---|---|---|---|
| having a conversation on a cell phone while holding it in your hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| having food to eat | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| attending to children in the back seat | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

16. Do you have a family rule about NOT engaging in the following behaviors while driving?

| | Yes | No | I don't know | I don't have a family |
|---|---|---|---|---|
| having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ |
| attending to children in the back seat | ☐ | ☐ | ☐ | ☐ |

17. Do you have a workplace rule about NOT engaging in the following behaviors while driving?

| | Yes | No | I don't know | I don't have a workplace |
|---|---|---|---|---|
| having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ |
| attending to children in the back seat | ☐ | ☐ | ☐ | ☐ |

**Please continue on the next page**

**Next, we want to explore a related, but different topic: whether you would ask someone who is driving to stop reading or typing on a cell phone.**

18. Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone to stop?

| I have never thought about it 1 | 2 | 3 | I have thought about it sometimes 4 | 5 | 6 | I have thought about it a lot 7 |
|---|---|---|---|---|---|---|
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

19. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? NOTE: If you were never in a situation to ask a driver to stop reading or typing on a cell phone while driving, select the first choice.

| | I was never in that situation 1 | Never 2 | 3 | 4 | About half the time 5 | 6 | 7 | Always 8 |
|---|---|---|---|---|---|---|---|---|
| A family member or close friend | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| An acquaintance or co-worker | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A stranger | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

20. In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving? Even if you are not sure, give your best guess.

| | Never 1 | 2 | 3 | About half the time 4 | 5 | 6 | Always 7 |
|---|---|---|---|---|---|---|---|
| A family member or close friend | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| An acquaintance or co-worker | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A stranger | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

21. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop?

| | Not at all willing 1 | 2 | 3 | 4 | 5 | 6 | Extremely willing 7 |
|---|---|---|---|---|---|---|---|
| The driver is a family member or close friend | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| The driver is an acquaintance or co-worker | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| The driver is a stranger | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

**This section asks questions about your perceptions of what others think as well as how different situations may impact your decisions.**

22. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Even if you are not sure, give your best guess.

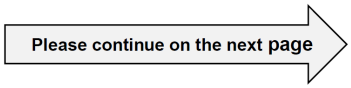
| | Strongly agree | Agree | Somewhat agree | Neither agree not disagree | Somewhat disagree | Disagree | Strongly disagree |
|---|---|---|---|---|---|---|---|
| You | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Your family | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Your friends | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Your employer | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Most people who are important to you | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Most people (age 18 or older) in your community | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

23. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone?

| | Not at all support 1 | 2 | 3 | Moderately support 4 | 5 | 6 | Strongly support 7 |
|---|---|---|---|---|---|---|---|
| You | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Your family | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Your friends | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Your employer | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Most people who are important to you | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Most people (age 18 or older) in your community | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

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

| | Not at all comfortable 1 | 2 | 3 | Moderately comfortable 4 | 5 | 6 | Extremely comfortable 7 |
|---|---|---|---|---|---|---|---|
| A family member or close friend | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| An acquaintance or co-worker | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A stranger | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |



**Not only are there actions we can take individually to improve traffic safety, there are also steps we can take as a community, workplace, and family.**

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

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

**Finally, we want to ask a few questions to better understand who took the survey.**

| 26. Have you driven a car or vehicle in the past 30 days? | Yes | No |
|---|---|---|
| | ☐ | ☐ |

27. What is your age? _____ (years)

| 28. What best describes where you live? | Urban (population of 50,000 or more) | Suburban (population between 2,500 and 50,000) | Rural |
|---|---|---|---|
| | ☐ | ☐ | ☐ |

29. What is your sex? _____

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

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

| 31. During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor? | Yes | No | I don't know |
|---|---|---|---|
| | ☐ | ☐ | ☐ |

Thank you!

First Letter (sent prior to the survey packet)

**IDAHO TRANSPORTATION DEPARTMENT**
P.O. Box 7129
Boise ID 83707-1129

(208) 334-8000
itd.idaho.gov

Dear Idaho Resident:

Safety on our roadways concerns all of us. The Idaho Transportation Department is always working to improve traffic safety in our state, and **we need your help**.

Soon you will receive a large envelope in the mail labeled "IMPORTANT SURVEY ENCLOSED." You were randomly selected along with a small group of households across Idaho to participate in an important survey about distracted driving.

We would greatly appreciate you taking the time to complete this survey. Your responses are confidential and cannot be associated with your identity. Only summary results will be reported. These results will help us develop tools and resources to use right here in Idaho to improve our traffic safety.

Participation in the survey is voluntary, and we hope that you will support our state's effort to keep our roads safe and choose to participate.

The survey is very brief and will only take a few minutes of your time. Please look for the envelope labeled "IMPORTANT SURVEY ENCLOSED" arriving soon.

Thank you for your help in making Idaho roads safer for all citizens.

Sincerely,

John Tomlinson, Highway Safety Manager
Idaho Transportation Department

Second Letter (sent with the survey)

**IDAHO TRANSPORTATION DEPARTMENT**
P.O. Box 7129
Boise ID 83707-1129

(208) 334-8000
itd.idaho.gov

Dear Idaho Resident:

**Your voice matters.** Your household has been randomly selected among all households in Idaho to participate in an important survey to help better understand distracted driving. We very much want to understand your beliefs and attitudes about this important issue.

We greatly value your thoughts and opinions. The survey takes about 10 minutes to complete and will benefit the well-being of everyone in our community. Your responses are anonymous and cannot be associated with your identity. We will use the results to develop materials specifically for Idaho.

In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

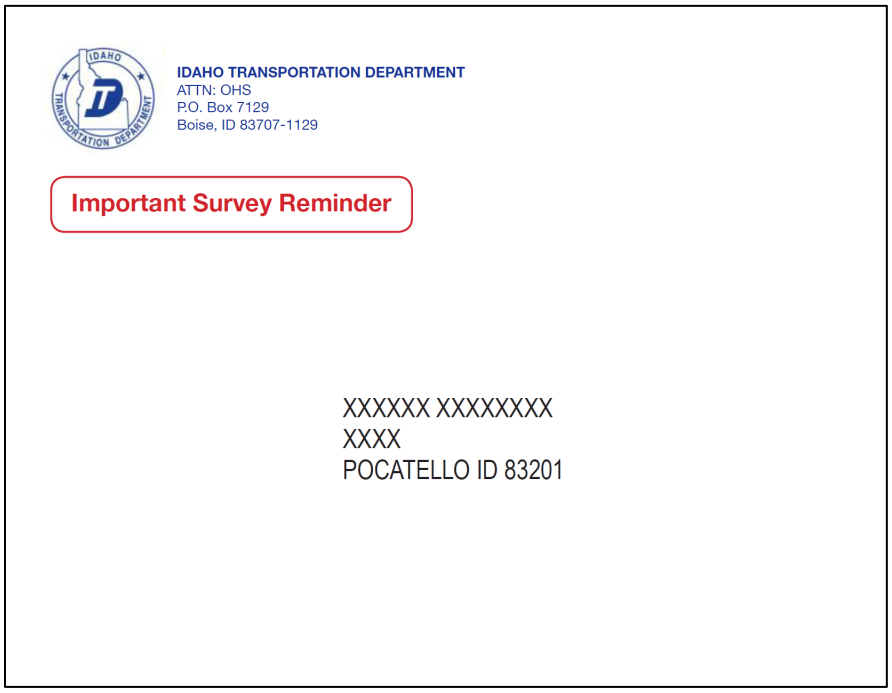
The survey was developed by the Center for Health and Safety Culture at the Western Transportation Institute (Montana State University) and has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at jayotto@montana.edu.

Please return the survey in the envelope provided – no postage is required. **Thank you for your time in supporting this effort to keep our state's roads safe.**

Sincerely,

John Tomlinson, Highway Safety Manager
Idaho Transportation Department

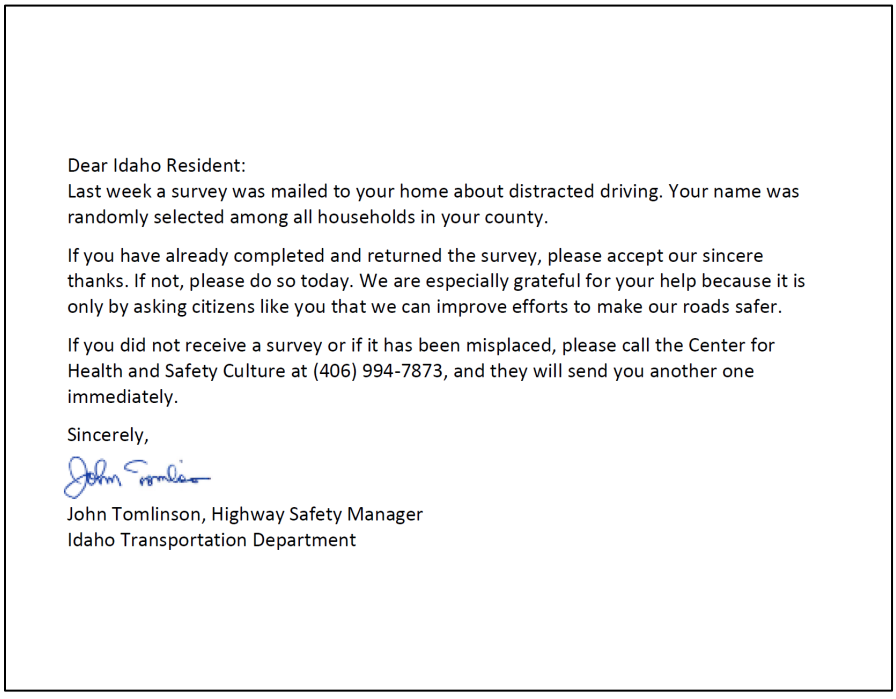
Reminder Post Card



IDAHO TRANSPORTATION DEPARTMENT
ATTN: OHS
P.O. Box 7129
Boise, ID 83707-1129

**Important Survey Reminder**

XXXXXX XXXXXXXX
XXXX
POCATELLO ID 83201



Dear Idaho Resident:
Last week a survey was mailed to your home about distracted driving. Your name was randomly selected among all households in your county.

If you have already completed and returned the survey, please accept our sincere thanks. If not, please do so today. We are especially grateful for your help because it is only by asking citizens like you that we can improve efforts to make our roads safer.

If you did not receive a survey or if it has been misplaced, please call the Center for Health and Safety Culture at (406) 994-7873, and they will send you another one immediately.

Sincerely,

John Tomlinson, Highway Safety Manager
Idaho Transportation Department

Final Reminder Letter

**IDAHO TRANSPORTATION DEPARTMENT**
P.O. Box 7129
Boise ID 83707-1129

(208) 334-8000
itd.idaho.gov

Dear Idaho Resident:

About three weeks ago, we sent a survey to you about distracted driving. If you have already returned the survey, we thank you and ask you to disregard this mailing.

**Many households in your state have completed the survey and shared important information.** This information will be very valuable in supporting local efforts to make our state's roads safer.

We are writing again because of the importance that **your survey** has for assuring accurate results. **Your voice matters.** It's only by hearing from nearly everyone who was selected that we can be sure that the results are truly representative.

If you have not completed the survey, we have included another survey and self-addressed return envelope with pre-paid postage. The survey takes about 10 minutes to complete. Your responses are anonymous and cannot be associated with your identity.

In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

The survey was developed by the Center for Health and Safety Culture at the Western Transportation Institute (Montana State University) and has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at jayotto@montana.edu.

Please return the survey in the envelope provided – no postage is required. **Thank you for your time in supporting this effort to keep our state's roads safe.**

Sincerely,

John Tomlinson, Highway Safety Manager
Idaho Transportation Department

# Appendix B
# Workplace Survey

The following is the text of the workplace survey. The actual survey was implemented online using the Qualtrics platform, so the formatting looked differently on the screen than it appears below.

**Distracted Driving Workplace Survey**

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

Your voice matters. Each and every survey is very important to us.

Your participation is voluntary, and we will only share summary results. Your responses are confidential, anonymous, and cannot be associated with your identity. You can stop at any time. You can choose to not answer any question you do not want to answer.

This study has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at jayotto@montana.edu. Thank you for taking this survey!

We would like to begin by learning a little about you.

What is your age?

☐ 17 or younger
☐ 18
☐ 19
☐ 20
☐ 21 to 24 years
☐ 25 to 30 years
☐ 31 to 34 years
☐ 35 to 44 years
☐ 45 to 54 years
☐ 55 to 59 years
☐ 60 to 64 years
☐ 65 to 74 years
☐ 75 or older

How often do you drive a vehicle as a part of your work?

☐ Never
☐ Rarely (once a month or less)
☐ Occasionally (several times a month)
☐ Frequently (several times a week or daily)

How often do you ride in a vehicle as a part of your work?

- ☐ Never
- ☐ Rarely (once a month or less)
- ☐ Occasionally (several times a month)
- ☐ Frequently (several times a week or daily)

In the past three months, has your workplace adopted a new policy or changed an existing policy about distracted or engaged driving?

- ☐ yes
- ☐ no
- ☐ I don't know

In the past three months, have you participated in any training about your workplace policy about distracted or engaged driving?

- ☐ yes
- ☐ no
- ☐ I don't know

Next, we would like to ask a few questions about traffic safety in general.

Q1 How concerned are you about safety on roads and highways?

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

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

Q2 "I believe the only acceptable number of deaths and serious injuries on our roadways is zero."

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

Q3 "I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."

☐ Strongly Agree
☐ Agree
☐ Somewhat Agree
☐ Neither Agree nor Disagree
☐ Somewhat Disagree
☐ Disagree
☐ Strongly Disagree

Q4 Over the past 12 months, how often have you heard or seen the following safety messages or campaigns?

| | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily |
|---|---|---|---|---|---|---|---|
| "Eyes on the Road; Hands on the Wheel; Mind on Driving" | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Just Drive | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Idaho's Hundred Deadliest Days | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Shift | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Now, we would like to ask you about things you may do while you are driving.

Q5 Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you...

| | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive |
|---|---|---|---|---|---|---|---|
| had a conversation on a cell phone while holding it in your hand? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| had a conversation on a cell phone without holding it ("hands free")? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typed or read on a cell phone? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| had food to eat? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| attended to children in the back seat? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q6 In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work)...

| | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive |
|---|---|---|---|---|---|---|---|
| have a conversation on a cell phone while holding it in their hand? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| have a conversation on a cell phone without holding it ("hands free")? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| type or read on a cell phone? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| eat food? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| attend to children in the back seat? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q7 Thinking back over the past 30 days, while driving FOR WORK, how often have you...

| | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | I never drive for work |
|---|---|---|---|---|---|---|---|---|
| had a conversation on a cell phone while holding it your hand? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| had a conversation on a cell phone without holding it ("hands free")? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typed or read on a cell phone? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| had food to eat? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q8 Thinking back over the past 30 days, how often did most of your coworkers who drive for work...

| | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive |
|---|---|---|---|---|---|---|---|
| have a conversation on a cell phone while holding it in their hands? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| have a conversation on a cell phone without holding it ("hands free")? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| type or read on a cell phone? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| eat food? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Now, we want to ask about your beliefs about these behaviors.

Q9 Imagine you are a passenger in a WORK vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe?

| | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) |
|---|---|---|---|---|---|---|---|
| the driver having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q10 Imagine you are a passenger in a WORK vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel unacceptable or acceptable?

| | It would feel unacceptable (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel acceptable (7) |
|---|---|---|---|---|---|---|---|
| the driver having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| the driver eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Next, we want to ask about your expectations.

Q11 How much do you agree or disagree with the following statement: "Employees should NOT engage in this behavior when they are driving for work."

| | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|---|
| having a conversation on a cell phone while holding it in their hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q12 "My supervisor expects me NOT to engage in this behavior when I am driving for work."

| | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|---|
| having a conversation on a cell phone while holding it in my hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q13 "I expect my coworkers NOT to engage in this behavior when they are driving for work."

| | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|---|
| having a conversation on a cell phone while holding it in their hands | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Now, we want to ask a few questions about how much you feel you are in control.

Q14 Sometimes, we can feel like we have to do certain things -- that we do not have a choice. For example, our work may require or expect us to answer our cell phone. Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work.

| | I have NO choice; I have to do it (1) | (2) | (3) | (4) | (5) | (6) | It is all my choice (7) | I don't drive for work |
|---|---|---|---|---|---|---|---|---|
| having a conversation on a cell phone while holding it in your hand | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q15 Do you have a family rule about NOT engaging in the following behaviors while driving?

| | Yes | No | I don't know | I don't have a family |
|---|---|---|---|---|
| having a conversation on a cell phone while holding it in your hand | ☐ | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ | ☐ |
| attending to children in the back seat | ☐ | ☐ | ☐ | ☐ |

Q16 Do you have a workplace rule about NOT engaging in the following behaviors while driving?

| | Yes | No | I don't know |
|---|---|---|---|
| having a conversation on a cell phone while holding it in your hand | ☐ | ☐ | ☐ |
| having a conversation on a cell phone without holding it ("hands free") | ☐ | ☐ | ☐ |
| typing or reading on a cell phone | ☐ | ☐ | ☐ |
| eating food | ☐ | ☐ | ☐ |

Next, we want to explore a related, but different topic: whether you would ask a driver to stop reading or typing on a cell phone.

Q17 Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop?

☐ I have never thought about it (1)
☐ (2)
☐ (3)
☐ I have thought about it sometimes (4)
☐ (5)
☐ (6)
☐ I have thought about it a lot (7)

Q18 Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? NOTE: If you were never in a situation to ask a driver to stop reading or typing on a cell phone while driving, select the first choice.

| | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) |
|---|---|---|---|---|---|---|---|---|
| A family member or close friend | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A coworker (at work) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A stranger | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q19 In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? Even if you are not sure, give you best guess.

| | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) |
|---|---|---|---|---|---|---|---|
| A family member or close friend | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A coworker (at work) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A stranger | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q20 Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop?

| | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) |
|---|---|---|---|---|---|---|---|
| The driver is a family member or close friend | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| The driver is coworker (at work) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| The driver is a stranger | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Now we want to get a better understanding of your beliefs.

Q21 We want to learn how you feel about asking a coworker to stop reading or typing on a cell phone while driving. Each row shows a range of feelings. Please select one circle on each row that best shows how you feel about getting a coworker to refrain from reading or typing on a cell phone while driving. Circles toward the middle of a row indicate a neutral feeling. Circles closest to a word indicate a stronger feeling. Asking a coworker to stop reading or typing on a cell phone while driving feels...

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|
| Cool: Not Cool | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Dangerous: Safe | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Foolish: Sensible | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Pleasant: Unpleasant | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Good: Bad | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Acceptable: Unacceptable | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Right: Wrong | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Caring: Uncaring | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Respectful: Disrespectful | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Appropriate: Inappropriate | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Responsible: Irresponsible | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

T11 How much do you agree or disagree with the following statements?

Q22 "I think asking someone to stop reading or typing on a cell phone while driving will NOT make a difference - people do what they want to do."

| | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|---|
| You | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q23 "I believe asking someone to stop reading or typing on a cell phone while driving is likely to upset the other person."

| | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|---|
| You | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q24 "I believe asking someone to stop reading or typing on a cell phone while driving protects the other person from potential harm."

| | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|---|
| You | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q25 "I believe asking someone to stop reading or typing on a cell phone while driving is rude."

| | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|---|
| You | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

This section asks questions about your perceptions of what others think as well as how different situations may impact your decisions.

Q26 In your opinion, how much would the following people agree or disagree with this statement: "Employees should ask a coworker who is driving to stop reading or typing on a cell phone." Even if you are not sure, give your best guess.

| | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|---|
| You | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Your supervisor | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Most of your coworkers | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q27 In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving?

| | Strongly Disapprove | Disapprove | Somewhat Disapprove | Neither Approve nor Disapprove | Somewhat Approve | Approve | Strongly Approve |
|---|---|---|---|---|---|---|---|
| You | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Your supervisor | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Most of your coworkers | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q28 In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone?

| | Not at All Support (1) | (2) | (3) | Moderately Support (4) | (5) | (6) | Strongly Support (7) |
|---|---|---|---|---|---|---|---|
| You | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Your supervisor | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Most of your coworkers | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q29 If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving?

| | Not at All Comfortable (1) | (2) | (3) | Moderately Comfortable (4) | (5) | (6) | Extremely Comfortable (7) |
|---|---|---|---|---|---|---|---|
| A family member or close friend | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A coworker (while at work) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A stranger | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Q30 If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving?

| | Not at All Confident (1) | (2) | (3) | Moderately Confident (4) | (5) | (6) | Extremely Confident (7) |
|---|---|---|---|---|---|---|---|
| A family member or close friend | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A coworker (while at work) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| A stranger | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

**This final section asks a few more questions to help us understand who took the survey.**

What is your sex?

- ☐ male
- ☐ female
- ☐ other; I prefer not to answer

How would you describe your position?

- ☐ non-management employee
- ☐ management (first-level, middle, senior)

*Thank you!*

# Appendix C
# Media Campaign Recommendations

## Introduction

A survey was conducted among adults in Idaho to better understand distracted driving. A mailed, paper survey was sent to a random sample of households across Idaho (the response rate was 39 percent with 525 responses).

This document summarizes results from the survey. The results are followed by important insights and recommendations for messaging. Additional statistical analyses were performed to support the insights (but are not included in this document).

The surveys explored five distracting behaviors: having a conversation on a cell phone while holding it ("talk hand-held"), having a conversation on a cell phone without holding it ("talk hands-free"), typing or reading on a cell phone ("texting"), eating food ("eating"), and attending to children in the back seat ("attend child"). The surveys measured behaviors, attitudes, perceived norms (injunctive and descriptive), and control beliefs. They also explored family and workplace rules about these distracting behaviors.

The survey also explored whether people, when in a vehicle as a passenger, would ask a driver to stop engaging in texting while driving. Three different social relationships between the passenger and the driver were explored: family member/friend, co-worker/acquaintance, and stranger. Behaviors, willingness to intervene, attitudes, perceived norms (injunctive and descriptive), and control beliefs were assessed.

Table C-1 summarizes the core behaviors identified to address distracted driving. The media campaign should support these behaviors by creating a context fostering engagement by individuals, families, workplaces, and communities.

*Table C-1. Comprehensive Strategy to Address Distracted Driving*

| Social Ecological Layer | Traffic Safety Behaviors |
|---|---|
| Community | • Primary laws coupled with consistent, visible enforcement |
| Workplace | • Workplace policies addressing distracted driving reinforced with strong training and accountability |
| Families | • Family rules addressing distracted driving established with meaningful dialogue<br>• Modeling by parents with children |
| Individuals | • Intervening with drivers engaging in distracted driving behaviors |

## Distracted Driving Behaviors, Attitudes, and Beliefs

The following sections summarizes the results of both surveys about behaviors, attitudes, and beliefs about five distracting driving behaviors. Table C-2 summarizes the relative frequencies of how often respondents indicated engaging in various distracted driving behaviors.

*Table C-2. Distracted Driving Behaviors*

| **Thinking back over the past 30 days, while driving, how often have you…** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive |
| Talk (hand-held) | 31% | 31% | 15% | 11% | 9% | 2% | 1% |
| Talk (hands-free) | 42% | 15% | 12% | 11% | 15% | 5% | 1% |
| Texting | 46% | 26% | 13% | 9% | 4% | 1% | 1% |
| Eating | 19% | 27% | 28% | 16% | 8% | 1% | 1% |
| Attend child | 60% | 17% | 9% | 7% | 5% | 1% | 1% |

Key Points

- Many drivers in Idaho are regularly engaging in distracted driving behaviors.
- Analysis shows that the various behaviors are correlated.
- Most drivers don't engage in these behaviors frequently or more often.

*Table C-3. Attitudes about Distracted Driving*

| **Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel dangerous or safe?** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) |
| Talk (hand-held) | 26% | 19% | 20% | 20% | 8% | 6% | 1% |
| Talk (hands-free) | 10% | 8% | 11% | 27% | 13% | 16% | 15% |
| Texting | 73% | 16% | 6% | 3% | 1% | 1% | 0% |
| Eating | 11% | 14% | 20% | 35% | 11% | 8% | 2% |
| Attend child | 32% | 19% | 23% | 19% | 4% | 2% | 1% |

Key Points

- Many drivers believe these behaviors are dangerous; few feel they are safe (with the exception of talking hands-free).
- Analysis shows these attitudes are correlated with behavior, that is, people who feel the behaviors are dangerous are less likely to engage in them.
- Talking on a hands-free device is perceived as safe by many people (44%).

*Table C-4. Injunctive Norms about Distracted Driving*

| **"People should NOT engage in this behavior when they are driving."** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree |
| Talk (hand-held) | 31% | 21% | 19% | 13% | 10% | 5% | 2% |
| Talk (hands-free) | 10% | 10% | 17% | 18% | 17% | 16% | 12% |
| Texting | 73% | 15% | 5% | 2% | 2% | 0% | 3% |
| Eating | 11% | 11% | 28% | 26% | 13% | 7% | 4% |
| Attend child | 26% | 19% | 21% | 18% | 8% | 5% | 2% |

Key Points

- Many drivers in Idaho believe people should NOT engage in these behaviors.
- Analysis shows that injunctive norms are correlated with behavior.
- Only 37% of respondents believe people should not engage in a hands-free conversation.

*Table C-5. Descriptive Norms about Distracted Driving*

| **In your opinion, in the past 30 days, how often did most drivers in Idaho…** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time |
| Talk (hand-held) | 3% | 3% | 8% | 14% | 49% | 15% | 7% |
| Talk (hands-free) | 4% | 5% | 12% | 22% | 41% | 12% | 4% |
| Texting | 4% | 4% | 9% | 18% | 43% | 16% | 7% |
| Eating | 2% | 3% | 10% | 29% | 44% | 9% | 4% |
| Attend child | 4% | 6% | 15% | 29% | 33% | 11% | 3% |

Key Points

- Referring to Table 1, most drivers rarely or never engage in these behaviors; however, many respondents perceive that most people engage in these behaviors frequently or more often.
- Analysis shows that the descriptive norms are correlated with behavior.

*Table C-6. Perceived Control Beliefs about Distracted Driving*

| **Sometimes, we feel like we have to do certain things – that we do not have a choice. For example, our work may require or expect us to answer the cell phone. Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving.** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | I have NO choice (1) | (2) | (3) | I have some choice (4) | (5) | (6) | It is all my choice (7) |
| Talk (hand-held) | 3% | 3% | 4% | 15% | 5% | 7% | 64% |
| Talk (hands-free) | 4% | 2% | 5% | 13% | 5% | 7% | 65% |
| Texting | 4% | 2% | 1% | 6% | 3% | 5% | 79% |
| Eating | 2% | 1% | 2% | 10% | 5% | 5% | 75% |
| Attend child | 5% | 4% | 4% | 20% | 6% | 5% | 56% |

Key Points

- Most drivers feel like they are in control of these behaviors. However, some believe they do not have total control.
- Analysis shows that perceived control beliefs are correlated with behavior.
- For some, attending to children in the back seat does not feel like a choice.

Family and Workplace Rules about Distracted Driving

Family and workplace rules are one way for families and workplaces to engage in constructive dialogue about distracted driving and promote safer behaviors.

*Table C-7. Prevalence of Family Rules about Distracted Driving*

| **Do you have a family rule about NOT engaging in the following behaviors while driving?** | | | | |
|---|---|---|---|---|
| | Yes | No | I don't know | I don't have a family |
| Talk (hand-held) | 29% | 59% | 3% | 9% |
| Talk (hands-free) | 17% | 71% | 2% | 10% |
| Texting | 61% | 28% | 2% | 9% |
| Eating | 13% | 73% | 4% | 9% |
| Attend child | 20% | 63% | 5% | 13% |

Key Points

- While most families have rules about not texting while driving, significantly fewer families have rules about other distracting behaviors.
- Analysis shows that those who reported having family rules were less likely to engage in distracted behaviors.
- Growing family rules about distracted driving is a core strategy to promote traffic safety within the family.

*Table C-8. Prevalence of Workplace Rules about Distracted Driving*

| **Do you have a workplace rule about NOT engaging in the following behaviors while driving?** | | | | |
|---|---|---|---|---|
| | Yes | No | I don't know | I don't have a workplace |
| Talk (hand-held) | 16% | 51% | 7% | 25% |
| Talk (hands-free) | 12% | 56% | 7% | 25% |
| Texting | 22% | 48% | 5% | 25% |
| Eating | 9% | 58% | 8% | 25% |
| Attend child | 11% | 55% | 8% | 26% |

Key Points

- Most workplaces do not have rules about distracted driving.
- Analysis shows that those who reported having workplace rules were less likely to engage in distracted driving.
- Growing workplaces with rules about distracted driving is a core strategy to promote traffic safety.

*Table C-9. Support for Various Strategies to Reduce Distracted Driving*

| **To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving?** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Not at All Support (1) | (2) | (3) | Moderately Support (4) | (5) | (6) | Strongly Support (7) |
| Family rule | 2% | 2% | 1% | 8% | 5% | 10% | 74% |
| Workplace policy | 5% | 1% | 2% | 13% | 6% | 11% | 62% |
| Primary law | 6% | 2% | 3% | 13% | 10% | 11% | 56% |

Key Points

- Most people support family rules, workplace policies, and a primary law to decrease texting.
- These results show support for the strategies outlined in this document.

Intervening to Stop Distracted Driving

Getting others to intervene to stop distracted driving is an important strategy to improve traffic safety. This behavior, sometimes called bystander engagement, is a core component of growing a strong sense of traffic safety citizenship. Traffic safety citizenship recognizes that everyone impacts the traffic safety of the community and improving traffic safety is about more than just driving safely but includes engaging with others.

*Table C-10. Prevalence of Intervening Behaviors to Stop Texting*

| **Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving?** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) |
| family member, close friend | 29% | 11% | 11% | 8% | 11% | 6% | 7% | 17% |
| acquaintance, co-worker | 53% | 19% | 7% | 2% | 7% | 2% | 2% | 7% |
| stranger | 68% | 18% | 3% | 1% | 2% | 1% | 2% | 4% |

Key Points

- While many people were not in a situation to intervene with a stranger, about half were with an acquaintance/co-worker and even more with a family member or close friend.
- Few people intervened all the time.
- Growing intervening behaviors is a core strategy to promote traffic safety.

*Table C-11. Willingness to Intervene to Stop Texting*

| **Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop?** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Not at all willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely willing (7) |
| family member, close friend | 2% | 1% | 3% | 4% | 10% | 14% | 66% |
| acquaintance, co-worker | 4% | 4% | 6% | 12% | 16% | 17% | 41% |
| stranger | 10% | 11% | 8% | 13% | 10% | 13% | 36% |

Key Points

- Most respondents reported they are willing to intervene; however, they are less willing to intervene as social distance grows (e.g., from family member to stranger).
- Analysis shows that those who are more willing to intervene are more likely to report intervening in the past 12 months. However, some people who reported a high willingness to intervene did NOT intervene.

*Table C-12. Injunctive Norms for Intervening to Stop Texting*

| **"People should ask someone who is driving to stop reading or typing on a cell phone."** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree |
| You | 62% | 25% | 7% | 4% | 1% | 0% | 1% |
| Your family | 50% | 30% | 13% | 4% | 2% | 0% | 1% |
| Your friends | 46% | 31% | 12% | 7% | 2% | 1% | 1% |
| Your employer | 52% | 20% | 10% | 14% | 2% | 1% | 2% |
| Most people in your community | 33% | 24% | 20% | 15% | 5% | 2% | 1% |

Key Points

- Most people (94%) agree people should intervene to stop texting (with nearly two-thirds strongly agreeing).
- However, the perception of similar beliefs among others varies with social distance. Only one-third thought most people in their community would strongly agree.
- These beliefs are correlated with willingness to intervene.

*Table C-13. Descriptive Norms for Intervening to Stop Texting*

| **In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving?** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) |
| family member, close friend | 18% | 14% | 16% | 30% | 9% | 7% | 6% |
| acquaintance, co-worker | 29% | 19% | 17% | 26% | 5% | 1% | 3% |
| stranger | 48% | 20% | 10% | 14% | 4% | 1% | 2% |

Key Points

Many people believe that most people intervene about half the time or less (compare to

- ).
- These beliefs are correlated with intervening behaviors and willingness to intervene.

*Table C-14. Perceived Control to Intervene to Stop Texting*

| **If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving?** | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Not at All Comfortable (1) | (2) | (3) | Moderately Comfortable (4) | (5) | (6) | Extremely Comfortable (7) |
| family member, close friend | 2% | 3% | 2% | 9% | 6% | 16% | 62% |
| acquaintance, co-worker | 3% | 6% | 7% | 21% | 14% | 16% | 33% |
| stranger | 16% | 12% | 10% | 17% | 9% | 10% | 26% |

Key Points

- Almost two-thirds indicated they were extremely comfortable intervening with a family member or close friend. However, far fewer were comfortable intervening with an acquaintance/co-worker or a stranger.
- These beliefs are strongly correlated with intervening behaviors and willingness to intervene.
- Growing comfort (as well as knowledge on how to intervene) will be important to increase bystander engagement.

Message Recommendations

The Center for Health and Safety Culture (CHSC) has developed seven general guidelines for media (Table C-15). These are helpful as a checklist to qualify media.

The following are media specific recommendations based on the results and analysis of the surveys.

1. Messages should inform the public about the danger of distracted driving without losing trust by trying to scare the public. Many people recognize these behaviors as dangerous, and this attitude can be normalized through the media.

2. Most people agree that people should not engage in these distracting behaviors. This is a healthy norm that should be promoted in the messaging.

3. Most people do not regularly engage in these behaviors. Language will need to be developed to convey this without condoning the behaviors.

4. While most people feel they are in control of their decisions to engage in distracting behaviors, some do not. It will be important to grow a sense of control and recognition that these behaviors are a choice.

5. Family rules decrease distracted driving.

6. Workplace rules decrease distracted driving.

7. Most people agree people should intervene to stop a driver from engaging in distracting behaviors. However, they need examples and ways to do this without sounding rude.

*Table C-15. CHSC's General Media Recommendations*

1. **Positive.** Your messages should promote what is good and healthy in your focus population. They should be positive, hope-based, healthy, legal and not fear or shame-based. If possible, avoid speaking from the negative with "Don't" messages.

2. **Normative.** Technically, a normative statistic is anything over 50%. However, people in your community are unlikely to be happy if you tell them that 51% of youth do not drink alcohol regularly. Remember that some norms are stronger than others; use your best numbers in your messages. Your messages should convey a positive norm.

3. **Reflective.** Mirror your focus population's best behavior back to them in a way that is designed to change misperceptions. Avoid being prescriptive, preachy, or autocratic. The images and language should reflect the focus audience.

4. **Inclusive.** Create messages that speak to the diversity of your focus population. Make sure your messages do not exclude members of your focus audience.

5. **Neutral.** State statistics and facts in a nonjudgmental tone. To embrace good statistics too positively can create the impression that you do not see a need for further change. Even if 90% of the people in your focus population do not drive while impaired, that number can be improved upon. Avoid eliciting psychological reactance from being judgmental. Some agencies or peer groups are perceived as having an agenda and not being neutral. Consequently, you must strive to convey the perception of neutrality.

6. **Clear.** Keep your messages short and simple. Be as straightforward as possible. The audience should be able to hear and recite one big idea from your message.

7. **Data-based and source-specific.** Truth and accuracy are central to a campaign. The data source should be an integral part of every message. Print at the bottom of the page should be legible because it provides credibility. Include key information like name of survey, participation, year, etc.

# Appendix D
# Interview Guidance

## SHIFT IDAHO

**Design Thinking Challenge**: How might we provide tools to help entities engage their members to improve engaged driving in Idaho?

### Interview Questions:

- What is your definition of distracted driving?
- What impacts of distracted driving have you observed?
- What distractions do you observe most in other drivers?
- What factors cause you to drive distracted?
- What would influence you to reduce distracted driving in your vehicle?

### Interview Audiences:

People who drive professionally: Truck Drivers, Delivery, Police, Emergency Responders, Uber/Lyft drivers, Bus drivers, Farmers etc.

People who are non-drivers: Kids, Elderly, Uber riders, commuters (vanpool or bus)

People who drive recreation or non-motor vehicles: Boat haulers, Hunters, RV drivers, Bicyclists, Motorcyclists, scooter riders etc.

People who drive in general: Moms, Dads, Workers, Teenagers, Tourists, New drivers, Old drivers etc.

### Interview Intro:

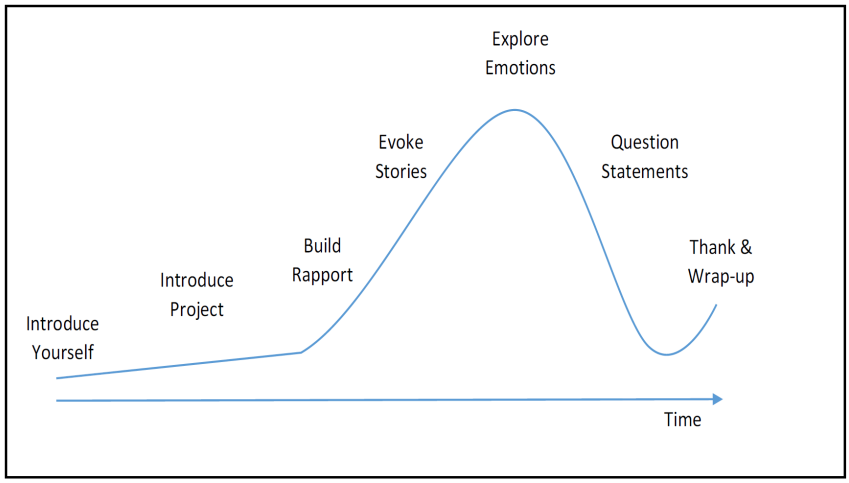
SHIFT is an engaged driving initiative of the Idaho Transportation Department. It is a movement to reduce distracted driving crashes by encouraging engaged driving – being in the moment and free from distractions. As part of this program, ITD and Idaho Power are taking part in a collaborative pilot program to grow engaged driving. This design thinking approach will focus on Idahoans' feelings about engaged driving. We appreciate your willingness to participate in this effort to make Idaho communities safer.

YOUR *Safety* • • • ▶ YOUR *Mobility* • • • ▶ YOUR *Economic Opportunity*

## Interview Format:

- **Interviewer**: Asks questions, uses active listening skills, asks follow up questions if needed.
- **Recorder**: Records what the persons SAYS / DOES / THINKS / FEELS.
- **Observer**: Watches body language and non-verbal cues.

## Elements of the interview:




## Interviewing for Empathy Do's and Don'ts:

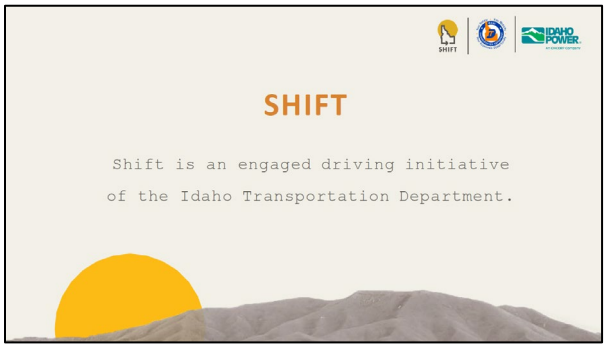
- Ask Why
- Encourage Stories
- Look for inconsistencies
- Look for non-verbal cues
- Stay Neutral
- Don't fear silence… give more time than you think is needed.
- Don't Suggest Answers
- No Binary questions… avoid yes/no follow up questions

YOUR *Safety* • • • ▶ YOUR *Mobility* • • • ▶ YOUR *Economic Opportunity*

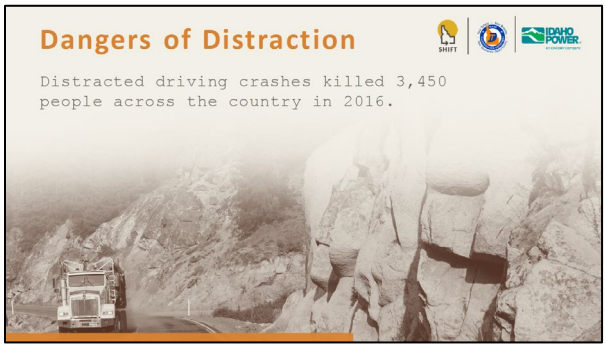
# Appendix E
# Summary of Shift Engaged Driving

The following are the slides summarizing the workplace intervention.





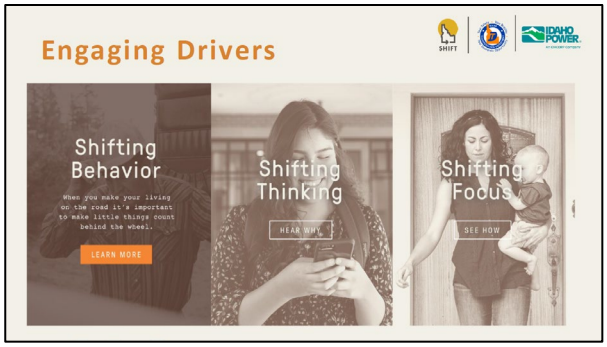






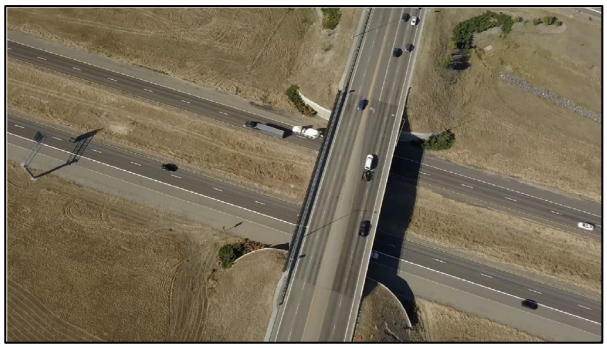


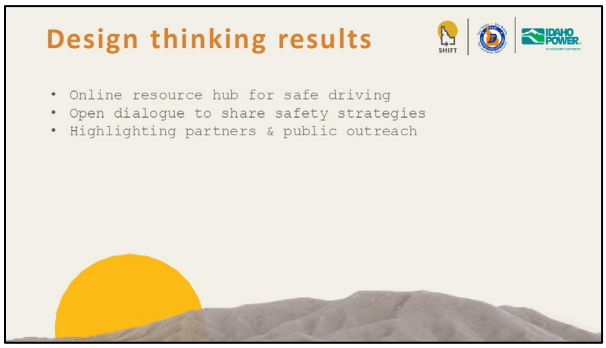
A Layered Approach to Changing Social Norms
• Individual
• Family & Peers
• Workplace & School
• Community


Engaging Drivers
Shifting Behavior
When you make your living on the road it's important to make little things count behind the wheel.
LEARN MORE
Shifting Thinking
HEAR WHY
Shifting Focus
SEE HOW


Engaging employers
The workplace is an environment that can influence driving behaviors even when employees are off the clock.
CHEVROLET


Workplace toolkit
ITD and Idaho Power are partnering to create tools and strategies for businesses to teach engaged driving.
Safety is a Value




Design thinking results
• Online resource hub for safe driving
• Open dialogue to share safety strategies
• Highlighting partners & public outreach


SHIFT
Drive well Idaho.

# Appendix F
# Community Survey Responses

The following is a summary of the relative frequencies and means of responses to all questions on the Community Survey broken down by sex and year. In addition, the statistical significance (Sig) and effect size (η2) of the change in the means from 2016 to 2019 are included. Effect sizes of 0.01 indicate a small effect; 0.06 indicate a moderate effect, and 0.14 indicate a large effect.

Q1a. How much do each of the following statements describe you? "If I were upset with a friend, I would discuss it with someone else rather than the friend who upset me."

| | Year | N | Very unlike me (1) | Unlike me (2) | Somewhat unlike me (3) | Neutral (4) | Somewhat like me (5) | Like me (6) | Very like me (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 226 | 18.1% | 27.9% | 14.2% | 14.2% | 16.8% | 6.2% | 2.7% | 100% | 3.1 | | |
| male | 2019 | 268 | 16.8% | 31.7% | 11.2% | 13.1% | 17.5% | 7.1% | 2.6% | 100% | 3.1 | 0.910 | 0.000 |
| female | 2016 | 264 | 15.9% | 18.6% | 14.4% | 11.4% | 21.6% | 12.9% | 5.3% | 100% | 3.6 | | |
| female | 2019 | 213 | 16.4% | 23.5% | 12.7% | 9.4% | 21.1% | 11.3% | 5.6% | 100% | 3.5 | 0.470 | 0.001 |

Q1b. How much do each of the following statements describe you? "I prefer to solve disputes through face-to-face discussion."

| | Year | N | Very unlike me (1) | Unlike me (2) | Somewhat unlike me (3) | Neutral (4) | Somewhat like me (5) | Like me (6) | Very like me (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 224 | 3.1% | 4.5% | 6.7% | 8.9% | 16.1% | 36.6% | 24.1% | 100% | 5.4 | | |
| male | 2019 | 275 | 3.6% | 1.5% | 5.1% | 6.2% | 12.4% | 46.5% | 24.7% | 100% | 5.6 | 0.075 | 0.006 |
| female | 2016 | 266 | 3.8% | 7.9% | 7.5% | 8.6% | 16.5% | 29.7% | 25.9% | 100% | 5.2 | | |
| female | 2019 | 217 | 3.7% | 6.0% | 8.8% | 10.6% | 18.4% | 29.5% | 23.0% | 100% | 5.1 | 0.777 | 0.000 |

Q2. Indicate your level of agreement with the following statement: "Most people are honest."

| | Year | N | I strongly disagree | I generally disagree | I somewhat disagree | I neither disagree nor agree | I somewhat agree | I generally agree | I strongly agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 228 | 2.6% | 6.1% | 14.9% | 8.3% | 31.6% | 34.6% | 1.8% | 100% | 4.7 | | |
| male | 2019 | 278 | 1.8% | 5.4% | 12.2% | 6.5% | 35.3% | 33.5% | 5.4% | 100% | 4.9 | 0.129 | 0.005 |
| female | 2016 | 273 | 2.9% | 7.7% | 14.7% | 9.2% | 29.7% | 33.7% | 2.2% | 100% | 4.6 | | |
| female | 2019 | 220 | 1.8% | 5.5% | 10.9% | 7.3% | 31.4% | 40.9% | 2.3% | 100% | 4.9 | 0.030 | 0.010 |

Q3. Generally speaking, would you say that people can be trusted or that you can't be too careful in dealing with people?

| | Year | N | People can almost always be trusted | People can usually be trusted | You usually can't be too careful in dealing with people | You almost always can't be too careful in dealing with people | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 225 | 0.9% | 51.1% | 44.0% | 4.0% | 100% | 2.5 | | |
| male | 2019 | 279 | 1.8% | 53.8% | 40.9% | 3.6% | 100% | 2.5 | 0.361 | 0.002 |
| female | 2016 | 271 | 3.3% | 53.9% | 34.3% | 8.5% | 100% | 2.5 | | |
| female | 2019 | 219 | 0.0% | 61.2% | 33.8% | 5.0% | 100% | 2.4 | 0.486 | 0.001 |

Q4. In general, how would you compare your driving skills to the average Idaho driver?

| | Year | N | I am much worse than average (1) | I am worse than average (2) | I am somewhat worse than average (3) | I am about average (4) | I am somewhat better than average (5) | I am better than average (6) | I am much better than average (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 227 | 0.4% | 0.0% | 2.2% | 18.1% | 24.2% | 41.0% | 14.1% | 100% | 5.4 | | |
| male | 2019 | 279 | 0.0% | 0.4% | 0.0% | 16.8% | 20.8% | 39.8% | 22.2% | 100% | 5.7 | 0.022 | 0.010 |
| female | 2016 | 268 | | | 1.9% | 32.5% | 28.4% | 27.6% | 9.7% | 100% | 5.1 | | |
| female | 2019 | 222 | | | 0.0% | 28.8% | 34.2% | 29.3% | 7.7% | 100% | 5.2 | 0.580 | 0.001 |

Q5. How concerned are you about safety on roads and highways?

| | Year | N | Not at All Concerned (1) | (2) | (3) | (4) | (5) | (6) | Extremely Concerned (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 218 | 0.5% | 1.4% | 1.4% | 5.5% | 15.6% | 32.1% | 43.6% | 100% | 6.1 | | |
| male | 2019 | 267 | 0.7% | 1.1% | 1.5% | 4.5% | 24.7% | 26.6% | 40.8% | 100% | 5.9 | 0.308 | 0.002 |
| female | 2016 | 246 | | 0.8% | 2.4% | 7.7% | 18.7% | 21.1% | 49.2% | 100% | 6.0 | | |
| female | 2019 | 213 | | 0.9% | 2.3% | 4.7% | 12.2% | 30.0% | 49.8% | 100% | 6.2 | 0.218 | 0.003 |

Q6a. How much do you agree or disagree with the following statements? "I believe the only acceptable number of deaths and serious injuries on our roadways is zero."

| | Year | N | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 216 | 36.1% | 25.5% | 12.5% | 8.8% | 6.0% | 7.9% | 3.2% | 100% | 2.6 | | |
| male | 2019 | 266 | 27.1% | 27.8% | 14.3% | 9.0% | 8.3% | 6.4% | 7.1% | 100% | 2.9 | 0.059 | 0.007 |
| female | 2016 | 244 | 36.9% | 27.5% | 10.2% | 9.4% | 2.5% | 5.3% | 8.2% | 100% | 2.6 | | |
| female | 2019 | 213 | 31.0% | 25.8% | 17.4% | 9.4% | 4.7% | 4.2% | 7.5% | 100% | 2.7 | 0.499 | 0.001 |

Q6b. How much do you agree or disagree with the following statements? "I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."

| | Year | N | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 215 | 48.4% | 23.3% | 7.9% | 7.4% | 5.1% | 4.2% | 3.7% | 100% | 2.3 | | |
| male | 2019 | 263 | 49.8% | 24.0% | 8.4% | 5.3% | 3.4% | 3.8% | 5.3% | 100% | 2.2 | 0.809 | 0.000 |
| female | 2016 | 245 | 55.5% | 20.4% | 5.7% | 6.5% | 1.6% | 2.9% | 7.3% | 100% | 2.2 | | |
| female | 2019 | 209 | 50.2% | 22.5% | 8.6% | 8.1% | 2.4% | 1.4% | 6.7% | 100% | 2.2 | 0.778 | 0.000 |

Q7a. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? "Eyes on the Road; Hands on the Wheel; Mind on Driving"

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 212 | 66.0% | 15.6% | 4.7% | 4.7% | 4.7% | 2.4% | 1.9% | 100% | 1.8 | | |
| male | 2019 | 264 | 59.5% | 17.0% | 8.0% | 5.3% | 3.4% | 4.9% | 1.9% | 100% | 2.0 | 0.217 | 0.003 |
| female | 2016 | 243 | 62.6% | 14.4% | 7.0% | 3.7% | 3.3% | 4.1% | 4.9% | 100% | 2.0 | | |
| female | 2019 | 210 | 67.6% | 16.7% | 5.2% | 3.8% | 2.4% | 2.9% | 1.4% | 100% | 1.7 | 0.032 | 0.010 |

Q7b. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Just Drive

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 211 | 65.4% | 15.6% | 4.3% | 4.3% | 4.7% | 2.8% | 2.8% | 100% | 1.9 | | |
| male | 2019 | 260 | 63.5% | 15.4% | 7.7% | 3.1% | 3.8% | 4.6% | 1.9% | 100% | 1.9 | 0.846 | 0.000 |
| female | 2016 | 240 | 60.4% | 17.1% | 6.7% | 5.0% | 1.7% | 5.8% | 3.3% | 100% | 2.0 | | |
| female | 2019 | 208 | 68.3% | 17.8% | 7.2% | 3.8% | 1.9% | 0.5% | 0.5% | 100% | 1.6 | 0.001 | 0.024 |

Q7c. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Idaho's Hundred Deadliest Days

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 213 | 56.3% | 14.6% | 13.1% | 6.6% | 4.7% | 2.8% | 1.9% | 100% | 2.0 | | |
| male | 2019 | 259 | 44.0% | 21.2% | 12.7% | 13.5% | 5.8% | 2.7% | 0.0% | 100% | 2.2 | 0.156 | 0.004 |
| female | 2016 | 241 | 53.1% | 14.9% | 17.0% | 8.7% | 2.1% | 2.5% | 1.7% | 100% | 2.1 | | |
| female | 2019 | 207 | 45.9% | 19.3% | 16.9% | 10.1% | 3.4% | 3.4% | 1.0% | 100% | 2.2 | 0.305 | 0.002 |

Q7d. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Idaho's SHIFT Campaign

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean |
|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2019 | 253 | 73.9% | 11.1% | 5.5% | 3.6% | 2.8% | 2.0% | 1.2% | 100% | 1.6 |
| female | 2019 | 203 | 80.9% | 8.1% | 4.2% | 2.9% | 2.2% | 1.1% | 0.7% | 100% | 1.2 |

Q8b. Thinking back over the past 30 days, while driving, how often have you… had a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 218 | 45.4% | 15.6% | 9.2% | 11.0% | 13.3% | 4.6% | 0.9% | 100% | 2.5 | | |
| male | 2019 | 265 | 37.0% | 15.1% | 10.2% | 12.8% | 15.1% | 6.4% | 3.4% | 100% | 2.9 | 0.021 | 0.011 |
| female | 2016 | 244 | 54.1% | 9.8% | 9.4% | 10.2% | 12.3% | 4.1% | 0.0% | 100% | 2.3 | | |
| female | 2019 | 214 | 40.2% | 16.4% | 11.7% | 12.6% | 15.9% | 2.8% | 0.5% | 100% | 2.6 | 0.062 | 0.008 |

Q8c. Thinking back over the past 30 days, while driving, how often have you… typed or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 218 | 64.2% | 21.6% | 4.6% | 6.0% | 2.3% | 0.5% | 0.9% | 100% | 1.7 | | |
| male | 2019 | 267 | 58.1% | 24.7% | 7.5% | 5.2% | 3.4% | 0.7% | 0.4% | 100% | 1.7 | 0.376 | 0.002 |
| female | 2016 | 244 | 56.6% | 25.8% | 7.8% | 6.6% | 3.3% | 0.0% | 0.0% | 100% | 1.7 | | |
| female | 2019 | 213 | 52.6% | 26.3% | 13.1% | 4.2% | 2.8% | 0.5% | 0.5% | 100% | 1.8 | 0.463 | 0.001 |

Q8d. Thinking back over the past 30 days, while driving, how often have you… had food to eat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 218 | 21.1% | 28.4% | 25.7% | 17.9% | 6.0% | 0.5% | 0.5% | 100% | 2.6 | | |
| male | 2019 | 266 | 24.4% | 28.2% | 23.3% | 14.7% | 7.9% | 1.1% | 0.4% | 100% | 2.6 | 0.724 | 0.000 |
| female | 2016 | 244 | 25.0% | 31.1% | 27.5% | 10.2% | 5.3% | 0.8% | 0.0% | 100% | 2.4 | | |
| female | 2019 | 214 | 21.0% | 29.9% | 27.1% | 15.0% | 5.6% | 0.9% | 0.5% | 100% | 2.6 | 0.138 | 0.005 |

Q8e. Thinking back over the past 30 days, while driving, how often have you… attended to children in the back seat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 217 | 78.8% | 13.4% | 2.8% | 3.7% | 0.9% | | 0.5% | 100% | 1.4 | | |
| male | 2019 | 264 | 83.0% | 10.6% | 2.7% | 2.7% | 0.8% | | 0.4% | 100% | 1.3 | 0.341 | 0.002 |
| female | 2016 | 244 | 63.5% | 17.2% | 9.0% | 4.9% | 4.1% | 0.4% | 0.8% | 100% | 1.7 | | |
| female | 2019 | 213 | 71.4% | 11.7% | 7.5% | 2.8% | 4.7% | 1.9% | 0.0% | 100% | 1.6 | 0.385 | 0.002 |

Q9a. In your opinion, in the past 30 days, how often did most drivers in Idaho… have a conversation on a cell phone while holding it in your hand?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 215 | 5.1% | 2.3% | 8.4% | 15.3% | 47.4% | 12.6% | 8.8% | 100% | 4.7 | | |
| male | 2019 | 265 | 6.8% | 1.1% | 10.9% | 15.8% | 47.2% | 12.8% | 5.3% | 100% | 4.6 | 0.221 | 0.003 |
| female | 2016 | 241 | 5.0% | 2.1% | 6.6% | 10.0% | 53.5% | 17.0% | 5.8% | 100% | 4.8 | | |
| female | 2019 | 212 | 4.7% | 0.5% | 9.0% | 17.0% | 49.1% | 14.6% | 5.2% | 100% | 4.7 | 0.437 | 0.001 |

Q9b. In your opinion, in the past 30 days, how often did most drivers in Idaho… have a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 205 | 6.3% | 4.4% | 15.6% | 22.4% | 40.0% | 8.3% | 2.9% | 100% | 4.2 | | |
| male | 2019 | 258 | 5.8% | 3.5% | 12.8% | 24.0% | 38.4% | 10.9% | 4.7% | 100% | 4.4 | 0.247 | 0.003 |
| female | 2016 | 231 | 6.9% | 3.0% | 7.4% | 20.3% | 42.4% | 15.6% | 4.3% | 100% | 4.5 | | |
| female | 2019 | 204 | 2.5% | 1.5% | 6.9% | 23.5% | 46.1% | 15.7% | 3.9% | 100% | 4.7 | 0.112 | 0.006 |

Q9c. In your opinion, in the past 30 days, how often did most drivers in Idaho… type or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 212 | 7.5% | 4.2% | 11.8% | 18.9% | 38.2% | 11.8% | 7.5% | 100% | 4.4 | | |
| male | 2019 | 262 | 6.9% | 5.3% | 9.5% | 20.2% | 44.7% | 8.4% | 5.0% | 100% | 4.4 | 0.659 | 0.000 |
| female | 2016 | 238 | 6.3% | 2.9% | 8.0% | 19.7% | 42.9% | 15.5% | 4.6% | 100% | 4.6 | | |
| female | 2019 | 208 | 4.3% | 5.3% | 7.7% | 18.8% | 46.6% | 12.0% | 5.3% | 100% | 4.6 | 0.985 | 0.000 |

Q9d. In your opinion, in the past 30 days, how often did most drivers in Idaho… have food to eat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 209 | 2.9% | 2.9% | 12.0% | 32.5% | 40.2% | 6.2% | 3.3% | 100% | 4.4 | | |
| male | 2019 | 264 | 4.2% | 4.9% | 14.4% | 29.9% | 36.4% | 7.6% | 2.7% | 100% | 4.2 | 0.224 | 0.003 |
| female | 2016 | 239 | 2.9% | 2.9% | 8.8% | 23.4% | 49.4% | 10.9% | 1.7% | 100% | 4.5 | | |
| female | 2019 | 207 | 3.9% | 4.8% | 10.6% | 26.1% | 38.6% | 12.1% | 3.9% | 100% | 4.4 | 0.376 | 0.002 |

Q9e. In your opinion, in the past 30 days, how often did most drivers in Idaho… attend to children in the back seat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 209 | 8.6% | 6.7% | 23.0% | 33.5% | 21.1% | 5.7% | 1.4% | 100% | 3.7 | | |
| male | 2019 | 258 | 10.1% | 10.5% | 15.5% | 35.3% | 22.1% | 3.9% | 2.7% | 100% | 3.7 | 0.797 | 0.000 |
| female | 2016 | 233 | 4.3% | 7.3% | 9.9% | 27.9% | 37.3% | 11.6% | 1.7% | 100% | 4.3 | | |
| female | 2019 | 207 | 5.3% | 7.7% | 15.5% | 32.9% | 29.5% | 7.2% | 1.9% | 100% | 4.0 | 0.042 | 0.009 |

Q10a. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel dangerous or safe? the driver having a conversation on a cell phone while holding it in their hand

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 217 | 30.9% | 26.7% | 20.3% | 13.4% | 4.6% | 3.2% | 0.9% | 100% | 2.5 | | |
| male | 2019 | 265 | 36.2% | 19.2% | 15.1% | 18.5% | 6.0% | 2.3% | 2.6% | 100% | 2.6 | 0.526 | 0.001 |
| female | 2016 | 247 | 36.4% | 16.2% | 15.8% | 21.1% | 5.3% | 3.2% | 2.0% | 100% | 2.6 | | |
| female | 2019 | 214 | 40.7% | 18.7% | 12.1% | 12.6% | 9.3% | 4.2% | 2.3% | 100% | 2.5 | 0.644 | 0.000 |

Q10b. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel dangerous or safe? the driver having a conversation on a cell phone without holding it ("hands free")

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 218 | 10.1% | 11.0% | 18.8% | 25.7% | 13.3% | 10.6% | 10.6% | 100% | 3.9 | | |
| male | 2019 | 266 | 10.5% | 12.0% | 9.8% | 21.8% | 15.8% | 17.3% | 12.8% | 100% | 4.2 | 0.088 | 0.006 |
| female | 2016 | 246 | 13.8% | 11.0% | 11.4% | 28.9% | 8.9% | 14.2% | 11.8% | 100% | 4.0 | | |
| female | 2019 | 213 | 9.4% | 13.1% | 12.7% | 24.9% | 11.7% | 17.4% | 10.8% | 100% | 4.1 | 0.426 | 0.001 |

Q10c. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel dangerous or safe? the driver typing or reading on a cell phone

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 216 | 83.8% | 9.3% | 4.2% | 1.4% | 0.5% | 0.5% | 0.5% | 100% | 1.3 | | |
| male | 2019 | 266 | 73.3% | 15.8% | 5.6% | 2.6% | 1.1% | 0.8% | 0.8% | 100% | 1.5 | 0.026 | 0.010 |
| female | 2016 | 247 | 83.8% | 10.1% | 4.0% | 1.2% | | | 0.8% | 100% | 1.3 | | |
| female | 2019 | 214 | 86.9% | 7.9% | 4.2% | 0.9% | | | 0.0% | 100% | 1.2 | 0.231 | 0.003 |

Q10d. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel dangerous or safe? the driver eating food

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 216 | 13.0% | 19.0% | 25.0% | 29.6% | 6.9% | 5.6% | 0.9% | 100% | 3.2 | | |
| male | 2019 | 266 | 13.2% | 17.7% | 20.7% | 35.0% | 7.5% | 2.6% | 3.4% | 100% | 3.3 | 0.513 | 0.001 |
| female | 2016 | 245 | 18.0% | 18.0% | 17.6% | 33.1% | 6.9% | 5.3% | 1.2% | 100% | 3.1 | | |
| female | 2019 | 214 | 16.4% | 14.0% | 19.6% | 31.3% | 8.4% | 8.4% | 1.9% | 100% | 3.3 | 0.152 | 0.004 |

Q10e. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel dangerous or safe? the driver attending to children in the back seat

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 216 | 48.6% | 18.1% | 20.4% | 9.3% | 1.9% | 1.4% | 0.5% | 100% | 2.0 | | |
| male | 2019 | 265 | 41.9% | 26.4% | 18.1% | 10.2% | 0.8% | 1.5% | 1.1% | 100% | 2.1 | 0.552 | 0.001 |
| female | 2016 | 245 | 42.9% | 15.5% | 21.2% | 16.3% | 1.6% | 2.0% | 0.4% | 100% | 2.3 | | |
| female | 2019 | 213 | 45.5% | 18.8% | 16.0% | 14.6% | 2.8% | 2.3% | 0.0% | 100% | 2.2 | 0.487 | 0.001 |

Q11a. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel unacceptable or acceptable? the driver having a conversation on a cell phone while holding it in their hand

| | Year | N | It would feel unacceptable (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel acceptable (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 212 | 31.1% | 25.5% | 16.0% | 12.7% | 6.1% | 5.2% | 3.3% | 100% | 2.7 | | |
| male | 2019 | 265 | 40.0% | 19.2% | 8.7% | 17.4% | 6.4% | 4.2% | 4.2% | 100% | 2.6 | 0.703 | 0.000 |
| female | 2016 | 245 | 37.1% | 17.6% | 11.0% | 17.1% | 6.5% | 4.9% | 5.7% | 100% | 2.8 | | |
| female | 2019 | 212 | 46.7% | 14.6% | 6.6% | 14.2% | 7.1% | 4.2% | 6.6% | 100% | 2.6 | 0.352 | 0.002 |

Q11b. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel unacceptable or acceptable? the driver having a conversation on a cell phone without holding it ("hands free")

| | Year | N | It would feel unacceptable (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel acceptable (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 213 | 12.2% | 9.9% | 17.4% | 24.4% | 9.9% | 10.3% | 16.0% | 100% | 4.0 | | |
| male | 2019 | 264 | 10.6% | 12.5% | 8.3% | 22.0% | 11.4% | 14.0% | 21.2% | 100% | 4.4 | 0.066 | 0.007 |
| female | 2016 | 244 | 13.5% | 13.5% | 8.6% | 24.6% | 7.0% | 9.0% | 23.8% | 100% | 4.2 | | |
| female | 2019 | 213 | 10.8% | 15.5% | 7.0% | 23.5% | 8.9% | 11.3% | 23.0% | 100% | 4.3 | 0.609 | 0.001 |

Q11c. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel unacceptable or acceptable? the driver typing or reading on a cell phone

| | | | It would feel unacceptable | | | Neutral | | It would feel acceptable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 213 | 80.3% | 13.1% | 3.8% | 0.9% | 0.9% | 0.9% | 100% | 1.3 | | |
| male | 2019 | 265 | 73.6% | 16.2% | 5.3% | 3.4% | 0.4% | 1.1% | 100% | 1.5 | 0.178 | 0.004 |
| female | 2016 | 244 | 85.2% | 10.2% | 1.6% | 1.6% | | 1.2% | 100% | 1.3 | | |
| female | 2019 | 213 | 80.8% | 11.3% | 5.6% | 1.9% | | 0.5% | 100% | 1.3 | 0.492 | 0.001 |

Q11d. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel unacceptable or acceptable? the driver eating food

| | | | It would feel unacceptable | | | Neutral | | | It would feel acceptable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 213 | 12.2% | 17.8% | 27.7% | 30.0% | 4.2% | 6.1% | 1.9% | 100% | 3.2 | | |
| male | 2019 | 264 | 14.0% | 17.0% | 17.4% | 37.1% | 4.9% | 4.5% | 4.9% | 100% | 3.4 | 0.334 | 0.002 |
| female | 2016 | 243 | 18.9% | | 19.8% | 15.6% | 34.2% | 3.7% | 3.7% | 4.1% | 100% | 3.1 | |
| female | 2019 | 213 | 15.0% | | 13.6% | 17.4% | 33.8% | 6.1% | 5.2% | 8.9% | 100% | 3.5 | 0.006 | 0.016 |

Q11e. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel unacceptable or acceptable? the driver attending to children in the back seat

| | | | It would feel unacceptable | | | Neutral | | | It would feel acceptable | | Mean | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | | Sig | η2 |
| male | 2016 | 213 | 46.0% | 21.6% | 16.9% | 9.9% | 3.3% | 1.4% | 0.9% | 100% | 2.1 | | |
| male | 2019 | 264 | 41.3% | 25.8% | 15.5% | 12.1% | 1.5% | 2.3% | 1.5% | 100% | 2.2 | 0.477 | 0.001 |
| female | 2016 | 244 | 40.6% | 16.8% | 17.6% | 16.4% | 3.7% | 2.5% | 2.5% | 100% | 2.4 | | |
| female | 2019 | 211 | 41.2% | 19.4% | 13.7% | 16.6% | 3.8% | 1.9% | 3.3% | 100% | 2.4 | 0.903 | 0.000 |

Q12a. How much do you agree or disagree with the following statements: “People should NOT engage in this behavior when they are driving: having a conversation on a cell phone while holding it in their hand."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 228 | 39.9% | 22.8% | 13.2% | 7.0% | 9.6% | 5.7% | 1.8% | 100% | 2.5 | | |
| male | 2019 | 274 | 40.1% | 24.8% | 11.7% | 8.8% | 6.9% | 3.6% | 4.0% | 100% | 2.4 | 0.829 | 0.000 |
| female | 2016 | 267 | 37.8% | 21.0% | 15.7% | 12.7% | 5.6% | 3.7% | 3.4% | 100% | 2.5 | | |
| female | 2019 | 220 | 45.0% | 15.5% | 15.0% | 8.6% | 5.5% | 5.0% | 5.5% | 100% | 2.5 | 0.942 | 0.000 |

Q12b. How much do you agree or disagree with the following statements: “People should NOT engage in this behavior when they are driving: having a conversation on a cell phone without holding it ('hands free')."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 226 | 12.8% | 15.9% | 19.5% | 18.1% | 12.4% | 12.8% | 8.4% | 100% | 3.7 | | |
| male | 2019 | 273 | 9.9% | 15.8% | 15.0% | 18.7% | 9.2% | 16.8% | 14.7% | 100% | 4.1 | 0.029 | 0.010 |
| female | 2016 | 266 | 12.8% | 14.7% | 18.4% | 18.8% | 9.8% | 16.9% | 8.6% | 100% | 3.8 | | |
| female | 2019 | 217 | 12.4% | 12.0% | 15.2% | 20.3% | 12.0% | 12.4% | 15.7% | 100% | 4.1 | 0.169 | 0.004 |

Q12c. How much do you agree or disagree with the following statements: “People should NOT engage in this behavior when they are driving: typing or reading on a cell phone."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 228 | 76.3% | 11.8% | 3.9% | 1.3% | 1.3% | 0.9% | 4.4% | 100% | 1.6 | | |
| male | 2019 | 274 | 73.0% | 13.5% | 4.7% | 0.7% | 1.5% | 2.6% | 4.0% | 100% | 1.7 | 0.533 | 0.001 |
| female | 2016 | 266 | 79.3% | 10.2% | 2.6% | 1.1% | 0.0% | 0.8% | 6.0% | 100% | 1.6 | | |
| female | 2019 | 220 | 74.5% | 13.2% | 3.6% | 0.9% | 0.9% | 1.8% | 5.0% | 100% | 1.7 | 0.602 | 0.001 |

Q12d. How much do you agree or disagree with the following statements: “People should NOT engage in this behavior when they are driving: eating food."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 228 | 14.9% | 13.2% | 32.9% | 21.1% | 8.8% | 5.7% | 3.5% | 100% | 3.3 | | |
| male | 2019 | 272 | 14.0% | 18.0% | 21.0% | 29.0% | 9.2% | 5.1% | 3.7% | 100% | 3.3 | 0.723 | 0.000 |
| female | 2016 | 267 | 15.7% | 15.0% | 25.5% | 26.6% | 9.4% | 5.6% | 2.2% | 100% | 3.2 | | |
| female | 2019 | 220 | 14.5% | 10.5% | 21.8% | 27.7% | 9.1% | 11.4% | 5.0% | 100% | 3.6 | 0.013 | 0.013 |

Q12e. How much do you agree or disagree with the following statements: “People should NOT engage in this behavior when they are driving: attending to children in the back seat."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 228 | 43.4% | 19.3% | 16.2% | 8.8% | 6.1% | 3.1% | 3.1% | 100% | 2.4 | | |
| male | 2019 | 273 | 38.1% | 28.2% | 14.7% | 8.4% | 4.8% | 2.6% | 3.3% | 100% | 2.3 | 0.890 | 0.000 |
| female | 2016 | 264 | 36.4% | 16.7% | 18.9% | 14.8% | 4.5% | 4.5% | 4.2% | 100% | 2.6 | | |
| female | 2019 | 218 | 33.0% | 21.1% | 12.4% | 15.6% | 6.9% | 4.6% | 6.4% | 100% | 2.8 | 0.297 | 0.002 |

Q13a. “People who are important to me expect me NOT to engage in this behavior when I am driving: having a conversation on a cell phone while holding it in their hand."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 225 | 33.8% | 23.6% | 10.7% | 13.8% | 6.7% | 7.6% | 4.0% | 100% | 2.7 | | |
| male | 2019 | 272 | 39.7% | 23.5% | 12.1% | 9.9% | 6.3% | 5.5% | 2.9% | 100% | 2.5 | 0.088 | 0.006 |
| female | 2016 | 260 | 32.3% | 21.5% | 11.5% | 19.2% | 5.4% | 6.9% | 3.1% | 100% | 2.8 | | |
| female | 2019 | 218 | 46.8% | 17.9% | 10.6% | 9.2% | 5.5% | 4.1% | 6.0% | 100% | 2.4 | 0.051 | 0.008 |

Q13b. "People who are important to me expect me NOT to engage in this behavior when I am driving: having a conversation on a cell phone without holding it ('hands free')."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 224 | 14.3% | 18.3% | 16.5% | 19.2% | 10.3% | 12.9% | 8.5% | 100% | 3.7 | | |
| male | 2019 | 270 | 13.7% | 15.9% | 12.6% | 20.7% | 8.9% | 14.8% | 13.3% | 100% | 3.9 | 0.116 | 0.005 |
| female | 2016 | 258 | 14.0% | 16.7% | 16.3% | 24.4% | 7.4% | 12.8% | 8.5% | 100% | 3.7 | | |
| female | 2019 | 215 | 18.6% | 15.8% | 9.8% | 19.1% | 7.4% | 15.3% | 14.0% | 100% | 3.8 | 0.382 | 0.002 |

Q13c. "People who are important to me expect me NOT to engage in this behavior when I am driving: typing or reading on a cell phone."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 223 | 68.2% | 16.1% | 2.7% | 5.8% | 2.2% | 2.2% | 2.7% | 100% | 1.8 | | |
| male | 2019 | 272 | 63.6% | 19.9% | 6.6% | 2.2% | 1.5% | 2.2% | 4.0% | 100% | 1.8 | 0.679 | 0.000 |
| female | 2016 | 261 | 74.3% | 12.3% | 4.2% | 3.8% | 1.1% | 0.8% | 3.4% | 100% | 1.6 | | |
| female | 2019 | 217 | 72.4% | 17.1% | 2.8% | 2.3% | 0.5% | 0.9% | 4.1% | 100% | 1.6 | 0.970 | 0.000 |

Q13d. "People who are important to me expect me NOT to engage in this behavior when I am driving: eating food."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 224 | 13.4% | 16.1% | 22.3% | 29.0% | 6.7% | 8.5% | 4.0% | 100% | 3.4 | | |
| male | 2019 | 271 | 14.8% | 19.2% | 17.0% | 29.2% | 7.0% | 8.9% | 4.1% | 100% | 3.4 | 0.794 | 0.000 |
| female | 2016 | 260 | 16.9% | 18.1% | 16.2% | 30.4% | 10.4% | 5.4% | 2.7% | 100% | 3.3 | | |
| female | 2019 | 217 | 19.8% | 12.9% | 12.4% | 29.5% | 9.2% | 9.2% | 6.9% | 100% | 3.5 | 0.113 | 0.005 |

Q13e. "People who are important to me expect me NOT to engage in this behavior when I am driving: attending to children in the back seat."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 221 | 43.0% | 20.4% | 10.4% | 14.9% | 4.1% | 5.4% | 1.8% | 100% | 2.4 | | |
| male | 2019 | 268 | 37.3% | 26.5% | 10.1% | 15.7% | 3.7% | 2.2% | 4.5% | 100% | 2.5 | 0.669 | 0.000 |
| female | 2016 | 258 | 36.0% | 15.1% | 15.5% | 20.9% | 7.4% | 2.3% | 2.7% | 100% | 2.7 | | |
| female | 2019 | 210 | 37.6% | 17.1% | 9.0% | 22.4% | 5.7% | 2.4% | 5.7% | 100% | 2.7 | 0.744 | 0.000 |

Q14a. "I expect people I care about NOT to engage in this behavior when they are driving: having a conversation on a cell phone while holding it in their hand."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 225 | 38.7% | 24.9% | 12.0% | 10.7% | 6.2% | 5.3% | 2.2% | 100% | 2.5 | | |
| male | 2019 | 272 | 46.0% | 23.2% | 10.7% | 7.7% | 5.5% | 4.0% | 2.9% | 100% | 2.3 | 0.219 | 0.003 |
| female | 2016 | 267 | 41.6% | 22.8% | 13.5% | 11.6% | 3.7% | 5.2% | 1.5% | 100% | 2.3 | | |
| female | 2019 | 217 | 50.2% | 13.8% | 13.8% | 8.3% | 6.0% | 3.7% | 4.1% | 100% | 2.3 | 0.937 | 0.000 |

Q14b. "I expect people I care about NOT to engage in this behavior when they are driving: having a conversation on a cell phone without holding it ('hands free')."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 224 | 16.1% | 17.9% | 17.4% | 15.6% | 11.2% | 13.8% | 8.0% | 100% | 3.6 | | |
| male | 2019 | 273 | 16.5% | 15.0% | 12.5% | 20.1% | 7.3% | 15.0% | 13.6% | 100% | 3.9 | 0.168 | 0.004 |
| female | 2016 | 267 | 16.1% | 20.6% | 15.7% | 19.5% | 6.4% | 13.9% | 7.9% | 100% | 3.5 | | |
| female | 2019 | 215 | 18.6% | 12.6% | 12.1% | 18.6% | 9.8% | 14.4% | 14.0% | 100% | 3.9 | 0.052 | 0.008 |

Q14c. "I expect people I care about NOT to engage in this behavior when they are driving: typing or reading on a cell phone."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 224 | 79.5% | 11.2% | 3.1% | 2.7% | 0.4% | 0.9% | 2.2% | 100% | 1.5 | | |
| male | 2019 | 273 | 71.8% | 18.3% | 3.3% | 1.8% | 0.7% | 1.5% | 2.6% | 100% | 1.6 | 0.320 | 0.002 |
| female | 2016 | 267 | 83.5% | 9.7% | 3.4% | 1.1% | 0.0% | | 2.2% | 100% | 1.3 | | |
| female | 2019 | 216 | 78.7% | 11.1% | 4.2% | 1.4% | 0.9% | | 3.7% | 100% | 1.5 | 0.122 | 0.005 |

Q14d. "I expect people I care about NOT to engage in this behavior when they are driving: eating food."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 224 | 16.5% | 17.0% | 26.8% | 22.8% | 7.6% | 6.7% | 2.7% | 100% | 3.2 | | |
| male | 2019 | 271 | 17.3% | 21.0% | 17.3% | 29.2% | 6.3% | 5.9% | 3.0% | 100% | 3.2 | 0.816 | 0.000 |
| female | 2016 | 267 | 20.6% | 19.5% | 18.0% | 30.0% | 5.6% | 5.2% | 1.1% | 100% | 3.0 | | |
| female | 2019 | 215 | 20.9% | 12.6% | 13.5% | 29.8% | 9.8% | 8.8% | 4.7% | 100% | 3.4 | 0.008 | 0.015 |

Q14e. "I expect people I care about NOT to engage in this behavior when they are driving: attending to children in the back seat."

| | Year | N | Strongly Agree | Mostly Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Mostly Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 223 | 46.6% | 20.6% | 16.6% | 7.2% | 3.1% | 2.7% | 3.1% | 100% | 2.2 | | |
| male | 2019 | 272 | 40.4% | 30.1% | 9.9% | 11.8% | 2.2% | 2.2% | 3.3% | 100% | 2.3 | 0.727 | 0.000 |
| female | 2016 | 266 | 39.8% | 21.1% | 14.7% | 13.9% | 5.3% | 3.8% | 1.5% | 100% | 2.4 | | |
| female | 2019 | 215 | 39.1% | 16.7% | 13.0% | 17.2% | 7.4% | 2.8% | 3.7% | 100% | 2.6 | 0.190 | 0.004 |

Q15a. How much of a choice you feel that you have as to whether you engage in each behavior while driving: having a conversation on a cell phone while holding it in your hand?

| | Year | N | I have NO choice (1) | (2) | (3) | I have some choice (4) | (5) | (6) | It is all my choice (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 223 | 5.4% | 1.8% | 2.7% | 15.7% | 4.9% | 6.3% | 63.2% | 100% | 5.8 | | |
| male | 2019 | 269 | 5.2% | 3.0% | 3.3% | 16.0% | 1.9% | 7.4% | 63.2% | 100% | 5.8 | 0.838 | 0.000 |
| female | 2016 | 256 | 1.6% | 1.2% | 2.7% | 16.4% | 2.0% | 3.9% | 72.3% | 100% | 6.2 | | |
| female | 2019 | 212 | 4.2% | 0.0% | 1.9% | 12.7% | 1.4% | 5.2% | 74.5% | 100% | 6.2 | 0.780 | 0.000 |

Q15b. How much of a choice you feel that you have as to whether you engage in each behavior while driving: having a conversation on a cell phone without holding it ("hands-free")?

| | Year | N | I have NO choice (1) | (2) | (3) | I have some choice (4) | (5) | (6) | It is all my choice (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 221 | 3.6% | 1.8% | 3.6% | 14.9% | 5.0% | 5.0% | 66.1% | 100% | 6.0 | | |
| male | 2019 | 269 | 4.1% | 3.3% | 3.3% | 16.4% | 3.7% | 5.9% | 63.2% | 100% | 5.8 | 0.442 | 0.001 |
| female | 2016 | 254 | 3.5% | 1.2% | 2.4% | 13.4% | 3.1% | 3.9% | 72.4% | 100% | 6.1 | | |
| female | 2019 | 210 | 3.8% | 0.5% | 1.0% | 12.9% | 3.3% | 7.1% | 71.4% | 100% | 6.2 | 0.704 | 0.000 |

Q15c. How much of a choice you feel that you have as to whether you engage in each behavior while driving: typing or reading on a cell phone?

| | Year | N | I have NO choice (1) | (2) | (3) | I have some choice (4) | (5) | (6) | It is all my choice (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 222 | 7.7% | 0.9% | 0.9% | 6.3% | 3.2% | 4.1% | 77.0% | 100% | 6.2 | | |
| male | 2019 | 267 | 7.5% | 2.2% | 1.5% | 6.7% | 2.2% | 4.1% | 75.7% | 100% | 6.1 | 0.642 | 0.000 |
| female | 2016 | 257 | 3.9% | 0.4% | 0.0% | 7.4% | 1.9% | 3.5% | 82.9% | 100% | 6.5 | | |
| female | 2019 | 211 | 5.2% | 0.0% | 1.4% | 5.7% | 0.5% | 1.9% | 85.3% | 100% | 6.4 | 0.883 | 0.000 |

Q15d. How much of a choice you feel that you have as to whether you engage in each behavior while driving: having food to eat?

| | Year | N | I have NO choice (1) | (2) | (3) | I have some choice (4) | (5) | (6) | It is all my choice (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 222 | 4.1% | 0.9% | 1.8% | 12.2% | 3.6% | 5.0% | 72.5% | 100% | 6.2 | | |
| male | 2019 | 268 | 3.7% | 1.1% | 1.1% | 11.2% | 2.6% | 7.5% | 72.8% | 100% | 6.2 | 0.676 | 0.000 |
| female | 2016 | 257 | 1.2% | 0.4% | 1.2% | 8.9% | 2.3% | 4.7% | 81.3% | 100% | 6.5 | | |
| female | 2019 | 211 | 1.9% | 0.0% | 1.9% | 10.4% | 1.4% | 2.4% | 82.0% | 100% | 6.4 | 0.625 | 0.001 |

Q15e. How much of a choice you feel that you have as to whether you engage in each behavior while driving: attending to children in the back seat?

| | Year | N | I have NO choice (1) | (2) | (3) | I have some choice (4) | (5) | (6) | It is all my choice (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 219 | 6.4% | 0.9% | 2.7% | 11.0% | 5.5% | 5.0% | 68.5% | 100% | 6.0 | | |
| male | 2019 | 264 | 5.7% | 2.7% | 1.9% | 12.5% | 2.7% | 7.2% | 67.4% | 100% | 6.0 | 0.894 | 0.000 |
| female | 2016 | 253 | 2.8% | 2.0% | 4.0% | 15.8% | 4.0% | 6.3% | 65.2% | 100% | 6.0 | | |
| female | 2019 | 209 | 5.7% | 2.9% | 2.4% | 11.5% | 1.9% | 2.9% | 72.7% | 100% | 6.0 | 0.784 | 0.000 |

Q16a. Do you have a family rule about NOT engaging in the following behaviors while driving? having a conversation on a cell phone while holding it in your hand

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 221 | 33.9% | 54.8% | 0.9% | 10.4% | 100% | 1.9 | | |
| male | 2019 | 269 | 40.5% | 42.4% | 3.0% | 14.1% | 100% | 1.9 | 0.732 | 0.000 |
| female | 2016 | 256 | 33.2% | 50.0% | 4.7% | 12.1% | 100% | 2.0 | | |
| female | 2019 | 215 | 40.5% | 46.5% | 3.3% | 9.8% | 100% | 1.8 | 0.114 | 0.005 |

Q16b. Do you have a family rule about NOT engaging in the following behaviors while driving? having a conversation on a cell phone without holding it ("hands free")

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 222 | 18.0% | 68.0% | 2.7% | 11.3% | 100% | 2.1 | | |
| male | 2019 | 266 | 21.1% | 60.2% | 3.8% | 15.0% | 100% | 2.1 | 0.480 | 0.001 |
| female | 2016 | 256 | 23.8% | 61.7% | 2.7% | 11.7% | 100% | 2.0 | | |
| female | 2019 | 212 | 20.3% | 66.0% | 4.2% | 9.4% | 100% | 2.0 | 0.950 | 0.000 |

Q16c. Do you have a family rule about NOT engaging in the following behaviors while driving? typing or reading on a cell phone

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 223 | 58.3% | 30.0% | 0.4% | 11.2% | 100% | 1.6 | | |
| male | 2019 | 270 | 61.1% | 23.0% | 3.0% | 13.0% | 100% | 1.7 | 0.723 | 0.000 |
| female | 2016 | 256 | 65.2% | 21.1% | 2.3% | 11.3% | 100% | 1.6 | | |
| female | 2019 | 215 | 63.3% | 25.1% | 2.8% | 8.8% | 100% | 1.6 | 0.772 | 0.000 |

Q16d. Do you have a family rule about NOT engaging in the following behaviors while driving? having food to eat

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 223 | 15.2% | 71.3% | 2.7% | 10.8% | 100% | 2.1 | | |
| male | 2019 | 270 | 17.0% | 63.3% | 5.9% | 13.7% | 100% | 2.2 | 0.329 | 0.002 |
| female | 2016 | 255 | 18.8% | 64.7% | 5.1% | 11.4% | 100% | 2.1 | | |
| female | 2019 | 214 | 17.8% | 66.8% | 6.1% | 9.3% | 100% | 2.1 | 0.789 | 0.000 |

Q16e. Do you have a family rule about NOT engaging in the following behaviors while driving? attending to children in the back seat

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 220 | 26.8% | 53.6% | 3.6% | 15.9% | 100% | 2.1 | | |
| male | 2019 | 267 | 28.1% | 47.6% | 6.0% | 18.4% | 100% | 2.1 | 0.513 | 0.001 |
| female | 2016 | 253 | 24.9% | 53.0% | 4.7% | 17.4% | 100% | 2.1 | | |
| female | 2019 | 214 | 29.4% | 51.9% | 4.2% | 14.5% | 100% | 2.0 | 0.229 | 0.003 |

Q17a. Do you have a workplace rule about NOT engaging in the following behaviors while driving? having a conversation on a cell phone while holding it in your hand

| | Year | N | Yes | No | I don't know | I don't have a workplace | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 217 | 23.0% | 41.5% | 6.5% | 29.0% | 100% | 2.4 | | |
| male | 2019 | 268 | 28.4% | 34.0% | 6.0% | 31.7% | 100% | 2.4 | 0.968 | 0.000 |
| female | 2016 | 254 | 10.2% | 42.5% | 5.9% | 41.3% | 100% | 2.8 | | |
| female | 2019 | 210 | 20.0% | 31.0% | 8.6% | 40.5% | 100% | 2.7 | 0.408 | 0.001 |

Q17b. Do you have a workplace rule about NOT engaging in the following behaviors while driving? having a conversation on a cell phone without holding it ("hands free")

| | Year | N | Yes | No | I don't know | I don't have a workplace | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 215 | 17.2% | 47.0% | 5.6% | 30.2% | 100% | 2.5 | | |
| male | 2019 | 267 | 17.2% | 44.6% | 6.0% | 32.2% | 100% | 2.5 | 0.668 | 0.000 |
| female | 2016 | 247 | 8.9% | 46.2% | 4.5% | 40.5% | 100% | 2.8 | | |
| female | 2019 | 207 | 9.7% | 40.6% | 9.2% | 40.6% | 100% | 2.8 | 0.683 | 0.000 |

Q17c. Do you have a workplace rule about NOT engaging in the following behaviors while driving? typing or reading on a cell phone

| | Year | N | Yes | No | I don't know | I don't have a workplace | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 216 | 27.3% | 37.0% | 5.6% | 30.1% | 100% | 2.4 | | |
| male | 2019 | 267 | 31.5% | 31.1% | 5.6% | 31.8% | 100% | 2.4 | 0.957 | 0.000 |
| female | 2016 | 248 | 14.1% | 41.5% | 4.4% | 39.9% | 100% | 2.7 | | |
| female | 2019 | 207 | 21.7% | 30.9% | 7.7% | 39.6% | 100% | 2.7 | 0.654 | 0.000 |

Q17d. Do you have a workplace rule about NOT engaging in the following behaviors while driving? having food to eat

| | Year | N | Yes | No | I don't know | I don't have a workplace | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 215 | 9.3% | 51.6% | 8.8% | 30.2% | 100% | 2.6 | | |
| male | 2019 | 267 | 13.1% | 46.8% | 7.9% | 32.2% | 100% | 2.6 | 0.932 | 0.000 |
| female | 2016 | 248 | 9.3% | 46.0% | 4.8% | 39.9% | 100% | 2.8 | | |
| female | 2019 | 207 | 8.2% | 39.6% | 12.6% | 39.6% | 100% | 2.8 | 0.417 | 0.001 |

Q17e. Do you have a workplace rule about NOT engaging in the following behaviors while driving? attending to children in the back seat

| | Year | N | Yes | No | I don't know | I don't have a workplace | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 211 | 13.3% | 45.5% | 9.5% | 31.8% | 100% | 2.6 | | |
| male | 2019 | 266 | 16.9% | 42.1% | 9.0% | 32.0% | 100% | 2.6 | 0.713 | 0.000 |
| female | 2016 | 247 | 8.1% | 47.4% | 4.5% | 40.1% | 100% | 2.8 | | |
| female | 2019 | 205 | 9.8% | 36.6% | 13.7% | 40.0% | 100% | 2.8 | 0.465 | 0.001 |

Q18. Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone to stop?

| | Year | N | I have never thought about it (1) | (2) | (3) | I have thought about it sometimes (4) | (5) | (6) | I have thought about it a lot (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 214 | 11.2% | 2.3% | 3.3% | 22.4% | 9.3% | 9.8% | 41.6% | 100% | 5.1 | | |
| male | 2019 | 270 | 10.7% | 4.4% | 1.5% | 25.9% | 12.2% | 13.0% | 32.2% | 100% | 4.9 | 0.276 | 0.002 |
| female | 2016 | 261 | 5.4% | 1.9% | 1.9% | 21.1% | 10.3% | 11.5% | 47.9% | 100% | 5.6 | | |
| female | 2019 | 209 | 11.5% | 1.9% | 1.9% | 19.1% | 8.6% | 13.9% | 43.1% | 100% | 5.3 | 0.087 | 0.006 |

Q19a. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

| | Year | N | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 215 | 41.9% | 11.6% | 7.9% | 5.1% | 5.1% | 6.0% | 5.6% | 16.7% | 100% | 3.4 | | |
| male | 2019 | 274 | 47.4% | 11.7% | 9.5% | 4.4% | 6.9% | 4.7% | 3.3% | 12.0% | 100% | 3.0 | 0.060 | 0.007 |
| female | 2016 | 266 | 35.3% | 5.6% | 9.0% | 6.4% | 9.4% | 3.8% | 5.6% | 24.8% | 100% | 4.1 | | |
| female | 2019 | 211 | 35.5% | 8.1% | 12.8% | 3.3% | 9.5% | 4.3% | 4.3% | 22.3% | 100% | 3.8 | 0.393 | 0.002 |

Q19b. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? An acquaintance or co-worker

| | Year | N | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 209 | 60.8% | 14.4% | 4.8% | 1.9% | 5.7% | 3.8% | 1.9% | 6.7% | 100% | 2.3 | | |
| male | 2019 | 270 | 60.0% | 14.1% | 6.3% | 4.1% | 4.8% | 3.7% | 3.7% | 3.3% | 100% | 2.2 | 0.677 | 0.000 |
| female | 2016 | 261 | 63.2% | 13.4% | 3.8% | 1.1% | 5.7% | 1.9% | 1.9% | 8.8% | 100% | 2.3 | | |
| female | 2019 | 207 | 66.7% | 11.6% | 3.9% | 1.4% | 4.8% | 3.9% | 1.4% | 6.3% | 100% | 2.1 | 0.455 | 0.001 |

Q19c. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A stranger

| | Year | N | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 211 | 71.6% | 14.2% | 2.4% | 1.4% | 1.4% | 2.4% | 1.9% | 4.7% | 100% | 1.9 | | |
| male | 2019 | 270 | 71.1% | 15.2% | 3.0% | 2.2% | 3.7% | 1.1% | 3.0% | 0.7% | 100% | 1.7 | 0.356 | 0.002 |
| female | 2016 | 257 | 72.8% | 13.6% | 2.3% | 1.6% | 2.3% | 1.2% | 0.0% | 6.2% | 100% | 1.8 | | |
| female | 2019 | 207 | 72.0% | 14.0% | 2.4% | 1.4% | 1.9% | 1.4% | 0.5% | 6.3% | 100% | 1.9 | 0.850 | 0.000 |

Q20a. In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

| | Year | N | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 204 | 25.0% | 15.7% | 17.6% | 21.6% | 7.4% | 4.9% | 7.8% | 100% | 3.2 | | |
| male | 2019 | 266 | 24.8% | 16.9% | 12.4% | 27.1% | 7.1% | 6.0% | 5.6% | 100% | 3.2 | 0.940 | 0.000 |
| female | 2016 | 256 | 21.1% | 12.1% | 12.1% | 30.9% | 9.4% | 5.5% | 9.0% | 100% | 3.5 | | |
| female | 2019 | 204 | 25.5% | 13.7% | 10.8% | 31.9% | 6.9% | 3.4% | 7.8% | 100% | 3.2 | 0.143 | 0.005 |

Q20b. In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving? An acquaintance or co-worker

| | Year | N | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 201 | 33.3% | 20.9% | 16.4% | 20.4% | 2.5% | 1.0% | 5.5% | 100% | 2.6 | | |
| male | 2019 | 261 | 30.3% | 21.5% | 15.3% | 24.1% | 3.4% | 3.4% | 1.9% | 100% | 2.7 | 0.768 | 0.000 |
| female | 2016 | 251 | 32.3% | 14.3% | 13.9% | 27.5% | 6.0% | 1.2% | 4.8% | 100% | 2.8 | | |
| female | 2019 | 204 | 34.3% | 17.6% | 14.2% | 25.5% | 2.9% | 1.5% | 3.9% | 100% | 2.7 | 0.244 | 0.003 |

Q20c. In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving? A stranger

| | Year | N | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 201 | 49.3% | 19.4% | 9.0% | 16.4% | 1.5% | 1.0% | 3.5% | 100% | 2.2 | | |
| male | 2019 | 260 | 46.9% | 20.0% | 9.6% | 16.2% | 3.1% | 0.4% | 3.8% | 100% | 2.3 | 0.652 | 0.000 |
| female | 2016 | 251 | 50.6% | 14.7% | 9.2% | 17.5% | 3.2% | 0.8% | 4.0% | 100% | 2.3 | | |
| female | 2019 | 205 | 52.7% | 14.1% | 6.3% | 18.0% | 2.9% | 3.4% | 2.4% | 100% | 2.2 | 0.901 | 0.000 |

Q21a. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop? The driver is a family member or close friend

| | Year | N | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 217 | 3.2% | 0.0% | 1.8% | 5.1% | 8.8% | 17.1% | 64.1% | 100% | 6.2 | | |
| male | 2019 | 274 | 5.1% | 1.1% | 2.6% | 3.3% | 5.1% | 18.6% | 64.2% | 100% | 6.1 | 0.528 | 0.001 |
| female | 2016 | 266 | 1.5% | 2.3% | 1.1% | 2.6% | 6.8% | 8.3% | 77.4% | 100% | 6.5 | | |
| female | 2019 | 212 | 0.5% | 2.4% | 1.4% | 1.9% | 9.0% | 8.0% | 76.9% | 100% | 6.5 | 0.814 | 0.000 |

Q21b. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop? The driver is an acquaintance or co-worker

| | Year | N | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 216 | 3.2% | 2.8% | 4.2% | 8.3% | 14.8% | 21.8% | 44.9% | 100% | 5.7 | | |
| male | 2019 | 273 | 5.5% | 2.6% | 2.9% | 9.5% | 13.2% | 18.3% | 48.0% | 100% | 5.7 | 0.772 | 0.000 |
| female | 2016 | 262 | 4.2% | 4.2% | 3.1% | 8.4% | 12.6% | 14.1% | 53.4% | 100% | 5.8 | | |
| female | 2019 | 210 | 1.9% | 2.4% | 2.9% | 10.5% | 12.9% | 16.7% | 52.9% | 100% | 5.9 | 0.339 | 0.002 |

Q21c. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop? The driver is a stranger

| | Year | N | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 213 | 6.1% | 8.0% | 6.6% | 11.3% | 12.2% | 14.6% | 41.3% | 100% | 5.2 | | |
| male | 2019 | 272 | 9.2% | 5.5% | 6.3% | 10.3% | 8.5% | 15.4% | 44.9% | 100% | 5.3 | 0.801 | 0.000 |
| female | 2016 | 260 | 8.8% | 9.2% | 3.8% | 6.2% | 8.8% | 12.7% | 50.4% | 100% | 5.4 | | |
| female | 2019 | 208 | 8.7% | 5.8% | 4.3% | 9.1% | 8.7% | 11.1% | 52.4% | 100% | 5.5 | 0.620 | 0.001 |

Q22a. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." You

| | Year | N | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 215 | 57.7% | 30.2% | 5.6% | 4.2% | 1.9% | 0.0% | 0.5% | 100% | 1.6 | | |
| male | 2019 | 272 | 58.5% | 29.4% | 5.9% | 2.9% | 0.4% | 1.1% | 1.8% | 100% | 1.7 | 0.698 | 0.000 |
| female | 2016 | 265 | 72.1% | 20.4% | 3.4% | 2.3% | | 0.8% | 1.1% | 100% | 1.4 | | |
| female | 2019 | 210 | 65.2% | 25.7% | 5.2% | 1.0% | | 1.0% | 1.9% | 100% | 1.6 | 0.258 | 0.003 |

Q22b. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Your family

| | Year | N | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 213 | 49.8% | 32.4% | 10.8% | 4.7% | 1.9% | 0.0% | 0.5% | 100% | 1.8 | | |
| male | 2019 | 270 | 51.1% | 35.9% | 5.2% | 4.4% | 0.7% | 1.1% | 1.5% | 100% | 1.8 | 0.891 | 0.000 |
| female | 2016 | 265 | 61.9% | 24.9% | 6.8% | 3.0% | 1.9% | 0.4% | 1.1% | 100% | 1.6 | | |
| female | 2019 | 210 | 55.2% | 28.6% | 10.5% | 1.9% | 0.5% | 1.4% | 1.9% | 100% | 1.8 | 0.257 | 0.003 |

Q22c. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Your friends

| | Year | N | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 213 | 34.7% | 33.3% | 18.3% | 9.9% | 2.3% | 0.9% | 0.5% | 100% | 2.2 | | |
| male | 2019 | 269 | 40.5% | 34.9% | 15.2% | 5.9% | 0.7% | 1.1% | 1.5% | 100% | 2.0 | 0.149 | 0.004 |
| female | 2016 | 264 | 51.9% | 29.5% | 8.7% | 6.8% | 0.8% | 1.1% | 1.1% | 100% | 1.8 | | |
| female | 2019 | 211 | 46.0% | 34.1% | 12.8% | 3.3% | 0.5% | 1.4% | 1.9% | 100% | 1.9 | 0.520 | 0.001 |

Q22d. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Your employer

| | Year | N | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 191 | 47.1% | 19.4% | 9.4% | 18.3% | 2.1% | 1.0% | 2.6% | 100% | 2.2 | | |
| male | 2019 | 249 | 47.4% | 25.7% | 9.6% | 12.0% | 2.0% | 1.2% | 2.0% | 100% | 2.1 | 0.271 | 0.003 |
| female | 2016 | 223 | 56.1% | 19.7% | 8.5% | 13.0% | 0.0% | 0.9% | 1.8% | 100% | 1.9 | | |
| female | 2019 | 194 | 47.4% | 22.7% | 10.8% | 14.4% | 1.0% | 1.0% | 2.6% | 100% | 2.1 | 0.115 | 0.006 |

Q22e. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Most people who are important to you

| | Year | N | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 210 | 40.5% | 38.1% | 11.4% | 7.6% | 1.9% | 0.0% | 0.5% | 100% | 1.9 | | |
| male | 2019 | 272 | 44.1% | 35.3% | 11.4% | 5.9% | 0.7% | 1.1% | 1.5% | 100% | 1.9 | 0.903 | 0.000 |
| female | 2016 | 263 | 57.8% | 27.4% | 7.6% | 3.8% | 1.5% | 0.4% | 1.5% | 100% | 1.7 | | |
| female | 2019 | 210 | 50.5% | 31.9% | 11.9% | 2.9% | 0.0% | 1.0% | 1.9% | 100% | 1.8 | 0.378 | 0.002 |

Q22f. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Most people (age 18 or older) in your community

| | Year | N | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 211 | 32.2% | 26.1% | 18.0% | 14.2% | 6.6% | 2.4% | 0.5% | 100% | 2.5 | | |
| male | 2019 | 271 | 33.6% | 28.0% | 15.9% | 11.4% | 4.8% | 3.7% | 2.6% | 100% | 2.5 | 0.926 | 0.000 |
| female | 2016 | 258 | 39.9% | 20.2% | 15.9% | 14.7% | 3.1% | 3.5% | 2.7% | 100% | 2.4 | | |
| female | 2019 | 208 | 42.8% | 21.2% | 20.2% | 8.7% | 3.8% | 1.4% | 1.9% | 100% | 2.2 | 0.143 | 0.005 |

Q23a. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? You

| | Year | N | Not at All Support (1) | (2) | (3) | Moderately Support (4) | (5) | (6) | Strongly Support (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 213 | 5.6% | 2.3% | 1.9% | 7.0% | 6.6% | 13.6% | 62.9% | 100% | 6.0 | | |
| male | 2019 | 271 | 4.4% | 1.8% | 0.7% | 8.9% | 7.4% | 15.1% | 61.6% | 100% | 6.0 | 0.704 | 0.000 |
| female | 2016 | 263 | 3.8% | 0.0% | 0.8% | 8.4% | 3.8% | 10.3% | 73.0% | 100% | 6.3 | | |
| female | 2019 | 208 | 2.9% | 0.5% | 0.5% | 10.1% | 3.8% | 13.0% | 69.2% | 100% | 6.3 | 0.773 | 0.000 |

Q23b. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Your family

| | Year | N | Not at All Support (1) | (2) | (3) | Moderately Support (4) | (5) | (6) | Strongly Support (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 208 | 3.8% | 2.9% | 2.4% | 15.4% | 7.7% | 21.2% | 46.6% | 100% | 5.7 | | |
| male | 2019 | 269 | 3.3% | 1.9% | 1.5% | 13.0% | 8.9% | 21.2% | 50.2% | 100% | 5.9 | 0.263 | 0.003 |
| female | 2016 | 259 | 3.9% | 1.2% | 1.2% | 12.7% | 9.3% | 16.6% | 55.2% | 100% | 5.9 | | |
| female | 2019 | 208 | 3.8% | 0.5% | 0.5% | 11.5% | 6.3% | 15.4% | 62.0% | 100% | 6.1 | 0.231 | 0.003 |

Q23c. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Your friends

| | Year | N | Not at All Support (1) | (2) | (3) | Moderately Support (4) | (5) | (6) | Strongly Support (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 208 | 3.4% | 4.3% | 3.4% | 18.8% | 13.9% | 25.0% | 31.3% | 100% | 5.4 | | |
| male | 2019 | 267 | 2.6% | 3.4% | 3.0% | 17.2% | 12.0% | 27.0% | 34.8% | 100% | 5.5 | 0.240 | 0.003 |
| female | 2016 | 255 | 3.5% | 1.2% | 2.0% | 15.7% | 10.6% | 18.4% | 48.6% | 100% | 5.8 | | |
| female | 2019 | 208 | 2.9% | 0.5% | 1.4% | 16.3% | 12.0% | 19.2% | 47.6% | 100% | 5.8 | 0.790 | 0.000 |

Q23d. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Your employer

| | | | Not at All Support | | | Moderately Support | | | Strongly Support | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 185 | 7.6% | 3.2% | 4.3% | 18.9% | 5.9% | 15.1% | 44.9% | 100% | 5.4 | | |
| male | 2019 | 239 | 6.7% | 2.5% | 4.6% | 14.2% | 10.5% | 18.4% | 43.1% | 100% | 5.5 | 0.601 | 0.001 |
| female | 2016 | 210 | 6.2% | 1.0% | 2.9% | 19.0% | 7.1% | 12.9% | 51.0% | 100% | 5.6 | | |
| female | 2019 | 180 | 3.9% | 1.1% | 2.2% | 22.2% | 6.7% | 16.1% | 47.8% | 100% | 5.7 | 0.831 | 0.000 |

Q23e. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Most people who are important to you

| | | | Not at All Support | | | Moderately Support | | | Strongly Support | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 208 | 4.8% | 3.8% | 1.4% | 16.3% | 14.9% | 25.0% | 33.7% | 100% | 5.4 | | |
| male | 2019 | 268 | 3.4% | 2.2% | 1.5% | 16.8% | 10.8% | 26.1% | 39.2% | 100% | 5.6 | 0.133 | 0.005 |
| female | 2016 | 259 | 3.9% | 0.8% | 2.3% | 15.1% | 9.3% | 18.5% | 50.2% | 100% | 5.8 | | |
| female | 2019 | 207 | 2.4% | 0.5% | 0.5% | 14.0% | 13.0% | 19.3% | 50.2% | 100% | 5.9 | 0.379 | 0.002 |

Q23f. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Most people (age 18 or older) in your community

| | | | Not at All Support | | | Moderately Support | | | Strongly Support | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 207 | 7.7% | 8.7% | 10.1% | 30.4% | 10.1% | 15.0% | 17.9% | 100% | 4.4 | | |
| male | 2019 | 264 | 6.8% | 8.7% | 7.2% | 26.1% | 13.6% | 15.2% | 22.3% | 100% | 4.7 | 0.177 | 0.004 |
| female | 2016 | 252 | 6.7% | 6.3% | 7.9% | 27.4% | 9.5% | 13.9% | 28.2% | 100% | 4.8 | | |
| female | 2019 | 206 | 3.4% | 5.3% | 8.3% | 30.6% | 11.2% | 11.7% | 29.6% | 100% | 4.9 | 0.436 | 0.001 |

Q24a. If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? A family member or close friend

| | | | Not at All Comfortable | | | Moderately Comfortable | | | Extremely Comfortable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 214 | 2.8% | 2.3% | 2.3% | 6.1% | 9.8% | 13.6% | 63.1% | 100% | 6.1 | | |
| male | 2019 | 274 | 4.7% | 1.5% | 1.1% | 8.0% | 5.5% | 13.9% | 65.3% | 100% | 6.1 | 0.989 | 0.000 |
| female | 2016 | 267 | 1.9% | 1.5% | 1.9% | 10.9% | 3.4% | 12.4% | 68.2% | 100% | 6.2 | | |
| female | 2019 | 212 | 2.8% | 1.9% | 0.0% | 7.5% | 6.1% | 9.9% | 71.7% | 100% | 6.3 | 0.608 | 0.001 |

Q24b. If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? An acquaintance or co-worker

| | | | Not at All Comfortable | | | Moderately Comfortable | | | Extremely Comfortable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 215 | 2.8% | 3.3% | 5.1% | 20.0% | 12.1% | 18.6% | 38.1% | 100% | 5.4 | | |
| male | 2019 | 272 | 5.5% | 1.5% | 3.3% | 17.3% | 11.8% | 16.2% | 44.5% | 100% | 5.5 | 0.473 | 0.001 |
| female | 2016 | 257 | 5.1% | 3.5% | 3.5% | 20.6% | 10.1% | 15.2% | 42.0% | 100% | 5.4 | | |
| female | 2019 | 210 | 5.7% | 2.9% | 1.4% | 21.0% | 11.9% | 17.1% | 40.0% | 100% | 5.4 | 0.949 | 0.000 |

Q24c. If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? A stranger

| | | | Not at All Comfortable | | | Moderately Comfortable | | | Extremely Comfortable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 215 | 14.0% | 9.8% | 10.7% | 20.0% | 5.6% | 10.7% | 29.3% | 100% | 4.4 | | |
| male | 2019 | 273 | 11.7% | 8.8% | 5.9% | 15.4% | 9.9% | 10.3% | 38.1% | 100% | 4.9 | 0.029 | 0.010 |
| female | 2016 | 262 | 14.5% | 8.0% | 7.3% | 18.3% | 6.1% | 11.5% | 34.4% | 100% | 4.7 | | |
| female | 2019 | 210 | 15.2% | 6.7% | 4.3% | 19.5% | 8.1% | 10.5% | 35.7% | 100% | 4.7 | 0.711 | 0.000 |

Q25a. To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving? A primary law banning reading and typing on a cell phone while driving (that is a law whereby an officer can stop someone for doing

| | | | Not at All Support | | | Moderately Support | | | Strongly Support | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 226 | 4.0% | 1.8% | 0.9% | 5.8% | 6.2% | 11.5% | 69.9% | 100% | 6.2 | | |
| male | 2019 | 279 | 4.7% | 3.2% | 1.1% | 9.7% | 5.0% | 10.8% | 65.6% | 100% | 6.0 | 0.153 | 0.004 |
| female | 2016 | 271 | 2.2% | 0.4% | 1.5% | 8.1% | 5.9% | 9.6% | 72.3% | 100% | 6.3 | | |
| female | 2019 | 223 | 3.1% | 0.9% | 2.7% | 9.0% | 5.4% | 9.0% | 70.0% | 100% | 6.2 | 0.274 | 0.002 |

Q25b. To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving? A workplace policy that prohibits reading and typing on a cell phone while driving

| | | | Not at All Support | | | Moderately Support | | | Strongly Support | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 226 | 6.6% | 1.3% | 0.0% | 6.6% | 4.4% | 11.1% | 69.9% | 100% | 6.1 | | |
| male | 2019 | 276 | 3.6% | 0.7% | 0.4% | 8.3% | 5.1% | 9.8% | 72.1% | 100% | 6.3 | 0.300 | 0.002 |
| female | 2016 | 266 | 3.0% | 0.8% | 1.1% | 8.3% | 3.8% | 8.6% | 74.4% | 100% | 6.3 | | |
| female | 2019 | 219 | 2.7% | 1.8% | 1.4% | 7.8% | 3.2% | 8.2% | 74.9% | 100% | 6.3 | 0.899 | 0.000 |

Q25c. To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving? A family rule that no one ever reads or types on a cell phone while driving

| | | | Not at All Support | | | Moderately Support | | | Strongly Support | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2016 | 226 | 2.2% | 0.9% | 0.9% | 2.7% | 1.8% | 8.4% | 83.2% | 100% | 6.6 | | |
| male | 2019 | 278 | 2.5% | 1.1% | 0.4% | 5.8% | 1.8% | 12.2% | 76.3% | 100% | 6.4 | 0.211 | 0.003 |
| female | 2016 | 268 | 0.0% | 0.0% | 0.4% | 4.5% | 0.7% | 6.0% | 88.4% | 100% | 6.8 | | |
| female | 2019 | 224 | 0.4% | 0.4% | 0.9% | 4.5% | 2.2% | 7.6% | 83.9% | 100% | 6.7 | 0.120 | 0.005 |

Q26. Have you driven a car or vehicle in the past 30 days?

| | Year | N | yes | no | Total |
|---|---|---|---|---|---|
| male | 2016 | 229 | 95.6% | 4.4% | 100% |
| male | 2019 | 279 | 98.2% | 1.8% | 100% |
| female | 2016 | 274 | 94.2% | 5.8% | 100% |
| female | 2019 | 224 | 98.2% | 1.8% | 100% |

Q27. What is your age?

| | Year | N | Mean | Median | Standard Deviation |
|---|---|---|---|---|---|
| male | 2016 | 230 | 59.3 | 62 | 14.8 |
| male | 2019 | 276 | 61.7 | 63 | 14.1 |
| female | 2016 | 272 | 56.4 | 58 | 16.1 |
| female | 2019 | 222 | 57.4 | 60 | 15.9 |

Q28. What best describes where you live?

| | Year | N | Urban (population of 50,000 or more) | Suburban (population between 2,500 and 50,000) | Rural | Total |
|---|---|---|---|---|---|---|
| male | 2016 | 230 | 43.0% | 35.2% | 21.7% | 100% |
| male | 2019 | 279 | 40.9% | 35.5% | 23.7% | 100% |
| female | 2016 | 269 | 39.4% | 34.6% | 26.0% | 100% |
| female | 2019 | 222 | 40.1% | 36.0% | 23.9% | 100% |

Q30. What is the highest level of education that you completed?

| | Year | N | Less than high school degree | High school graduate (includes GED) | Some college, no degree | 2-year college degree (Associate's degree) | 4-year college degree (Bachelor's degree) | Graduate or professional degree | Total |
|---|---|---|---|---|---|---|---|---|---|
| male | 2016 | 229 | 3.5% | 20.1% | 22.3% | 11.4% | 23.1% | 19.7% | 100% |
| male | 2019 | 278 | 4.3% | 19.8% | 27.0% | 9.4% | 21.9% | 17.6% | 100% |
| female | 2016 | 273 | 2.9% | 21.6% | 30.4% | 13.2% | 16.8% | 15.0% | 100% |
| female | 2019 | 222 | 1.4% | 13.5% | 28.4% | 12.6% | 25.2% | 18.9% | 100% |

Q31. During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?

| | Year | N | yes | no | I don't know | Total |
|---|---|---|---|---|---|---|
| male | 2016 | 226 | 54.0% | 46.0% | 0.0% | 100% |
| male | 2019 | 277 | 51.3% | 48.4% | 0.4% | 100% |
| female | 2016 | 273 | 39.9% | 60.1% | | 100% |
| female | 2019 | 221 | 43.9% | 56.1% | | 100% |

# Appendix G
# Workplace Survey (Control Group) Responses

The following is a summary of the relative frequencies and means of responses to all questions on the Workplace Survey among the control group broken down by sex and year. In addition, the statistical significance (Sig) and effect size (η2) of the change in the means from 2016 to 2019 are included. Effect sizes of 0.01 indicate a small effect; 0.06 indicate a moderate effect, and 0.14 indicate a large effect.

What is your age?

| | Year | N | 21 to 24 years | 25 to 30 years | 31 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 59 years | 60 to 64 years | 65 to 74 years | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 0.8% | 3.3% | 7.7% | 36.9% | 29.5% | 14.0% | 7.2% | 0.6% | 100% |
| male | 2020 | 344 | 0.0% | 4.1% | 7.8% | 32.8% | 28.5% | 16.6% | 9.0% | 1.2% | 100% |
| female | 2017 | 216 | 1.4% | 11.6% | 7.4% | 28.7% | 29.6% | 13.0% | 6.5% | 1.9% | 100% |
| female | 2020 | 142 | 0.0% | 6.3% | 10.6% | 25.4% | 33.1% | 16.2% | 8.5% | 0.0% | 100% |
| other | 2017 | 17 | 0.0% | 17.6% | 5.9% | 35.3% | 5.9% | 29.4% | 5.9% | | 100% |
| other | 2020 | 20 | 5.0% | 0.0% | 0.0% | 55.0% | 20.0% | 5.0% | 15.0% | | 100% |

How often do you drive a vehicle as a part of your work?

| | Year | N | Never | Rarely (once a month or less) | Occasionally (several times a month) | Frequently (several times a week or daily) | |
|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 8.5% | 21.8% | 21.8% | 47.9% | 100% |
| male | 2020 | 343 | 11.1% | 24.8% | 22.2% | 42.0% | 100% |
| female | 2017 | 216 | 26.4% | 38.9% | 9.7% | 25.0% | 100% |
| female | 2020 | 142 | 19.7% | 38.7% | 19.0% | 22.5% | 100% |
| other | 2017 | 17 | 5.9% | 52.9% | 23.5% | 17.6% | 100% |
| other | 2020 | 20 | 10.0% | 30.0% | 10.0% | 50.0% | 100% |

How often do you ride in a vehicle as a part of your work?

| | Year | N | Never | Rarely (once a month or less) | Occasionally (several times a month) | Frequently (several times a week or daily) | |
|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 10.5% | 38.6% | 24.0% | 27.0% | 100% |
| male | 2020 | 340 | 12.6% | 43.2% | 25.6% | 18.5% | 100% |
| female | 2017 | 216 | 30.6% | 56.0% | 8.8% | 4.6% | 100% |
| female | 2020 | 142 | 19.7% | 57.7% | 13.4% | 9.2% | 100% |
| other | 2017 | 17 | 5.9% | 52.9% | 23.5% | 17.6% | 100% |
| other | 2020 | 20 | 15.0% | 40.0% | 15.0% | 30.0% | 100% |

In the past three months, has your workplace adopted a new policy or changed an existing policy about distracted or engaged driving?

| | Year | N | yes | no | I don't know | |
|---|---|---|---|---|---|---|
| male | 2017 | 362 | 18.8% | 62.4% | 18.8% | 100% |
| male | 2020 | 343 | 10.8% | 72.9% | 16.3% | 100% |
| female | 2017 | 215 | 14.4% | 58.1% | 27.4% | 100% |
| female | 2020 | 142 | 9.2% | 69.7% | 21.1% | 100% |
| other | 2017 | 17 | 23.5% | 64.7% | 11.8% | 100% |
| other | 2020 | 20 | 0.0% | 80.0% | 20.0% | 100% |

In the past three months, have you participated in any training about your workplace policy about distracted or engaged driving?

| | Year | N | yes | no | I don't know | |
|---|---|---|---|---|---|---|
| male | 2017 | 360 | 38.3% | 58.9% | 2.8% | 100% |
| male | 2020 | 343 | 37.0% | 58.9% | 4.1% | 100% |
| female | 2017 | 216 | 35.2% | 61.6% | 3.2% | 100% |
| female | 2020 | 141 | 32.6% | 66.0% | 1.4% | 100% |
| other | 2017 | 16 | 43.8% | 56.3% | | 100% |
| other | 2020 | 20 | 30.0% | 70.0% | | 100% |

How concerned are you about safety on roads and highways?

| | Year | N | Not at All Concerned (1) | (2) | (3) | (4) | (5) | (6) | Extremely Concerned (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 1.7% | 0.8% | 1.9% | 5.5% | 20.1% | 30.0% | 39.9% | 100% | 5.9 | | |
| male | 2020 | 344 | 0.9% | 1.5% | 3.8% | 8.4% | 24.1% | 23.5% | 37.8% | 100% | 5.8 | 0.091 | 0.004 |
| female | 2017 | 216 | 0.5% | 0.5% | 0.5% | 4.2% | 11.1% | 27.3% | 56.0% | 100% | 6.3 | | |
| female | 2020 | 142 | 0.7% | 2.1% | 4.2% | 6.3% | 21.8% | 20.4% | 44.4% | 100% | 5.9 | 0.000 | 0.037 |
| other | 2017 | 17 | | | 0.0% | 11.8% | 17.6% | 17.6% | 52.9% | 100% | | | |
| other | 2020 | 20 | | | 5.0% | 15.0% | 20.0% | 20.0% | 40.0% | 100% | | | |

"I believe the only acceptable number of deaths and serious injuries on our roadways is zero."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 361 | 1.4% | 4.2% | 6.4% | 4.4% | 10.8% | 28.3% | 44.6% | 100% | 5.8 | | |
| male | 2020 | 344 | 2.9% | 1.7% | 4.1% | 5.5% | 12.2% | 22.4% | 51.2% | 100% | 5.9 | 0.293 | 0.002 |
| female | 2017 | 215 | 5.1% | 0.5% | 1.4% | 2.8% | 7.9% | 27.9% | 54.4% | 100% | 6.1 | | |
| female | 2020 | 142 | 4.2% | 0.0% | 1.4% | 4.2% | 6.3% | 26.1% | 57.7% | 100% | 6.2 | 0.598 | 0.001 |
| other | 2017 | 16 | | | 12.5% | 6.3% | 18.8% | 18.8% | 43.8% | 100% | | | |
| other | 2020 | 19 | | | 0.0% | 15.8% | 10.5% | 31.6% | 42.1% | 100% | | | |

"I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 1.4% | 1.4% | 2.5% | 3.6% | 4.4% | 22.8% | 63.9% | 100% | 6.3 | | |
| male | 2020 | 344 | 2.9% | 0.6% | 2.3% | 3.8% | 5.2% | 17.2% | 68.0% | 100% | 6.3 | 0.932 | 0.000 |
| female | 2017 | 215 | 4.2% | 0.5% | 1.4% | 2.8% | 2.3% | 16.7% | 72.1% | 100% | 6.4 | | |
| female | 2020 | 142 | 4.2% | 0.0% | 0.0% | 1.4% | 1.4% | 10.6% | 82.4% | 100% | 6.6 | 0.177 | 0.005 |
| other | 2017 | 17 | | | 5.9% | 5.9% | 11.8% | 23.5% | 52.9% | 100% | | | |
| other | 2020 | 19 | | | 0.0% | 10.5% | 5.3% | 26.3% | 57.9% | 100% | | | |

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Shift

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 332 | 91.0% | 5.1% | 1.8% | 0.3% | 0.6% | 1.2% | 0.0% | 100% | 1.2 | | |
| male | 2020 | 332 | 56.3% | 18.1% | 8.7% | 4.8% | 6.3% | 4.2% | 1.5% | 100% | 2.1 | 0.000 | 0.114 |
| female | 2017 | 205 | 94.1% | 2.4% | 1.0% | 0.5% | 1.0% | 0.5% | 0.5% | 100% | 1.2 | | |
| female | 2020 | 138 | 60.9% | 26.1% | 3.6% | 1.4% | 2.9% | 3.6% | 1.4% | 100% | 1.8 | 0.000 | 0.077 |
| other | 2017 | 16 | 87.5% | 6.3% | 0.0% | | 6.3% | 0.0% | 0.0% | 100% | | | |
| other | 2020 | 19 | 47.4% | 26.3% | 5.3% | | 0.0% | 15.8% | 5.3% | 100% | | | |

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? "Eyes on the Road; Hands on the Wheel; Mind on Driving"

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 341 | 53.1% | 21.7% | 8.2% | 4.1% | 5.9% | 3.8% | 3.2% | 100% | 2.1 | | |
| male | 2020 | 341 | 16.1% | 17.3% | 13.8% | 15.8% | 17.6% | 14.7% | 4.7% | 100% | 3.6 | 0.000 | 0.160 |
| female | 2017 | 211 | 62.1% | 21.3% | 4.7% | 2.4% | 2.4% | 4.7% | 2.4% | 100% | 1.9 | | |
| female | 2020 | 141 | 13.5% | 15.6% | 17.7% | 14.9% | 12.8% | 16.3% | 9.2% | 100% | 3.8 | 0.000 | 0.251 |
| other | 2017 | 17 | 76.5% | 11.8% | 0.0% | 5.9% | 5.9% | 0.0% | 0.0% | 100% | | | |
| other | 2020 | 19 | 10.5% | 31.6% | 26.3% | 10.5% | 0.0% | 15.8% | 5.3% | 100% | | | |

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Just Drive

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 358 | 8.7% | 11.2% | 14.0% | 16.2% | 12.0% | 25.1% | 12.8% | 100% | 4.4 | | |
| male | 2020 | 343 | 6.1% | 15.5% | 26.2% | 35.0% | 10.5% | 5.5% | 1.2% | 100% | 3.5 | 0.000 | 0.071 |
| female | 2017 | 215 | 11.2% | 9.8% | 10.2% | 10.7% | 15.3% | 23.3% | 19.5% | 100% | 4.6 | | |
| female | 2020 | 142 | 6.3% | 14.8% | 19.7% | 36.6% | 9.9% | 9.9% | 2.8% | 100% | 3.7 | 0.000 | 0.054 |
| other | 2017 | 17 | 11.8% | 17.6% | 11.8% | 0.0% | 35.3% | 17.6% | 5.9% | 100% | | | |
| other | 2020 | 20 | 5.0% | 20.0% | 30.0% | 15.0% | 10.0% | 5.0% | 15.0% | 100% | | | |

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Idaho's Hundred Deadliest Days

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 354 | 9.3% | 24.6% | 20.1% | 22.0% | 11.0% | 11.3% | 1.7% | 100% | 3.4 | | |
| male | 2020 | 334 | 70.1% | 10.5% | 3.6% | 7.2% | 4.8% | 3.0% | 0.9% | 100% | 1.8 | 0.000 | 0.227 |
| female | 2017 | 216 | 13.9% | 18.5% | 20.8% | 25.0% | 7.9% | 9.7% | 4.2% | 100% | 3.4 | | |
| female | 2020 | 140 | 69.3% | 5.7% | 8.6% | 5.7% | 5.7% | 4.3% | 0.7% | 100% | 1.9 | 0.000 | 0.177 |
| other | 2017 | 16 | 6.3% | 50.0% | 18.8% | 6.3% | 6.3% | 12.5% | 0.0% | 100% | | | |
| other | 2020 | 19 | 73.7% | 10.5% | 5.3% | 0.0% | 0.0% | 5.3% | 5.3% | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 30.4% | 31.2% | 18.2% | 10.8% | 7.5% | 1.7% | 0.3% | 100% | 2.4 | | |
| male | 2020 | 344 | 46.5% | 29.9% | 11.9% | 6.4% | 4.1% | 0.9% | 0.3% | 100% | 2.0 | 0.000 | 0.030 |
| female | 2017 | 215 | 42.3% | 30.7% | 12.1% | 8.8% | 5.1% | 0.9% | | 100% | 2.1 | | |
| female | 2020 | 142 | 53.5% | 28.2% | 12.0% | 3.5% | 2.8% | 0.0% | | 100% | 1.7 | 0.009 | 0.019 |
| other | 2017 | 17 | 29.4% | 23.5% | 23.5% | 17.6% | 5.9% | 0.0% | | 100% | | | |
| other | 2020 | 20 | 30.0% | 35.0% | 15.0% | 5.0% | 10.0% | 5.0% | | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 359 | 26.2% | 15.0% | 17.5% | 17.0% | 18.1% | 5.6% | 0.6% | 100% | 3.0 | | |
| male | 2020 | 344 | 19.2% | 14.0% | 18.3% | 19.8% | 20.1% | 7.8% | 0.9% | 100% | 3.3 | 0.016 | 0.008 |
| female | 2017 | 216 | 24.5% | 15.3% | 14.8% | 13.4% | 25.5% | 4.6% | 1.9% | 100% | 3.2 | | |
| female | 2020 | 142 | 10.6% | 23.2% | 14.1% | 14.1% | 27.5% | 9.2% | 1.4% | 100% | 3.6 | 0.046 | 0.011 |
| other | 2017 | 17 | 11.8% | 17.6% | 29.4% | 23.5% | 11.8% | 0.0% | 5.9% | 100% | | | |
| other | 2020 | 20 | 5.0% | 25.0% | 20.0% | 15.0% | 20.0% | 10.0% | 5.0% | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you typed or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 38.1% | 39.0% | 12.4% | 6.6% | 3.0% | 0.6% | 0.3% | 100% | 2.0 | | |
| male | 2020 | 344 | 40.7% | 39.2% | 11.3% | 5.5% | 2.6% | 0.6% | 0.0% | 100% | 1.9 | 0.295 | 0.002 |
| female | 2017 | 216 | 40.7% | 35.2% | 11.6% | 6.5% | 4.6% | 0.5% | 0.9% | 100% | 2.0 | | |
| female | 2020 | 142 | 34.5% | 40.8% | 15.5% | 4.9% | 3.5% | 0.7% | 0.0% | 100% | 2.0 | 0.996 | 0.000 |
| other | 2017 | 17 | 52.9% | 17.6% | 17.6% | 5.9% | 5.9% | | | 100% | | | |
| other | 2020 | 20 | 25.0% | 45.0% | 10.0% | 10.0% | 10.0% | | | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had food to eat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 14.4% | 29.3% | 32.0% | 16.0% | 7.5% | 0.8% | 100% | 2.8 | | |
| male | 2020 | 344 | 20.3% | 30.2% | 26.2% | 14.5% | 8.7% | 0.0% | 100% | 2.6 | 0.107 | 0.004 |
| female | 2017 | 215 | 24.7% | 34.0% | 23.3% | 12.1% | 6.0% | 0.0% | 100% | 2.4 | | |
| female | 2020 | 142 | 21.8% | 45.1% | 17.6% | 11.3% | 3.5% | 0.7% | 100% | 2.3 | 0.451 | 0.002 |
| other | 2017 | 17 | 5.9% | 29.4% | 29.4% | 23.5% | 5.9% | 5.9% | 100% | | | |
| other | 2020 | 20 | 5.0% | 30.0% | 40.0% | 5.0% | 10.0% | 10.0% | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you attended to children in the back seat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 57.7% | 21.8% | 11.9% | 5.2% | 2.8% | 0.3% | 0.3% | 100% | 1.8 | | |
| male | 2020 | 343 | 66.5% | 18.4% | 9.3% | 3.8% | 2.0% | 0.0% | 0.0% | 100% | 1.6 | 0.015 | 0.008 |
| female | 2017 | 216 | 64.8% | 15.3% | 9.3% | 5.6% | 4.2% | 0.5% | 0.5% | 100% | 1.7 | | |
| female | 2020 | 141 | 65.2% | 14.9% | 5.0% | 9.2% | 5.0% | 0.7% | 0.0% | 100% | 1.8 | 0.783 | 0.000 |
| other | 2017 | 17 | 76.5% | 17.6% | 0.0% | 5.9% | 0.0% | | | 100% | | | |
| other | 2020 | 20 | 65.0% | 15.0% | 10.0% | 5.0% | 5.0% | | | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone while holding it in their hand?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 0.6% | 1.9% | 6.6% | 14.9% | 50.3% | 15.5% | 10.2% | 100% | 5.0 | | |
| male | 2020 | 343 | 1.7% | 1.2% | 8.5% | 17.5% | 56.6% | 9.9% | 4.7% | 100% | 4.7 | 0.002 | 0.013 |
| female | 2017 | 214 | 0.5% | 0.5% | 6.1% | 13.1% | 52.3% | 18.2% | 9.3% | 100% | 5.1 | | |
| female | 2020 | 142 | 0.7% | 1.4% | 5.6% | 16.2% | 53.5% | 12.7% | 9.9% | 100% | 5.0 | 0.352 | 0.002 |
| other | 2017 | 17 | 5.9% | | 5.9% | 23.5% | 52.9% | 5.9% | 5.9% | 100% | | | |
| other | 2020 | 20 | 0.0% | | 20.0% | 20.0% | 35.0% | 20.0% | 5.0% | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 358 | 1.4% | 3.9% | 12.3% | 21.5% | 45.8% | 9.5% | 5.6% | 100% | 4.6 | | |
| male | 2020 | 341 | 0.6% | 1.8% | 11.1% | 23.2% | 50.7% | 9.1% | 3.5% | 100% | 4.6 | 0.491 | 0.001 |
| female | 2017 | 212 | | 1.9% | 9.0% | 18.9% | 51.4% | 12.3% | 6.6% | 100% | 4.8 | | |
| female | 2020 | 142 | | 2.1% | 4.9% | 18.3% | 50.7% | 15.5% | 8.5% | 100% | 5.0 | 0.187 | 0.005 |
| other | 2017 | 17 | 5.9% | | 5.9% | 17.6% | 58.8% | 0.0% | 11.8% | 100% | | | |
| other | 2020 | 20 | 0.0% | | 15.0% | 15.0% | 55.0% | 5.0% | 10.0% | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) type or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 0.8% | 1.9% | 8.8% | 15.2% | 48.6% | 15.2% | 9.4% | 100% | 4.9 | | |
| male | 2020 | 343 | 1.2% | 1.7% | 7.9% | 19.8% | 47.8% | 15.7% | 5.8% | 100% | 4.8 | 0.238 | 0.002 |
| female | 2017 | 213 | 0.5% | 0.9% | 3.3% | 16.4% | 51.2% | 17.4% | 10.3% | 100% | 5.1 | | |
| female | 2020 | 142 | 0.7% | 0.0% | 6.3% | 10.6% | 52.8% | 19.0% | 10.6% | 100% | 5.1 | 0.735 | 0.000 |
| other | 2017 | 17 | 5.9% | | 11.8% | 29.4% | 41.2% | 0.0% | 11.8% | 100% | | | |
| other | 2020 | 20 | 0.0% | | 20.0% | 10.0% | 45.0% | 15.0% | 10.0% | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) eat food?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 359 | 0.6% | 3.1% | 11.1% | 28.7% | 43.7% | 7.2% | 5.6% | 100% | 4.6 | | |
| male | 2020 | 342 | 1.5% | 2.9% | 12.0% | 30.1% | 44.7% | 6.4% | 2.3% | 100% | 4.4 | 0.095 | 0.004 |
| female | 2017 | 214 | 0.5% | 0.9% | 9.3% | 20.6% | 54.2% | 10.7% | 3.7% | 100% | 4.7 | | |
| female | 2020 | 142 | 0.7% | 0.7% | 7.0% | 16.9% | 57.0% | 10.6% | 7.0% | 100% | 4.9 | 0.175 | 0.005 |
| other | 2017 | 17 | 5.9% | | 17.6% | 23.5% | 41.2% | 5.9% | 5.9% | 100% | | | |
| other | 2020 | 20 | 0.0% | | 20.0% | 25.0% | 45.0% | 5.0% | 5.0% | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) attend to children in the back seat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 359 | 2.5% | 6.7% | 18.9% | 31.5% | 30.6% | 6.1% | 3.6% | 100% | 4.1 | | |
| male | 2020 | 341 | 2.9% | 7.3% | 22.9% | 37.0% | 24.6% | 3.5% | 1.8% | 100% | 3.9 | 0.010 | 0.009 |
| female | 2017 | 212 | 0.5% | 3.8% | 9.4% | 29.7% | 44.3% | 8.0% | 4.2% | 100% | 4.5 | | |
| female | 2020 | 142 | 0.7% | 3.5% | 10.6% | 30.3% | 41.5% | 7.7% | 5.6% | 100% | 4.5 | 0.967 | 0.000 |
| other | 2017 | 17 | 5.9% | 5.9% | 5.9% | 47.1% | 35.3% | 0.0% | 0.0% | 100% | | | |
| other | 2020 | 20 | 0.0% | 0.0% | 10.0% | 35.0% | 45.0% | 5.0% | 5.0% | 100% | | | |

Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone while holding it your hand?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 342 | 90.1% | 7.9% | 2.0% | | 0.0% | | 0.0% | 100% | 1.1 | | |
| male | 2020 | 326 | 98.2% | 0.9% | 0.3% | | 0.3% | | 0.3% | 100% | 1.0 | 0.018 | 0.008 |
| female | 2017 | 177 | 91.5% | 5.1% | 1.7% | 1.1% | 0.6% | | | 100% | 1.1 | | |
| female | 2020 | 113 | 93.8% | 6.2% | 0.0% | 0.0% | 0.0% | | | 100% | 1.1 | 0.143 | 0.007 |
| other | 2017 | 14 | 100% | | | | 0.0% | 0.0% | | 100% | | | |
| other | 2020 | 19 | 89.5% | | | | 5.3% | 5.3% | | 100% | | | |

Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 342 | 61.7% | 14.3% | 8.2% | 4.7% | 6.4% | 2.6% | 2.0% | 100% | 2.0 | | |
| male | 2020 | 326 | 57.4% | 14.1% | 12.9% | 6.4% | 5.2% | 1.8% | 2.1% | 100% | 2.0 | 0.598 | 0.000 |
| female | 2017 | 178 | 71.9% | 16.3% | 5.6% | 3.4% | 1.7% | | 1.1% | 100% | 1.5 | | |
| female | 2020 | 113 | 65.5% | 15.0% | 8.0% | 6.2% | 5.3% | | 0.0% | 100% | 1.7 | 0.139 | 0.008 |
| other | 2017 | 14 | 50.0% | 35.7% | 14.3% | 0.0% | 0.0% | | 0.0% | 100% | | | |
| other | 2020 | 19 | 63.2% | 0.0% | 15.8% | 5.3% | 10.5% | | 5.3% | 100% | | | |

Thinking back over the past 30 days, while driving FOR WORK, how often have you typed or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 341 | 87.7% | 10.0% | 1.8% | 0.3% | 0.3% | | | 100% | 1.2 | | |
| male | 2020 | 326 | 92.9% | 6.1% | 0.9% | 0.0% | 0.0% | | | 100% | 1.1 | 0.014 | 0.009 |
| female | 2017 | 178 | 86.5% | 9.0% | 2.2% | 1.1% | 0.6% | | 0.6% | 100% | 1.2 | | |
| female | 2020 | 111 | 89.2% | 8.1% | 1.8% | 0.9% | 0.0% | | 0.0% | 100% | 1.1 | 0.297 | 0.004 |
| other | 2017 | 14 | 92.9% | 7.1% | | | 0.0% | 0.0% | | 100% | | | |
| other | 2020 | 19 | 84.2% | 5.3% | | | 5.3% | 5.3% | | 100% | | | |

Thinking back over the past 30 days, while driving FOR WORK, how often have you had food to eat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 342 | 50.3% | 27.5% | 14.6% | 4.4% | 2.6% | 0.3% | 0.3% | 100% | 1.8 | | |
| male | 2020 | 326 | 60.4% | 22.1% | 12.3% | 4.0% | 1.2% | 0.0% | 0.0% | 100% | 1.6 | 0.010 | 0.010 |
| female | 2017 | 178 | 82.0% | 12.4% | 3.9% | 0.6% | 1.1% | | | 100% | 1.3 | | |
| female | 2020 | 112 | 71.4% | 19.6% | 4.5% | 2.7% | 1.8% | | | 100% | 1.4 | 0.053 | 0.013 |
| other | 2017 | 14 | 64.3% | 28.6% | 7.1% | | 0.0% | 0.0% | | 100% | | | |
| other | 2020 | 19 | 57.9% | 26.3% | 5.3% | | 5.3% | 5.3% | | 100% | | | |

Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time they drove | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 352 | 68.2% | 21.6% | 6.0% | 3.4% | 0.6% | 0.0% | 0.3% | 100% | 1.5 | | |
| male | 2020 | 336 | 79.8% | 14.6% | 2.1% | 3.0% | 0.3% | 0.3% | 0.0% | 100% | 1.3 | 0.004 | 0.012 |
| female | 2017 | 195 | 57.4% | 22.6% | 12.3% | 5.6% | 1.5% | 0.5% | | 100% | 1.7 | | |
| female | 2020 | 135 | 69.6% | 24.4% | 4.4% | 1.5% | 0.0% | 0.0% | | 100% | 1.4 | 0.001 | 0.036 |
| other | 2017 | 15 | 80.0% | 20.0% | | | 0.0% | | 0.0% | 100% | | | |
| other | 2020 | 17 | 70.6% | 17.6% | | | 5.9% | | 5.9% | 100% | | | |

Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time they drove | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 351 | 43.6% | 19.1% | 16.2% | 8.3% | 9.4% | 2.8% | 0.6% | 100% | 2.3 | | |
| male | 2020 | 336 | 36.9% | 19.3% | 19.0% | 11.3% | 9.2% | 3.0% | 1.2% | 100% | 2.5 | 0.109 | 0.004 |
| female | 2017 | 195 | 31.8% | 21.0% | 22.6% | 9.7% | 9.2% | 3.6% | 2.1% | 100% | 2.6 | | |
| female | 2020 | 135 | 26.7% | 19.3% | 24.4% | 11.9% | 12.6% | 3.7% | 1.5% | 100% | 2.8 | 0.282 | 0.004 |
| other | 2017 | 15 | 53.3% | 26.7% | 13.3% | 0.0% | 6.7% | | | 100% | | | |
| other | 2020 | 17 | 52.9% | 17.6% | 17.6% | 5.9% | 5.9% | | | 100% | | | |

Thinking back over the past 30 days, how often did most of your coworkers who drive for work type or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time they drove | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 351 | 69.5% | 19.7% | 6.8% | 3.1% | 0.9% | 0.0% | | 100% | 1.5 | | |
| male | 2020 | 336 | 76.8% | 17.6% | 3.6% | 1.5% | 0.3% | 0.3% | | 100% | 1.3 | 0.014 | 0.009 |
| female | 2017 | 194 | 58.2% | 24.7% | 9.3% | 5.7% | 2.1% | | | 100% | 1.7 | | |
| female | 2020 | 135 | 66.7% | 23.0% | 8.1% | 2.2% | 0.0% | | | 100% | 1.5 | 0.026 | 0.015 |
| other | 2017 | 15 | 86.7% | 13.3% | 0.0% | | 0.0% | | 0.0% | 100% | | | |
| other | 2020 | 17 | 70.6% | 11.8% | 5.9% | | 5.9% | | 5.9% | 100% | | | |

Thinking back over the past 30 days, how often did most of your coworkers who drive for work eat food?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time they drove | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 348 | 35.1% | 32.5% | 21.0% | 8.3% | 2.9% | 0.3% | | 100% | 2.1 | | |
| male | 2020 | 336 | 41.4% | 29.2% | 19.6% | 7.4% | 2.4% | 0.0% | | 100% | 2.0 | 0.143 | 0.003 |
| female | 2017 | 194 | 43.3% | 29.9% | 16.0% | 7.7% | 3.1% | 0.0% | | 100% | 2.0 | | |
| female | 2020 | 135 | 40.0% | 31.9% | 17.8% | 7.4% | 2.2% | 0.7% | | 100% | 2.0 | 0.695 | 0.000 |
| other | 2017 | 15 | 53.3% | 26.7% | 20.0% | | 0.0% | | 0.0% | 100% | | | |
| other | 2020 | 17 | 52.9% | 17.6% | 17.6% | | 5.9% | | 5.9% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone while holding it in their hand?

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 35.0% | 25.3% | 12.7% | 20.1% | 3.0% | 2.8% | 1.1% | 100% | 2.4 | | |
| male | 2020 | 344 | 43.0% | 19.8% | 16.6% | 13.4% | 3.2% | 2.9% | 1.2% | 100% | 2.3 | 0.137 | 0.003 |
| female | 2017 | 216 | 46.3% | 21.8% | 17.1% | 11.1% | 1.9% | 1.4% | 0.5% | 100% | 2.1 | | |
| female | 2020 | 142 | 52.8% | 22.5% | 11.3% | 8.5% | 3.5% | 0.7% | 0.7% | 100% | 1.9 | 0.297 | 0.003 |
| other | 2017 | 17 | 29.4% | 29.4% | 17.6% | 23.5% | 0.0% | 0.0% | 0.0% | 100% | | | |
| other | 2020 | 20 | 35.0% | 10.0% | 20.0% | 20.0% | 5.0% | 5.0% | 5.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")?

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 7.7% | 8.8% | 19.9% | 26.8% | 13.5% | 15.5% | 7.7% | 100% | 4.1 | | |
| male | 2020 | 344 | 6.4% | 10.2% | 10.2% | 23.8% | 16.9% | 17.4% | 15.1% | 100% | 4.5 | 0.002 | 0.014 |
| female | 2017 | 214 | 8.9% | 12.6% | 20.6% | 24.3% | 11.2% | 15.0% | 7.5% | 100% | 3.9 | | |
| female | 2020 | 142 | 4.2% | 16.2% | 17.6% | 19.7% | 6.3% | 21.1% | 14.8% | 100% | 4.3 | 0.040 | 0.012 |
| other | 2017 | 17 | 11.8% | 5.9% | 17.6% | 17.6% | 17.6% | 17.6% | 11.8% | 100% | | | |
| other | 2020 | 20 | 15.0% | 15.0% | 15.0% | 30.0% | 5.0% | 10.0% | 10.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver typing or reading on a cell phone?

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 79.1% | 16.5% | 1.9% | 1.9% | 0.3% | 0.3% | 100% | 1.3 | | |
| male | 2020 | 344 | 82.0% | 12.8% | 3.2% | 1.7% | 0.0% | 0.3% | 100% | 1.3 | 0.590 | 0.000 |
| female | 2017 | 215 | 92.6% | 6.0% | 0.9% | 0.5% | | | 100% | 1.1 | | |
| female | 2020 | 142 | 93.0% | 5.6% | 0.7% | 0.7% | | | 100% | 1.1 | 0.970 | 0.000 |
| other | 2017 | 17 | 88.2% | 11.8% | 0.0% | 0.0% | | 0.0% | 100% | | | |
| other | 2020 | 20 | 50.0% | 35.0% | 5.0% | 5.0% | | 5.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver eating food?

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 10.8% | 16.9% | 24.3% | 33.4% | 6.9% | 5.0% | 2.8% | 100% | 3.3 | | |
| male | 2020 | 344 | 15.1% | 16.0% | 20.3% | 31.7% | 9.3% | 4.1% | 3.5% | 100% | 3.3 | 0.678 | 0.000 |
| female | 2017 | 215 | 18.1% | 25.1% | 22.8% | 26.5% | 3.3% | 1.4% | 2.8% | 100% | 2.9 | | |
| female | 2020 | 141 | 19.1% | 27.0% | 20.6% | 22.0% | 6.4% | 5.0% | 0.0% | 100% | 2.8 | 0.864 | 0.000 |
| other | 2017 | 17 | 11.8% | 29.4% | 17.6% | 23.5% | 0.0% | 11.8% | 5.9% | 100% | | | |
| other | 2020 | 20 | 10.0% | 15.0% | 5.0% | 60.0% | 5.0% | 0.0% | 5.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone while holding it in their hand?

| | Year | N | It would feel unacceptable (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel acceptable (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 58.1% | 13.8% | 8.3% | 12.7% | 2.8% | 2.2% | 2.2% | 100% | 2.4 | | |
| male | 2020 | 344 | 68.0% | 13.7% | 5.8% | 7.8% | 2.0% | 1.5% | 1.2% | 100% | 2.3 | 0.137 | 0.003 |
| female | 2017 | 216 | 61.1% | 13.9% | 7.4% | 10.2% | 5.6% | 1.9% | 0.0% | 100% | 2.1 | | |
| female | 2020 | 142 | 69.0% | 12.7% | 8.5% | 4.9% | 3.5% | 0.0% | 1.4% | 100% | 1.9 | 0.297 | 0.003 |
| other | 2017 | 17 | 47.1% | 11.8% | 5.9% | 23.5% | 0.0% | 11.8% | 0.0% | 100% | | | |
| other | 2020 | 20 | 70.0% | 10.0% | 0.0% | 10.0% | 5.0% | 0.0% | 5.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")?

| | Year | N | It would feel unacceptable (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel acceptable (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 14.1% | 10.8% | 12.2% | 22.4% | 12.4% | 10.8% | 17.4% | 100% | 4.1 | | |
| male | 2020 | 344 | 13.1% | 6.4% | 8.7% | 19.8% | 12.5% | 11.9% | 27.6% | 100% | 4.5 | 0.002 | 0.014 |
| female | 2017 | 216 | 11.1% | 14.4% | 14.8% | 19.9% | 11.1% | 12.5% | 16.2% | 100% | 3.9 | | |
| female | 2020 | 142 | 9.2% | 8.5% | 10.6% | 22.5% | 9.9% | 13.4% | 26.1% | 100% | 4.3 | 0.040 | 0.012 |
| other | 2017 | 17 | 11.8% | 0.0% | 11.8% | 17.6% | 23.5% | 5.9% | 29.4% | 100% | | | |
| other | 2020 | 20 | 35.0% | 15.0% | 0.0% | 25.0% | 0.0% | 0.0% | 25.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver typing or reading on a cell phone?

| | Year | N | It would feel unacceptable (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel acceptable (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 85.1% | 9.9% | 1.7% | 2.2% | 0.6% | 0.0% | 0.6% | 100% | 1.3 | | |
| male | 2020 | 344 | 90.1% | 5.8% | 2.3% | 1.5% | 0.0% | 0.3% | 0.0% | 100% | 1.3 | 0.590 | 0.000 |
| female | 2017 | 215 | 93.5% | 3.3% | 1.4% | 1.4% | | | 0.5% | 100% | 1.1 | | |
| female | 2020 | 141 | 90.8% | 7.1% | 1.4% | 0.7% | | | 0.0% | 100% | 1.1 | 0.970 | 0.000 |
| other | 2017 | 17 | 94.1% | 5.9% | | 0.0% | | | 0.0% | 100% | | | |
| other | 2020 | 20 | 85.0% | 5.0% | | 5.0% | | | 5.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver eating food?

| | Year | N | It would feel unacceptable (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel acceptable (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 16.8% | 16.0% | 15.2% | 33.6% | 7.7% | 5.8% | 5.0% | 100% | 3.3 | | |
| male | 2020 | 344 | 20.9% | 16.6% | 9.6% | 32.6% | 8.4% | 6.7% | 5.2% | 100% | 3.3 | 0.678 | 0.000 |
| female | 2017 | 215 | 29.8% | 21.9% | 15.3% | 24.7% | 4.2% | 1.4% | 2.8% | 100% | 2.9 | | |
| female | 2020 | 142 | 27.5% | 23.2% | 13.4% | 23.9% | 6.3% | 2.1% | 3.5% | 100% | 2.8 | 0.864 | 0.000 |
| other | 2017 | 17 | 11.8% | 29.4% | 5.9% | 29.4% | | 5.9% | 17.6% | 100% | | | |
| other | 2020 | 20 | 30.0% | 25.0% | 0.0% | 30.0% | | 5.0% | 10.0% | 100% | | | |

"Employees should NOT engage in having a conversation on a cell phone while holding it in their hand when they are driving for work."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 1.9% | 2.2% | 2.8% | 4.1% | 5.5% | 18.0% | 65.5% | 100% | 6.2 | | |
| male | 2020 | 344 | 0.9% | 0.3% | 2.6% | 2.9% | 2.6% | 12.2% | 78.5% | 100% | 6.6 | 0.001 | 0.016 |
| female | 2017 | 216 | 0.5% | 0.0% | 1.4% | 3.7% | 7.9% | 17.1% | 69.4% | 100% | 6.5 | | |
| female | 2020 | 142 | 3.5% | 1.4% | 2.1% | 1.4% | 4.9% | 9.2% | 77.5% | 100% | 6.4 | 0.551 | 0.001 |
| other | 2017 | 17 | | 0.0% | 5.9% | 0.0% | 35.3% | 11.8% | 47.1% | 100% | | | |
| other | 2020 | 20 | | 5.0% | 0.0% | 10.0% | 0.0% | 40.0% | 45.0% | 100% | | | |

"Employees should NOT engage in having a conversation on a cell phone without holding it ("hands free") when they are driving for work."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 8.3% | 13.8% | 9.4% | 21.0% | 13.0% | 16.0% | 18.5% | 100% | 4.4 | | |
| male | 2020 | 344 | 14.0% | 21.8% | 12.8% | 18.0% | 9.6% | 10.2% | 13.7% | 100% | 3.7 | 0.000 | 0.028 |
| female | 2017 | 215 | 8.4% | 12.6% | 7.9% | 20.0% | 14.0% | 21.4% | 15.8% | 100% | 4.5 | | |
| female | 2020 | 142 | 13.4% | 19.0% | 12.0% | 14.1% | 13.4% | 14.1% | 14.1% | 100% | 3.9 | 0.013 | 0.017 |
| other | 2017 | 17 | 17.6% | 11.8% | 23.5% | 0.0% | 23.5% | 17.6% | 5.9% | 100% | | | |
| other | 2020 | 20 | 15.0% | 10.0% | 5.0% | 20.0% | 15.0% | 15.0% | 20.0% | 100% | | | |

"Employees should NOT engage in typing or reading on a cell phone when they are driving for work."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 2.5% | 0.3% | 0.6% | 0.8% | 2.2% | 7.2% | 86.5% | 100% | 6.7 | | |
| male | 2020 | 343 | 0.9% | 0.0% | 0.0% | 1.2% | 1.2% | 6.1% | 90.7% | 100% | 6.8 | 0.027 | 0.007 |
| female | 2017 | 214 | 0.9% | 0.5% | 0.0% | 0.9% | 1.4% | 3.7% | 92.5% | 100% | 6.8 | | |
| female | 2020 | 142 | 3.5% | 1.4% | 0.7% | 0.0% | 0.7% | 5.6% | 88.0% | 100% | 6.6 | 0.060 | 0.010 |
| other | 2017 | 17 | | 0.0% | | 0.0% | | 5.9% | 94.1% | 100% | | | |
| other | 2020 | 20 | | 5.0% | | 10.0% | | 20.0% | 65.0% | 100% | | | |

"Employees should NOT engage in eating food when they are driving for work."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 361 | 5.0% | 5.8% | 9.1% | 28.3% | 14.4% | 18.0% | 19.4% | 100% | 4.7 | | |
| male | 2020 | 344 | 3.5% | 8.7% | 9.9% | 26.2% | 14.0% | 14.5% | 23.3% | 100% | 4.8 | 0.868 | 0.000 |
| female | 2017 | 215 | 0.9% | 4.2% | 5.1% | 17.7% | 18.6% | 20.9% | 32.6% | 100% | 5.4 | | |
| female | 2020 | 142 | 2.8% | 7.7% | 7.0% | 21.1% | 13.4% | 14.8% | 33.1% | 100% | 5.1 | 0.080 | 0.009 |
| other | 2017 | 17 | 11.8% | 11.8% | 11.8% | 17.6% | 17.6% | 17.6% | 11.8% | 100% | | | |
| other | 2020 | 20 | 0.0% | 5.0% | 5.0% | 40.0% | 5.0% | 15.0% | 30.0% | 100% | | | |

"My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone while holding it in my hand."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 0.3% | 0.6% | 1.4% | 3.3% | 1.4% | 6.9% | 86.2% | 100% | 6.7 | | |
| male | 2020 | 341 | 0.6% | 0.6% | 0.0% | 1.5% | 1.2% | 3.2% | 93.0% | 100% | 6.8 | 0.035 | 0.006 |
| female | 2017 | 213 | | 0.9% | | 3.8% | 1.9% | 6.6% | 86.9% | 100% | 6.7 | | |
| female | 2020 | 140 | | 0.0% | | 1.4% | 3.6% | 2.9% | 92.1% | 100% | 6.9 | 0.121 | 0.007 |
| other | 2017 | 16 | | 0.0% | | 0.0% | 12.5% | 0.0% | 87.5% | 100% | | | |
| other | 2020 | 20 | | 5.0% | | 15.0% | 0.0% | 5.0% | 75.0% | 100% | | | |

"My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone without holding it ('hands free')."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 11.6% | 9.4% | 6.6% | 22.4% | 8.6% | 11.9% | 29.6% | 100% | 4.6 | | |
| male | 2020 | 341 | 15.5% | 19.4% | 7.3% | 21.1% | 7.0% | 6.7% | 22.9% | 100% | 4.0 | 0.000 | 0.022 |
| female | 2017 | 214 | 7.9% | 8.9% | 5.1% | 20.1% | 6.1% | 15.9% | 36.0% | 100% | 5.0 | | |
| female | 2020 | 140 | 10.7% | 12.1% | 10.0% | 20.7% | 8.6% | 13.6% | 24.3% | 100% | 4.4 | 0.010 | 0.018 |
| other | 2017 | 15 | 13.3% | 20.0% | 6.7% | 20.0% | 13.3% | 6.7% | 20.0% | 100% | | | |
| other | 2020 | 20 | 5.0% | 5.0% | 0.0% | 50.0% | 0.0% | 10.0% | 30.0% | 100% | | | |

"My supervisor expects me NOT to engage in this behavior when I am driving for work: typing or reading on a cell phone."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 0.8% | 0.3% | 0.6% | 2.2% | 0.0% | 2.5% | 93.6% | 100% | 6.8 | | |
| male | 2020 | 341 | 0.3% | 0.3% | 0.0% | 1.2% | 0.3% | 2.9% | 95.0% | 100% | 6.9 | 0.156 | 0.003 |
| female | 2017 | 213 | | 0.0% | | 2.3% | | 3.3% | 94.4% | 100% | 6.9 | | |
| female | 2020 | 140 | | 0.7% | | 0.7% | | 3.6% | 95.0% | 100% | 6.9 | 0.848 | 0.000 |
| other | 2017 | 16 | | 0.0% | | 0.0% | | 0.0% | 100% | 100% | | | |
| other | 2020 | 20 | | 5.0% | | 10.0% | | 10.0% | 75.0% | 100% | | | |

"My supervisor expects me NOT to engage in this behavior when I am driving for work: eating food."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 361 | 3.3% | 6.1% | 5.0% | 33.0% | 10.8% | 12.5% | 29.4% | 100% | 5.0 | | |
| male | 2020 | 341 | 3.8% | 7.9% | 4.7% | 29.9% | 7.9% | 12.6% | 33.1% | 100% | 5.0 | 0.768 | 0.000 |
| female | 2017 | 213 | 0.9% | 2.3% | 0.9% | 23.5% | 10.3% | 14.1% | 47.9% | 100% | 5.7 | | |
| female | 2020 | 140 | 2.1% | 2.9% | 2.9% | 25.7% | 7.1% | 15.0% | 44.3% | 100% | 5.6 | 0.261 | 0.004 |
| other | 2017 | 16 | 6.3% | 6.3% | 6.3% | 37.5% | 6.3% | 12.5% | 25.0% | 100% | | | |
| other | 2020 | 20 | 0.0% | 5.0% | 5.0% | 45.0% | 5.0% | 5.0% | 35.0% | 100% | | | |

"I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone while holding it in their hands."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 0.6% | 1.7% | 1.1% | 4.7% | 3.9% | 11.3% | 76.8% | 100% | 6.5 | | |
| male | 2020 | 344 | 0.9% | 0.3% | 0.9% | 3.2% | 2.3% | 8.4% | 84.0% | 100% | 6.7 | 0.036 | 0.006 |
| female | 2017 | 214 | 0.0% | 1.4% | 0.9% | 4.7% | 4.7% | 14.0% | 74.3% | 100% | 6.5 | | |
| female | 2020 | 142 | 0.7% | 0.0% | 0.0% | 3.5% | 3.5% | 7.0% | 85.2% | 100% | 6.7 | 0.061 | 0.010 |
| other | 2017 | 17 | | 5.9% | | 5.9% | 11.8% | 17.6% | 58.8% | 100% | | | |
| other | 2020 | 20 | | 5.0% | | 15.0% | 0.0% | 25.0% | 55.0% | 100% | | | |

"I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone without holding it ('hands free')."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 10.8% | 11.1% | 7.2% | 21.1% | 11.4% | 17.2% | 21.1% | 100% | 4.5 | | |
| male | 2020 | 344 | 17.7% | 20.6% | 9.6% | 18.3% | 6.7% | 9.0% | 18.0% | 100% | 3.7 | 0.000 | 0.030 |
| female | 2017 | 214 | 7.9% | 10.3% | 8.9% | 20.1% | 12.6% | 20.1% | 20.1% | 100% | 4.6 | | |
| female | 2020 | 142 | 17.6% | 11.3% | 9.2% | 21.1% | 10.6% | 11.3% | 19.0% | 100% | 4.1 | 0.012 | 0.018 |
| other | 2017 | 16 | 12.5% | 12.5% | 6.3% | 18.8% | 12.5% | 18.8% | 18.8% | 100% | | | |
| other | 2020 | 20 | 5.0% | 10.0% | 0.0% | 40.0% | 5.0% | 5.0% | 35.0% | 100% | | | |

"I expect my coworkers NOT to engage in this behavior when they are driving for work: typing or reading on a cell phone."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 359 | 0.3% | 0.3% | 0.6% | 2.5% | 1.1% | 5.6% | 89.7% | 100% | 6.8 | | |
| male | 2020 | 343 | 0.6% | 0.0% | 0.0% | 1.2% | 1.5% | 4.7% | 92.1% | 100% | 6.9 | 0.246 | 0.002 |
| female | 2017 | 215 | | | | 1.9% | 1.4% | 5.6% | 91.2% | 100% | 6.9 | | |
| female | 2020 | 142 | | | | 3.5% | 1.4% | 3.5% | 91.5% | 100% | 6.8 | 0.624 | 0.001 |
| other | 2017 | 17 | 0.0% | | | 5.9% | | 17.6% | 76.5% | 100% | | | |
| other | 2020 | 20 | 5.0% | | | 10.0% | | 10.0% | 75.0% | 100% | | | |

"I expect my coworkers NOT to engage in this behavior when they are driving for work: eating food."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 3.9% | 5.8% | 6.9% | 32.5% | 12.5% | 16.9% | 21.4% | 100% | 4.8 | | |
| male | 2020 | 344 | 5.5% | 8.4% | 6.7% | 29.4% | 11.6% | 12.8% | 25.6% | 100% | 4.7 | 0.623 | 0.000 |
| female | 2017 | 214 | 1.4% | 2.8% | 3.3% | 22.9% | 12.6% | 22.9% | 34.1% | 100% | 5.5 | | |
| female | 2020 | 141 | 2.8% | 3.5% | 4.3% | 24.1% | 15.6% | 14.9% | 34.8% | 100% | 5.3 | 0.287 | 0.003 |
| other | 2017 | 17 | 11.8% | 11.8% | 5.9% | 29.4% | 5.9% | 23.5% | 11.8% | 100% | | | |
| other | 2020 | 20 | 0.0% | 10.0% | 0.0% | 50.0% | 0.0% | 5.0% | 35.0% | 100% | | | |

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: having a conversation on a cell phone while holding it in your hand

| | Year | N | I have NO choice; I have to do it (1) | (2) | (3) | (4) | (5) | (6) | It is all my choice (7) | I don't drive for work | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 4.4% | 0.0% | 1.4% | 0.8% | 1.4% | 3.6% | 65.8% | 22.5% | 100% | 6.8 | | |
| male | 2020 | 340 | 5.3% | 0.9% | 0.3% | 0.9% | 0.0% | 3.2% | 71.8% | 17.6% | 100% | 6.7 | 0.542 | 0.001 |
| female | 2017 | 210 | 2.9% | 1.0% | 1.0% | 1.9% | 0.0% | 1.0% | 41.9% | 50.5% | 100% | 7.2 | | |
| female | 2020 | 142 | 2.8% | 1.4% | 0.0% | 0.0% | 0.7% | 0.7% | 52.8% | 41.5% | 100% | 7.2 | 0.865 | 0.000 |
| other | 2017 | 17 | 5.9% | | 5.9% | 0.0% | 5.9% | 5.9% | 52.9% | 23.5% | 100% | | | |
| other | 2020 | 20 | 10.0% | | 0.0% | 5.0% | 0.0% | 0.0% | 50.0% | 35.0% | 100% | | | |

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: having a conversation on a cell phone without holding it ("hands free")

| | Year | N | I have NO choice; I have to do it (1) | (2) | (3) | (4) | (5) | (6) | It is all my choice (7) | I don't drive for work | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 3.3% | 1.4% | 1.9% | 5.6% | 2.2% | 1.7% | 61.9% | 21.9% | 100% | 6.6 | | |
| male | 2020 | 340 | 2.6% | 4.1% | 1.2% | 5.9% | 1.5% | 3.5% | 63.8% | 17.4% | 100% | 6.5 | 0.315 | 0.001 |
| female | 2017 | 211 | 2.8% | 1.9% | 2.4% | 3.3% | | 2.4% | 37.0% | 50.2% | 100% | 7.0 | | |
| female | 2020 | 142 | 1.4% | 1.4% | 1.4% | 4.9% | | 0.7% | 48.6% | 41.5% | 100% | 7.0 | 0.857 | 0.000 |
| other | 2017 | 17 | 11.8% | | | 0.0% | | 5.9% | 58.8% | 23.5% | 100% | | | |
| other | 2020 | 20 | 0.0% | | | 10.0% | | 0.0% | 55.0% | 35.0% | 100% | | | |

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: typing or reading on a cell phone

| | Year | N | I have NO choice; I have to do it (1) | (2) | (3) | (4) | (5) | (6) | It is all my choice (7) | I don't drive for work | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 358 | 4.5% | 0.0% | 0.6% | 0.8% | 0.3% | 3.1% | 68.2% | 22.6% | 100% | 6.9 | | |
| male | 2020 | 340 | 5.6% | 0.6% | 0.3% | 0.6% | 0.0% | 2.9% | 71.8% | 18.2% | 100% | 6.8 | 0.307 | 0.002 |
| female | 2017 | 210 | 2.9% | 1.0% | 0.5% | 1.0% | | 1.0% | 43.8% | 50.0% | 100% | 7.2 | | |
| female | 2020 | 141 | 3.5% | 0.7% | 0.0% | 0.7% | | 0.0% | 53.9% | 41.1% | 100% | 7.1 | 0.586 | 0.001 |
| other | 2017 | 16 | 0.0% | 6.3% | | 0.0% | | 6.3% | 62.5% | 25.0% | 100% | | | |
| other | 2020 | 20 | 10.0% | 0.0% | | 5.0% | | 0.0% | 50.0% | 35.0% | 100% | | | |

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: eating food

| | Year | N | I have NO choice; I have to do it (1) | (2) | (3) | (4) | (5) | (6) | It is all my choice (7) | I don't drive for work | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 1.4% | 0.6% | 1.1% | 2.5% | 1.4% | 3.1% | 68.1% | 21.9% | 100% | 6.9 | | |
| male | 2020 | 340 | 0.9% | 0.3% | 0.3% | 3.5% | 2.6% | 2.4% | 72.4% | 17.6% | 100% | 6.9 | 0.849 | 0.000 |
| female | 2017 | 211 | 0.9% | 0.9% | 0.0% | 5.2% | 0.0% | 0.5% | 42.2% | 50.2% | 100% | 7.2 | | |
| female | 2020 | 141 | 0.7% | 0.0% | 0.7% | 2.8% | 1.4% | 0.7% | 51.8% | 41.8% | 100% | 7.2 | 0.936 | 0.000 |
| other | 2017 | 17 | 0.0% | | | 0.0% | 5.9% | 5.9% | 64.7% | 23.5% | 100% | | | |
| other | 2020 | 20 | 5.0% | | | 15.0% | 0.0% | 0.0% | 45.0% | 35.0% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone while holding it in your hand

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 361 | 44.3% | 47.9% | 1.7% | 6.1% | 100% | 1.7 | | |
| male | 2020 | 342 | 50.6% | 39.8% | 0.3% | 9.4% | 100% | 1.7 | 0.860 | 0.000 |
| female | 2017 | 215 | 58.1% | 36.7% | 1.4% | 3.7% | 100% | 1.5 | | |
| female | 2020 | 142 | 55.6% | 38.7% | 1.4% | 4.2% | 100% | 1.5 | 0.650 | 0.001 |
| other | 2017 | 17 | 35.3% | 52.9% | | 11.8% | 100% | | | |
| other | 2020 | 20 | 45.0% | 50.0% | | 5.0% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free")

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 359 | 21.2% | 71.6% | 1.1% | 6.1% | 100% | 1.9 | | |
| male | 2020 | 342 | 20.5% | 69.3% | 0.9% | 9.4% | 100% | 2.0 | 0.206 | 0.002 |
| female | 2017 | 213 | 24.9% | 69.5% | 1.9% | 3.8% | 100% | 1.8 | | |
| female | 2020 | 142 | 23.9% | 70.4% | 1.4% | 4.2% | 100% | 1.9 | 0.837 | 0.000 |
| other | 2017 | 17 | 29.4% | 58.8% | | 11.8% | 100% | | | |
| other | 2020 | 20 | 15.0% | 80.0% | | 5.0% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -typing or reading on a cell phone

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 361 | 70.4% | 22.4% | 1.1% | 6.1% | 100% | 1.4 | | |
| male | 2020 | 341 | 69.8% | 20.5% | 0.3% | 9.4% | 100% | 1.5 | 0.325 | 0.001 |
| female | 2017 | 215 | 82.8% | 12.6% | 0.9% | 3.7% | 100% | 1.3 | | |
| female | 2020 | 142 | 76.8% | 17.6% | 1.4% | 4.2% | 100% | 1.3 | 0.308 | 0.003 |
| other | 2017 | 17 | 70.6% | 17.6% | | 11.8% | 100% | | | |
| other | 2020 | 20 | 65.0% | 30.0% | | 5.0% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -eating food

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 9.2% | 81.9% | 2.5% | 6.4% | 100% | 2.1 | | |
| male | 2020 | 342 | 14.0% | 75.7% | 0.9% | 9.4% | 100% | 2.1 | 0.912 | 0.000 |
| female | 2017 | 215 | 17.7% | 75.3% | 2.8% | 4.2% | 100% | 1.9 | | |
| female | 2020 | 142 | 19.0% | 75.4% | 1.4% | 4.2% | 100% | 1.9 | 0.688 | 0.000 |
| other | 2017 | 17 | 11.8% | 76.5% | | 11.8% | 100% | | | |
| other | 2020 | 20 | 10.0% | 85.0% | | 5.0% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -attending to children in the back seat

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 20.0% | 63.9% | 3.6% | 12.5% | 100% | 2.1 | | |
| male | 2020 | 340 | 19.4% | 60.6% | 3.8% | 16.2% | 100% | 2.2 | 0.226 | 0.002 |
| female | 2017 | 213 | 24.4% | 52.6% | 2.8% | 20.2% | 100% | 2.2 | | |
| female | 2020 | 141 | 22.7% | 55.3% | 4.3% | 17.7% | 100% | 2.2 | 0.872 | 0.000 |
| other | 2017 | 17 | 11.8% | 76.5% | 0.0% | 11.8% | 100% | | | |
| other | 2020 | 20 | 15.0% | 70.0% | 5.0% | 10.0% | 100% | | | |

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone while holding it in your hand

| | Year | N | Yes | No | I don't know | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 92.5% | 3.0% | 4.4% | 100% | 1.1 | | |
| male | 2020 | 341 | 96.8% | 0.3% | 2.9% | 100% | 1.1 | 0.056 | 0.005 |
| female | 2017 | 214 | 93.9% | 1.9% | 4.2% | 100% | 1.1 | | |
| female | 2020 | 141 | 93.6% | 1.4% | 5.0% | 100% | 1.1 | 0.820 | 0.000 |
| other | 2017 | 17 | 88.2% | 5.9% | 5.9% | 100% | | | |
| other | 2020 | 20 | 90.0% | 5.0% | 5.0% | 100% | | | |

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free")

| | Year | N | Yes | No | I don't know | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 48.6% | 39.4% | 11.9% | 100% | 1.6 | | |
| male | 2020 | 341 | 47.8% | 40.5% | 11.7% | 100% | 1.6 | 0.908 | 0.000 |
| female | 2017 | 215 | 49.3% | 34.4% | 16.3% | 100% | 1.7 | | |
| female | 2020 | 141 | 50.4% | 37.6% | 12.1% | 100% | 1.6 | 0.501 | 0.001 |
| other | 2017 | 17 | 58.8% | 29.4% | 11.8% | 100% | | | |
| other | 2020 | 20 | 45.0% | 40.0% | 15.0% | 100% | | | |

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -typing or reading on a cell phone

| | Year | N | Yes | No | I don't know | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 361 | 94.7% | 2.5% | 2.8% | 100% | 1.1 | | |
| male | 2020 | 341 | 95.9% | 1.2% | 2.9% | 100% | 1.1 | 0.712 | 0.000 |
| female | 2017 | 214 | 94.9% | 2.8% | 2.3% | 100% | 1.1 | | |
| female | 2020 | 141 | 92.9% | 2.8% | 4.3% | 100% | 1.1 | 0.348 | 0.002 |
| other | 2017 | 17 | 94.1% | 0.0% | 5.9% | 100% | | | |
| other | 2020 | 20 | 90.0% | 5.0% | 5.0% | 100% | | | |

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -eating food

| | Year | N | Yes | No | I don't know | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 22.0% | 41.6% | 36.4% | 100% | 2.1 | | |
| male | 2020 | 342 | 25.7% | 40.1% | 34.2% | 100% | 2.1 | 0.308 | 0.001 |
| female | 2017 | 214 | 25.7% | 31.3% | 43.0% | 100% | 2.2 | | |
| female | 2020 | 141 | 31.2% | 29.1% | 39.7% | 100% | 2.1 | 0.327 | 0.003 |
| other | 2017 | 17 | 23.5% | 41.2% | 35.3% | 100% | | | |
| other | 2020 | 20 | 45.0% | 25.0% | 30.0% | 100% | | | |

Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop?

| | Year | N | I have never thought about it (1) | (2) | (3) | I have thought about it sometimes (4) | (5) | (6) | I have thought about it a lot (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 4.4% | 3.3% | 1.9% | 19.6% | 11.6% | 19.6% | 39.5% | 100% | 5.5 | | |
| male | 2020 | 270 | 4.1% | 4.8% | 2.6% | 25.2% | 12.6% | 14.4% | 36.3% | 100% | 5.3 | 0.115 | 0.004 |
| female | 2017 | 212 | 2.8% | 0.9% | 1.9% | 10.4% | 9.0% | 18.9% | 56.1% | 100% | 6.0 | | |
| female | 2020 | 118 | 1.7% | 1.7% | 1.7% | 18.6% | 9.3% | 11.9% | 55.1% | 100% | 5.9 | 0.384 | 0.002 |
| other | 2017 | 17 | 0.0% | 5.9% | | 17.6% | 5.9% | 17.6% | 52.9% | 100% | | | |
| other | 2020 | 15 | 6.7% | 6.7% | | 33.3% | 26.7% | 6.7% | 20.0% | 100% | | | |

Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

| | Year | N | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 30.0% | 8.8% | 11.6% | 6.6% | 8.3% | 5.0% | 10.7% | 19.0% | 100% | 4.1 | | |
| male | 2020 | 341 | 27.9% | 8.5% | 16.1% | 5.3% | 10.3% | 7.9% | 7.9% | 16.1% | 100% | 4.0 | 0.637 | 0.000 |
| female | 2017 | 215 | 21.4% | 2.8% | 8.8% | 7.9% | 7.0% | 4.7% | 12.1% | 35.3% | 100% | 5.2 | | |
| female | 2020 | 141 | 22.0% | 5.0% | 7.8% | 5.0% | 9.9% | 5.7% | 12.8% | 31.9% | 100% | 5.0 | 0.697 | 0.000 |
| other | 2017 | 17 | 47.1% | 0.0% | 5.9% | 5.9% | 11.8% | 0.0% | 5.9% | 23.5% | 100% | | | |
| other | 2020 | 20 | 40.0% | 5.0% | 10.0% | 0.0% | 25.0% | 15.0% | 5.0% | 0.0% | 100% | | | |

Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work)

| | Year | N | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 63.3% | 15.5% | 3.9% | 1.4% | 3.3% | 1.9% | 2.5% | 8.3% | 100% | 2.2 | | |
| male | 2020 | 341 | 66.3% | 16.1% | 1.8% | 0.9% | 2.6% | 1.5% | 2.9% | 7.9% | 100% | 2.1 | 0.547 | 0.001 |
| female | 2017 | 214 | 72.4% | 10.7% | 0.5% | 1.4% | 1.4% | 1.9% | 2.8% | 8.9% | 100% | 2.1 | | |
| female | 2020 | 140 | 72.1% | 8.6% | 2.9% | 3.6% | 1.4% | 1.4% | 1.4% | 8.6% | 100% | 2.1 | 0.889 | 0.000 |
| other | 2017 | 17 | 82.4% | 0.0% | | | 0.0% | 5.9% | | 11.8% | 100% | | | |
| other | 2020 | 20 | 75.0% | 15.0% | | | 10.0% | 0.0% | | 0.0% | 100% | | | |

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

| | Year | N | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 361 | 64.5% | 17.5% | 3.6% | 2.8% | 3.3% | 0.8% | 2.5% | 5.0% | 100% | 2.0 | | |
| male | 2020 | 341 | 58.7% | 17.9% | 5.3% | 4.1% | 5.3% | 1.5% | 2.9% | 4.4% | 100% | 2.2 | 0.235 | 0.002 |
| female | 2017 | 213 | 60.6% | 14.6% | 5.6% | 5.6% | 5.2% | 1.4% | 1.4% | 5.6% | 100% | 2.2 | | |
| female | 2020 | 140 | 70.0% | 12.9% | 1.4% | 2.9% | 3.6% | 1.4% | 0.7% | 7.1% | 100% | 2.0 | 0.402 | 0.002 |
| other | 2017 | 17 | 82.4% | 11.8% | | 0.0% | 5.9% | | | | 100% | | | |
| other | 2020 | 20 | 70.0% | 15.0% | | 5.0% | 10.0% | | | | 100% | | | |

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

| | Year | N | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 357 | 19.6% | 12.6% | 8.4% | 26.9% | 10.9% | 7.6% | 14.0% | 100% | 3.8 | | |
| male | 2020 | 335 | 16.4% | 13.7% | 9.9% | 26.3% | 11.3% | 11.6% | 10.7% | 100% | 3.8 | 0.753 | 0.000 |
| female | 2017 | 202 | 7.9% | 7.4% | 11.9% | 28.7% | 13.4% | 14.9% | 15.8% | 100% | 4.4 | | |
| female | 2020 | 138 | 8.7% | 11.6% | 8.0% | 27.5% | 13.0% | 12.3% | 18.8% | 100% | 4.4 | 0.876 | 0.000 |
| other | 2017 | 16 | 31.3% | 0.0% | 6.3% | 31.3% | | 12.5% | 18.8% | 100% | | | |
| other | 2020 | 19 | 36.8% | 31.6% | 5.3% | 21.1% | | 5.3% | 0.0% | 100% | | | |

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work)

| | Year | N | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 356 | 28.9% | 12.4% | 4.5% | 15.4% | 7.3% | 9.0% | 22.5% | 100% | 3.8 | | |
| male | 2020 | 335 | 25.4% | 12.8% | 6.3% | 16.7% | 8.1% | 13.4% | 17.3% | 100% | 3.8 | 0.904 | 0.000 |
| female | 2017 | 203 | 22.2% | 10.8% | 6.9% | 18.2% | 8.4% | 14.8% | 18.7% | 100% | 4.0 | | |
| female | 2020 | 137 | 18.2% | 13.9% | 5.1% | 19.0% | 9.5% | 10.2% | 24.1% | 100% | 4.1 | 0.525 | 0.001 |
| other | 2017 | 16 | 37.5% | 6.3% | 0.0% | 18.8% | 0.0% | 18.8% | 18.8% | 100% | | | |
| other | 2020 | 19 | 52.6% | 15.8% | 5.3% | 10.5% | 5.3% | 10.5% | 0.0% | 100% | | | |

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A stranger

| | Year | N | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 355 | 44.8% | 17.7% | 7.9% | 14.6% | 5.4% | 2.8% | 6.8% | 100% | 2.5 | | |
| male | 2020 | 334 | 36.2% | 23.4% | 8.7% | 16.2% | 4.8% | 4.5% | 6.3% | 100% | 2.7 | 0.286 | 0.002 |
| female | 2017 | 200 | 42.0% | 20.5% | 6.5% | 19.0% | 3.0% | 3.5% | 5.5% | 100% | 2.5 | | |
| female | 2020 | 137 | 31.4% | 20.4% | 8.0% | 24.1% | 5.8% | 4.4% | 5.8% | 100% | 2.9 | 0.071 | 0.010 |
| other | 2017 | 16 | 50.0% | 6.3% | 12.5% | 25.0% | | 0.0% | 6.3% | 100% | | | |
| other | 2020 | 19 | 63.2% | 10.5% | 10.5% | 10.5% | | 5.3% | 0.0% | 100% | | | |

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a family member or close friend

| | Year | N | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 363 | 0.8% | 0.3% | 2.2% | 4.7% | 5.2% | 11.3% | 75.5% | 100% | 6.5 | | |
| male | 2020 | 342 | 0.6% | 0.6% | 0.9% | 6.1% | 6.4% | 12.9% | 72.5% | 100% | 6.5 | 0.702 | 0.000 |
| female | 2017 | 215 | | 0.5% | 0.5% | 0.9% | 4.2% | 7.0% | 87.0% | 100% | 6.8 | | |
| female | 2020 | 140 | | 0.0% | 1.4% | 3.6% | 1.4% | 6.4% | 87.1% | 100% | 6.7 | 0.666 | 0.001 |
| other | 2017 | 17 | 5.9% | 5.9% | | 0.0% | | 5.9% | 82.4% | 100% | | | |
| other | 2020 | 20 | 10.0% | 0.0% | | 5.0% | | 15.0% | 70.0% | 100% | | | |

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is coworker (at work)

| | Year | N | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 361 | 1.1% | 1.1% | 2.5% | 5.8% | 6.9% | 11.1% | 71.5% | 100% | 6.4 | | |
| male | 2020 | 342 | 0.6% | 1.2% | 2.0% | 4.1% | 8.8% | 14.6% | 68.7% | 100% | 6.4 | 0.779 | 0.000 |
| female | 2017 | 215 | 1.4% | 0.9% | 2.8% | 5.1% | 13.5% | 12.6% | 63.7% | 100% | 6.2 | | |
| female | 2020 | 140 | 0.0% | 0.7% | 5.0% | 10.7% | 5.0% | 13.6% | 65.0% | 100% | 6.2 | 0.988 | 0.000 |
| other | 2017 | 16 | 12.5% | | | | | 6.3% | 81.3% | 100% | | | |
| other | 2020 | 20 | 10.0% | | | | | 20.0% | 70.0% | 100% | | | |

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a stranger

| | Year | N | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 6.4% | 8.0% | 8.3% | 13.3% | 8.6% | 8.8% | 46.7% | 100% | 5.2 | | |
| male | 2020 | 342 | 3.8% | 7.6% | 7.6% | 15.5% | 11.1% | 11.7% | 42.7% | 100% | 5.3 | 0.712 | 0.000 |
| female | 2017 | 213 | 6.1% | 11.3% | 8.9% | 11.3% | 10.3% | 9.4% | 42.7% | 100% | 5.1 | | |
| female | 2020 | 140 | 5.7% | 5.7% | 9.3% | 13.6% | 7.9% | 11.4% | 46.4% | 100% | 5.3 | 0.264 | 0.004 |
| other | 2017 | 17 | 11.8% | 0.0% | 5.9% | 0.0% | 23.5% | 5.9% | 52.9% | 100% | | | |
| other | 2020 | 20 | 15.0% | 10.0% | 0.0% | 10.0% | 20.0% | 5.0% | 40.0% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Cool: Not Cool

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 359 | 34.0% | 7.5% | 11.4% | 27.9% | 4.2% | 5.3% | 9.7% | 100% | 3.2 | | |
| male | 2020 | 341 | 30.8% | 12.3% | 7.0% | 32.3% | 6.5% | 4.4% | 6.7% | 100% | 3.1 | 0.774 | 0.000 |
| female | 2017 | 209 | 36.4% | 12.9% | 10.5% | 23.9% | 5.7% | 3.8% | 6.7% | 100% | 2.9 | | |
| female | 2020 | 140 | 38.6% | 7.1% | 9.3% | 31.4% | 7.1% | 2.9% | 3.6% | 100% | 2.8 | 0.850 | 0.000 |
| other | 2017 | 15 | 33.3% | 6.7% | 6.7% | 33.3% | 0.0% | 13.3% | 6.7% | 100% | | | |
| other | 2020 | 19 | 31.6% | 5.3% | 5.3% | 36.8% | 5.3% | 5.3% | 10.5% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Dangerous: Safe

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 12.2% | 2.5% | 1.4% | 7.5% | 4.7% | 13.9% | 57.8% | 100% | 5.6 | | |
| male | 2020 | 340 | 7.9% | 0.0% | 1.5% | 7.6% | 3.5% | 19.7% | 59.7% | 100% | 6.0 | 0.020 | 0.008 |
| female | 2017 | 209 | 6.7% | 2.9% | 0.5% | 5.7% | 4.8% | 12.9% | 66.5% | 100% | 6.0 | | |
| female | 2020 | 140 | 2.9% | 0.0% | 0.7% | 6.4% | 5.7% | 12.9% | 71.4% | 100% | 6.4 | 0.063 | 0.010 |
| other | 2017 | 16 | 0.0% | | 0.0% | 18.8% | | 18.8% | 62.5% | 100% | | | |
| other | 2020 | 19 | 5.3% | | 5.3% | 15.8% | | 21.1% | 52.6% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Foolish: Sensible

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 10.0% | 2.8% | 1.4% | 5.0% | 5.0% | 14.7% | 61.1% | 100% | 5.8 | | |
| male | 2020 | 342 | 5.6% | 0.3% | 0.6% | 4.7% | 4.7% | 16.7% | 67.5% | 100% | 6.2 | 0.002 | 0.014 |
| female | 2017 | 209 | 5.7% | 1.9% | 0.5% | 1.9% | 3.3% | 12.4% | 74.2% | 100% | 6.3 | | |
| female | 2020 | 140 | 1.4% | 0.7% | 0.0% | 3.6% | 5.7% | 10.0% | 78.6% | 100% | 6.6 | 0.087 | 0.008 |
| other | 2017 | 16 | 0.0% | 6.3% | 0.0% | 6.3% | | 18.8% | 68.8% | 100% | | | |
| other | 2020 | 19 | 5.3% | 0.0% | 5.3% | 15.8% | | 21.1% | 52.6% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Pleasant: Unpleasant

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 14.2% | 6.4% | 4.2% | 30.6% | 19.4% | 9.7% | 15.6% | 100% | 4.3 | | |
| male | 2020 | 341 | 8.5% | 6.5% | 8.8% | 31.7% | 16.7% | 14.1% | 13.8% | 100% | 4.4 | 0.342 | 0.001 |
| female | 2017 | 206 | 11.7% | 3.9% | 6.8% | 26.2% | 17.5% | 18.0% | 16.0% | 100% | 4.5 | | |
| female | 2020 | 140 | 10.0% | 2.1% | 5.0% | 30.7% | 15.0% | 17.1% | 20.0% | 100% | 4.7 | 0.364 | 0.002 |
| other | 2017 | 16 | 12.5% | 12.5% | | 25.0% | 25.0% | 12.5% | 12.5% | 100% | | | |
| other | 2020 | 19 | 21.1% | 5.3% | | 26.3% | 21.1% | 15.8% | 10.5% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Good: Bad

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 43.3% | 15.8% | 8.1% | 18.6% | 5.8% | 2.5% | 5.8% | 100% | 2.6 | | |
| male | 2020 | 341 | 35.2% | 21.1% | 12.9% | 18.5% | 5.0% | 1.8% | 5.6% | 100% | 2.6 | 0.659 | 0.000 |
| female | 2017 | 206 | 46.6% | 11.2% | 13.1% | 18.0% | 3.9% | 4.4% | 2.9% | 100% | 2.5 | | |
| female | 2020 | 139 | 43.2% | 11.5% | 10.8% | 26.6% | 5.0% | 1.4% | 1.4% | 100% | 2.5 | 0.877 | 0.000 |
| other | 2017 | 16 | 50.0% | 12.5% | 0.0% | 18.8% | | 18.8% | | 100% | | | |
| other | 2020 | 18 | 33.3% | 11.1% | 5.6% | 44.4% | | 5.6% | | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Acceptable: Unacceptable

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 61.1% | 15.6% | 7.5% | 6.9% | 2.2% | 0.8% | 5.8% | 100% | 2.0 | | |
| male | 2020 | 342 | 62.0% | 19.3% | 7.6% | 5.8% | 0.3% | 0.0% | 5.0% | 100% | 1.8 | 0.168 | 0.003 |
| female | 2017 | 209 | 66.5% | 14.4% | 7.2% | 6.2% | 1.0% | 1.0% | 3.8% | 100% | 1.8 | | |
| female | 2020 | 139 | 73.4% | 12.9% | 7.2% | 5.0% | 0.7% | 0.0% | 0.7% | 100% | 1.5 | 0.040 | 0.012 |
| other | 2017 | 17 | 76.5% | 5.9% | 0.0% | 11.8% | | 5.9% | | 100% | | | |
| other | 2020 | 19 | 52.6% | 15.8% | 21.1% | 5.3% | | 5.3% | | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Right: Wrong

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 65.5% | 15.5% | 5.5% | 6.4% | 0.8% | 0.6% | 5.8% | 100% | 1.9 | | |
| male | 2020 | 341 | 68.3% | 19.4% | 4.4% | 3.5% | 0.0% | 0.0% | 4.4% | 100% | 1.7 | 0.058 | 0.005 |
| female | 2017 | 208 | 75.5% | 12.5% | 2.4% | 3.8% | 0.5% | 1.0% | 4.3% | 100% | 1.6 | | |
| female | 2020 | 138 | 81.2% | 8.7% | 5.8% | 3.6% | 0.0% | 0.0% | 0.7% | 100% | 1.4 | 0.059 | 0.010 |
| other | 2017 | 16 | 75.0% | 6.3% | 0.0% | 6.3% | | 6.3% | 6.3% | 100% | | | |
| other | 2020 | 19 | 57.9% | 5.3% | 21.1% | 10.5% | | 5.3% | 0.0% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Caring: Uncaring

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 361 | 57.9% | 18.3% | 9.1% | 9.1% | 0.0% | 0.8% | 4.7% | 100% | 2.0 | | |
| male | 2020 | 341 | 60.4% | 20.5% | 7.9% | 7.0% | 0.6% | 0.3% | 3.2% | 100% | 1.8 | 0.151 | 0.003 |
| female | 2017 | 209 | 64.6% | 18.2% | 5.7% | 7.2% | 1.0% | 0.5% | 2.9% | 100% | 1.7 | | |
| female | 2020 | 139 | 76.3% | 10.8% | 6.5% | 6.5% | 0.0% | 0.0% | 0.0% | 100% | 1.4 | 0.016 | 0.017 |
| other | 2017 | 16 | 75.0% | 0.0% | 6.3% | 6.3% | 0.0% | 6.3% | 6.3% | 100% | | | |
| other | 2020 | 19 | 47.4% | 15.8% | 10.5% | 21.1% | 5.3% | 0.0% | 0.0% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Respectful: Disrespectful

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 46.4% | 17.2% | 11.9% | 15.3% | 1.4% | 2.2% | 5.6% | 100% | 2.4 | | |
| male | 2020 | 341 | 43.4% | 23.8% | 13.5% | 12.0% | 1.8% | 1.8% | 3.8% | 100% | 2.3 | 0.355 | 0.001 |
| female | 2017 | 207 | 48.3% | 17.4% | 11.6% | 15.5% | 2.9% | 1.4% | 2.9% | 100% | 2.2 | | |
| female | 2020 | 139 | 58.3% | 16.5% | 11.5% | 10.8% | 2.2% | 0.7% | 0.0% | 100% | 1.8 | 0.012 | 0.018 |
| other | 2017 | 15 | 73.3% | 0.0% | 6.7% | 6.7% | | 6.7% | 6.7% | 100% | | | |
| other | 2020 | 19 | 42.1% | 10.5% | 15.8% | 21.1% | | 5.3% | 5.3% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Appropriate: Inappropriate

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 61.9% | 17.4% | 6.1% | 7.5% | 0.8% | 0.3% | 6.1% | 100% | 1.9 | | |
| male | 2020 | 340 | 63.8% | 20.9% | 5.6% | 4.1% | 0.3% | 1.5% | 3.8% | 100% | 1.8 | 0.136 | 0.003 |
| female | 2017 | 210 | 70.0% | 17.1% | 2.9% | 4.3% | 1.0% | 1.4% | 3.3% | 100% | 1.7 | | |
| female | 2020 | 139 | 76.3% | 13.7% | 5.8% | 3.6% | 0.0% | 0.0% | 0.7% | 100% | 1.4 | 0.049 | 0.011 |
| other | 2017 | 17 | 76.5% | 5.9% | 0.0% | 5.9% | | 5.9% | 5.9% | 100% | | | |
| other | 2020 | 20 | 55.0% | 25.0% | 10.0% | 5.0% | | 5.0% | 0.0% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Responsible: Irresponsible

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 68.2% | 14.1% | 5.0% | 6.4% | 0.0% | 0.3% | 6.1% | 100% | 1.8 | | |
| male | 2020 | 341 | 72.7% | 17.6% | 1.8% | 4.4% | 0.3% | 0.3% | 2.9% | 100% | 1.5 | 0.015 | 0.008 |
| female | 2017 | 210 | 81.0% | 10.0% | 1.9% | 2.9% | | 1.0% | 3.3% | 100% | 1.5 | | |
| female | 2020 | 138 | 87.0% | 6.5% | 4.3% | 1.4% | | 0.0% | 0.7% | 100% | 1.2 | 0.057 | 0.010 |
| other | 2017 | 17 | 76.5% | 5.9% | 0.0% | 11.8% | | 5.9% | | 100% | | | |
| other | 2020 | 20 | 55.0% | 25.0% | 10.0% | 5.0% | | 5.0% | | 100% | | | |

"I think asking someone to stop reading or typing on a cell phone while driving will NOT make a difference - people do what they want to do."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 20.2% | 31.2% | 16.0% | 5.0% | 16.3% | 7.5% | 3.9% | 100% | 3.0 | | |
| male | 2020 | 342 | 18.4% | 36.8% | 15.8% | 5.8% | 14.9% | 7.3% | 0.9% | 100% | 2.9 | 0.196 | 0.002 |
| female | 2017 | 215 | 21.4% | 31.6% | 12.6% | 2.8% | 22.3% | 5.6% | 3.7% | 100% | 3.0 | | |
| female | 2020 | 141 | 21.3% | 32.6% | 14.9% | 5.0% | 17.0% | 7.8% | 1.4% | 100% | 2.9 | 0.536 | 0.001 |
| other | 2017 | 16 | 18.8% | 12.5% | 12.5% | 12.5% | 25.0% | 12.5% | 6.3% | 100% | | | |
| other | 2020 | 20 | 10.0% | 25.0% | 15.0% | 20.0% | 20.0% | 0.0% | 10.0% | 100% | | | |

"I believe asking someone to stop reading or typing on a cell phone while driving is likely to upset the other person."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 359 | 2.8% | 15.0% | 12.3% | 22.6% | 31.2% | 14.5% | 1.7% | 100% | 4.1 | | |
| male | 2020 | 342 | 2.0% | 12.0% | 15.2% | 20.5% | 38.0% | 11.1% | 1.2% | 100% | 4.2 | 0.703 | 0.000 |
| female | 2017 | 213 | 3.8% | 8.5% | 8.5% | 19.2% | 39.9% | 16.4% | 3.8% | 100% | 4.5 | | |
| female | 2020 | 141 | 3.5% | 10.6% | 16.3% | 16.3% | 39.7% | 9.2% | 4.3% | 100% | 4.2 | 0.106 | 0.007 |
| other | 2017 | 17 | 0.0% | 17.6% | 11.8% | 11.8% | 47.1% | 5.9% | 5.9% | 100% | | | |
| other | 2020 | 19 | 5.3% | 5.3% | 5.3% | 42.1% | 31.6% | 5.3% | 5.3% | 100% | | | |

"I believe asking someone to stop reading or typing on a cell phone while driving protects the other person from potential harm."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 3.0% | 0.6% | | 2.5% | 6.4% | 38.1% | 49.4% | 100% | 6.2 | | |
| male | 2020 | 341 | 1.5% | 0.6% | | 3.5% | 6.2% | 42.8% | 45.5% | 100% | 6.2 | 0.827 | 0.000 |
| female | 2017 | 214 | 0.9% | | 0.9% | 1.4% | 2.8% | 33.6% | 60.3% | 100% | 6.5 | | |
| female | 2020 | 141 | 4.3% | | 0.0% | 0.7% | 5.0% | 27.0% | 63.1% | 100% | 6.4 | 0.310 | 0.003 |
| other | 2017 | 17 | 0.0% | | | 5.9% | 5.9% | 47.1% | 41.2% | 100% | | | |
| other | 2020 | 20 | 5.0% | | | 15.0% | 10.0% | 50.0% | 20.0% | 100% | | | |

"I believe asking someone to stop reading or typing on a cell phone while driving is rude."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 362 | 36.5% | 36.2% | 11.3% | 9.7% | 3.9% | 1.4% | 1.1% | 100% | 2.2 | | |
| male | 2020 | 342 | 30.7% | 43.9% | 9.9% | 9.6% | 4.1% | 0.9% | 0.9% | 100% | 2.2 | 0.845 | 0.000 |
| female | 2017 | 215 | 43.7% | 33.0% | 11.6% | 4.2% | 7.4% | | | 100% | 2.0 | | |
| female | 2020 | 141 | 48.2% | 36.2% | 7.1% | 4.3% | 4.3% | | | 100% | 1.8 | 0.131 | 0.006 |
| other | 2017 | 17 | 35.3% | 41.2% | 5.9% | 11.8% | 0.0% | | 5.9% | 100% | | | |
| other | 2020 | 20 | 25.0% | 30.0% | 10.0% | 25.0% | 5.0% | | 5.0% | 100% | | | |

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -You

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 360 | 1.4% | | 0.3% | 2.8% | 3.3% | 22.8% | 69.4% | 100% | 6.5 | | |
| male | 2020 | 340 | 0.3% | | 0.3% | 2.4% | 1.5% | 25.9% | 69.7% | 100% | 6.6 | 0.197 | 0.002 |
| female | 2017 | 215 | 1.4% | 0.5% | 0.5% | 1.4% | 3.3% | 24.2% | 68.8% | 100% | 6.5 | | |
| female | 2020 | 140 | 0.7% | 0.0% | 0.0% | 0.0% | 3.6% | 14.3% | 81.4% | 100% | 6.7 | 0.024 | 0.014 |
| other | 2017 | 17 | | | | 11.8% | 11.8% | 35.3% | 41.2% | 100% | | | |
| other | 2020 | 18 | | | | 16.7% | 0.0% | 44.4% | 38.9% | 100% | | | |

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -Your supervisor

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 355 | 1.4% | 0.3% | 0.3% | 2.3% | 2.5% | 20.0% | 73.2% | 100% | 6.6 | | |
| male | 2020 | 340 | 0.6% | 0.0% | 0.0% | 1.8% | 0.9% | 19.4% | 77.4% | 100% | 6.7 | 0.049 | 0.006 |
| female | 2017 | 215 | 1.4% | | | 0.9% | 1.9% | 17.7% | 78.1% | 100% | 6.7 | | |
| female | 2020 | 140 | 0.7% | | | 0.7% | 2.9% | 11.4% | 84.3% | 100% | 6.8 | 0.302 | 0.003 |
| other | 2017 | 17 | 0.0% | | | 0.0% | 17.6% | 35.3% | 47.1% | 100% | | | |
| other | 2020 | 18 | 5.6% | | | 16.7% | 0.0% | 16.7% | 61.1% | 100% | | | |

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -Most of your coworkers

| | Year | N | Strongly Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 357 | 1.4% | 0.8% | 2.5% | 7.0% | 31.4% | 56.9% | 100% | 6.4 | | |
| male | 2020 | 338 | 0.3% | 0.0% | 3.3% | 5.3% | 30.5% | 60.7% | 100% | 6.5 | 0.085 | 0.004 |
| female | 2017 | 215 | 1.9% | 0.9% | 2.3% | 8.8% | 30.2% | 55.8% | 100% | 6.3 | | |
| female | 2020 | 140 | 0.7% | 0.7% | 1.4% | 7.1% | 25.0% | 65.0% | 100% | 6.5 | 0.086 | 0.008 |
| other | 2017 | 17 | | 5.9% | 11.8% | 17.6% | 29.4% | 35.3% | 100% | | | |
| other | 2020 | 18 | | 0.0% | 16.7% | 0.0% | 50.0% | 33.3% | 100% | | | |

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -You

| | Year | N | Strongly Disapprove | Disapprove | Somewhat Disapprove | Neither Approve nor Disapprove | Somewhat Approve | Approve | Strongly Approve | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 355 | 5.4% | 1.7% | 0.8% | 3.9% | 2.5% | 22.3% | 63.4% | 100% | 6.2 | | |
| male | 2020 | 340 | 7.4% | 2.1% | 0.3% | 1.8% | 1.8% | 31.8% | 55.0% | 100% | 6.0 | 0.291 | 0.002 |
| female | 2017 | 212 | 5.2% | 0.9% | 0.5% | 3.3% | 3.3% | 23.1% | 63.7% | 100% | 6.2 | | |
| female | 2020 | 140 | 3.6% | 2.1% | 0.7% | 0.0% | 5.7% | 22.9% | 65.0% | 100% | 6.3 | 0.611 | 0.001 |
| other | 2017 | 17 | 0.0% | | 5.9% | 5.9% | 5.9% | 35.3% | 47.1% | 100% | | | |
| other | 2020 | 18 | 5.6% | | 0.0% | 16.7% | 5.6% | 55.6% | 16.7% | 100% | | | |

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -Your supervisor

| | Year | N | Strongly Disapprove | Disapprove | Somewhat Disapprove | Neither Approve nor Disapprove | Somewhat Approve | Approve | Strongly Approve | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 354 | 6.2% | 0.6% | 0.3% | 3.7% | 2.0% | 19.2% | 68.1% | 100% | 6.2 | | |
| male | 2020 | 340 | 8.2% | 1.8% | 0.3% | 0.9% | 1.8% | 23.5% | 63.5% | 100% | 6.1 | 0.277 | 0.002 |
| female | 2017 | 208 | 6.7% | 0.0% | 1.0% | 1.4% | 1.9% | 12.5% | 76.4% | 100% | 6.4 | | |
| female | 2020 | 138 | 4.3% | 0.7% | 1.4% | 0.7% | 3.6% | 18.1% | 71.0% | 100% | 6.4 | 0.911 | 0.000 |
| other | 2017 | 16 | 0.0% | | | 0.0% | 18.8% | 31.3% | 50.0% | 100% | | | |
| other | 2020 | 18 | 11.1% | | | 16.7% | 0.0% | 44.4% | 27.8% | 100% | | | |

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -Most of your coworkers

| | Year | N | Strongly Disapprove | Disapprove | Somewhat Disapprove | Neither Approve nor Disapprove | Somewhat Approve | Approve | Strongly Approve | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 353 | 4.8% | 2.3% | 0.8% | 5.7% | 5.7% | 31.4% | 49.3% | 100% | 6.0 | | |
| male | 2020 | 340 | 7.1% | 2.6% | 0.6% | 1.8% | 7.1% | 34.4% | 46.5% | 100% | 5.9 | 0.497 | 0.001 |
| female | 2017 | 211 | 4.3% | 1.9% | 1.9% | 4.7% | 10.9% | 33.2% | 43.1% | 100% | 5.9 | | |
| female | 2020 | 140 | 2.9% | 0.7% | 3.6% | 2.9% | 9.3% | 27.9% | 52.9% | 100% | 6.1 | 0.169 | 0.005 |
| other | 2017 | 17 | 0.0% | | 5.9% | 11.8% | 17.6% | 23.5% | 41.2% | 100% | | | |
| other | 2020 | 18 | 5.6% | | 0.0% | 16.7% | 11.1% | 55.6% | 11.1% | 100% | | | |

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -You

| | Year | N | Not at All Support (1) | (2) | (3) | Moderately Support (4) | (5) | (6) | Strongly Support (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 357 | 0.3% | | 0.3% | 3.6% | 3.6% | 17.9% | 74.2% | 100% | 6.6 | | |
| male | 2020 | 340 | 0.9% | | 0.6% | 2.6% | 1.5% | 14.7% | 79.7% | 100% | 6.7 | 0.368 | 0.001 |
| female | 2017 | 209 | 1.9% | | 1.0% | 2.4% | 1.4% | 13.9% | 79.4% | 100% | 6.6 | | |
| female | 2020 | 139 | 0.0% | | 0.7% | 0.0% | 3.6% | 12.9% | 82.7% | 100% | 6.8 | 0.098 | 0.008 |
| other | 2017 | 16 | 0.0% | 6.3% | | 0.0% | 6.3% | 12.5% | 75.0% | 100% | | | |
| other | 2020 | 18 | 5.6% | 0.0% | | 16.7% | 0.0% | 33.3% | 44.4% | 100% | | | |

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Most of your coworkers

| | Year | N | Not at All Support (1) | (2) | (3) | Moderately Support (4) | (5) | (6) | Strongly Support (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 354 | 0.3% | 0.3% | 0.3% | 6.8% | 4.8% | 30.5% | 57.1% | 100% | 6.4 | | |
| male | 2020 | 340 | 0.9% | 0.0% | 0.3% | 2.4% | 0.6% | 10.6% | 85.3% | 100% | 6.7 | 0.000 | 0.048 |
| female | 2017 | 207 | 1.9% | 0.5% | 1.9% | 5.8% | 6.8% | 27.5% | 55.6% | 100% | 6.2 | | |
| female | 2020 | 138 | 0.0% | 0.0% | 0.0% | 2.2% | 2.9% | 10.9% | 84.1% | 100% | 6.8 | 0.000 | 0.068 |
| other | 2017 | 16 | 0.0% | 6.3% | | 6.3% | 6.3% | 18.8% | 62.5% | 100% | | | |
| other | 2020 | 18 | 11.1% | 0.0% | | 16.7% | 0.0% | 27.8% | 44.4% | 100% | | | |

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Your supervisor

| | Year | N | Not at All Support (1) | (2) | (3) | Moderately Support (4) | (5) | (6) | Strongly Support (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 353 | 0.3% | | 0.6% | 2.5% | 3.7% | 14.7% | 78.2% | 100% | 6.7 | | |
| male | 2020 | 339 | 0.9% | | 0.3% | 4.7% | 6.8% | 21.8% | 65.5% | 100% | 6.4 | 0.001 | 0.016 |
| female | 2017 | 210 | 1.9% | | 1.0% | 1.9% | 2.4% | 9.0% | 83.8% | 100% | 6.7 | | |
| female | 2020 | 139 | 0.0% | | 0.0% | 3.6% | 9.4% | 20.9% | 66.2% | 100% | 6.5 | 0.136 | 0.006 |
| other | 2017 | 16 | 6.3% | 6.3% | | 0.0% | | 18.8% | 68.8% | 100% | | | |
| other | 2020 | 18 | 5.6% | 0.0% | | 16.7% | | 44.4% | 33.3% | 100% | | | |

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A family member or close friend

| | Year | N | Not at All Comfortable (1) | (2) | (3) | Moderately Comfortable (4) | (5) | (6) | Extremely Comfortable (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 358 | 0.0% | 0.0% | 0.6% | 4.7% | 4.5% | 19.3% | 70.9% | 100% | 6.6 | | |
| male | 2020 | 340 | 0.6% | 0.3% | 0.9% | 4.1% | 5.0% | 20.0% | 69.1% | 100% | 6.5 | 0.365 | 0.001 |
| female | 2017 | 214 | | | 0.9% | 3.3% | 1.4% | 12.1% | 82.2% | 100% | 6.7 | | |
| female | 2020 | 138 | | | 0.7% | 5.8% | 2.9% | 11.6% | 79.0% | 100% | 6.6 | 0.285 | 0.003 |
| other | 2017 | 17 | | 5.9% | | 11.8% | 17.6% | 5.9% | 58.8% | 100% | | | |
| other | 2020 | 18 | | 0.0% | | 16.7% | 0.0% | 33.3% | 50.0% | 100% | | | |

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A coworker (while at work)

| | Year | N | Not at All Comfortable (1) | (2) | (3) | Moderately Comfortable (4) | (5) | (6) | Extremely Comfortable (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 358 | 0.6% | 1.1% | 1.4% | 9.2% | 8.1% | 20.1% | 59.5% | 100% | 6.2 | | |
| male | 2020 | 340 | 0.6% | 0.6% | 2.1% | 7.9% | 10.9% | 24.1% | 53.8% | 100% | 6.2 | 0.510 | 0.001 |
| female | 2017 | 214 | 1.9% | 1.9% | 3.7% | 13.6% | 12.1% | 21.5% | 45.3% | 100% | 5.8 | | |
| female | 2020 | 138 | 0.0% | 1.4% | 5.1% | 10.1% | 8.0% | 23.9% | 51.4% | 100% | 6.0 | 0.118 | 0.007 |
| other | 2017 | 17 | 5.9% | 5.9% | | 5.9% | 11.8% | 29.4% | 41.2% | 100% | | | |
| other | 2020 | 18 | 0.0% | 0.0% | | 16.7% | 11.1% | 38.9% | 33.3% | 100% | | | |

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A stranger

| | | | Not at All Comfortable | | | Moderately Comfortable | | | Extremely Comfortable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 359 | 7.8% | 9.5% | 10.3% | 19.2% | 8.6% | 15.3% | 29.2% | 100% | 4.7 | | |
| male | 2020 | 339 | 3.8% | 8.6% | 11.5% | 22.7% | 10.6% | 18.9% | 23.9% | 100% | 4.8 | 0.698 | 0.000 |
| female | 2017 | 214 | 16.4% | 12.6% | 10.3% | 15.4% | 13.1% | 14.0% | 18.2% | 100% | 4.1 | | |
| female | 2020 | 138 | 12.3% | 7.2% | 7.2% | 26.1% | 10.9% | 14.5% | 21.7% | 100% | 4.5 | 0.118 | 0.007 |
| other | 2017 | 17 | 11.8% | 11.8% | 5.9% | 23.5% | 29.4% | 0.0% | 17.6% | 100% | | | |
| other | 2020 | 17 | 11.8% | 0.0% | 17.6% | 41.2% | 5.9% | 11.8% | 11.8% | 100% | | | |

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A family member or close friend

| | | | Not at All Confident | | | Moderately Confident | | | Extremely Confident | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 358 | 0.0% | 0.0% | 0.8% | 3.6% | 3.9% | 19.8% | 71.8% | 100% | 6.6 | | |
| male | 2020 | 341 | 0.6% | 0.6% | 0.6% | 4.7% | 4.4% | 19.9% | 69.2% | 100% | 6.5 | 0.154 | 0.003 |
| female | 2017 | 213 | | | 0.9% | 1.9% | 2.3% | 12.7% | 82.2% | 100% | 6.7 | | |
| female | 2020 | 139 | | | 1.4% | 5.0% | 0.7% | 11.5% | 81.3% | 100% | 6.7 | 0.391 | 0.002 |
| other | 2017 | 17 | | | | 5.9% | 11.8% | 23.5% | 58.8% | 100% | | | |
| other | 2020 | 18 | | | | 16.7% | 0.0% | 27.8% | 55.6% | 100% | | | |

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A coworker (while at work)

| | | | Not at All Confident | | | Moderately Confident | | | Extremely Confident | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 356 | 0.6% | 0.3% | 0.6% | 7.0% | 8.1% | 22.5% | 61.0% | 100% | 6.3 | | |
| male | 2020 | 340 | 1.2% | 0.6% | 1.5% | 8.2% | 7.9% | 20.0% | 60.6% | 100% | 6.2 | 0.264 | 0.002 |
| female | 2017 | 213 | 1.4% | 1.9% | 2.3% | 14.6% | 14.1% | 20.2% | 45.5% | 100% | 5.8 | | |
| female | 2020 | 138 | 0.0% | 2.2% | 4.3% | 8.7% | 8.7% | 24.6% | 51.4% | 100% | 6.0 | 0.129 | 0.007 |
| other | 2017 | 16 | | | | 6.3% | 12.5% | 37.5% | 43.8% | 100% | | | |
| other | 2020 | 18 | | | | 16.7% | 11.1% | 33.3% | 38.9% | 100% | | | |

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A stranger

| | Year | N | Not at All Confident (1) | (2) | (3) | Moderately Confident (4) | (5) | (6) | Extremely Confident (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 357 | 6.7% | 9.2% | 7.8% | 18.2% | 10.4% | 15.4% | 32.2% | 100% | 4.9 | | |
| male | 2020 | 341 | 5.3% | 7.0% | 8.5% | 21.7% | 12.9% | 17.0% | 27.6% | 100% | 4.9 | 0.994 | 0.000 |
| female | 2017 | 213 | 17.8% | 13.1% | 8.0% | 12.2% | 14.1% | 14.1% | 20.7% | 100% | 4.2 | | |
| female | 2020 | 137 | 13.1% | 8.0% | 6.6% | 19.7% | 11.7% | 17.5% | 23.4% | 100% | 4.5 | 0.102 | 0.008 |
| other | 2017 | 16 | 6.3% | 6.3% | 6.3% | 18.8% | 25.0% | 6.3% | 31.3% | 100% | | | |
| other | 2020 | 18 | 11.1% | 0.0% | 16.7% | 27.8% | 16.7% | 11.1% | 16.7% | 100% | | | |

How would you describe your position?

| | Year | N | non-management employee | management (first-level, middle, senior) | |
|---|---|---|---|---|---|
| male | 2017 | 362 | 73.8% | 26.2% | 100% |
| male | 2020 | 342 | 77.5% | 22.5% | 100% |
| female | 2017 | 216 | 87.0% | 13.0% | 100% |
| female | 2020 | 142 | 85.9% | 14.1% | 100% |
| other | 2017 | 17 | 76.5% | 23.5% | 100% |
| other | 2020 | 19 | 84.2% | 15.8% | 100% |

# Appendix H
# Workplace Survey (Intervention Group) Responses

The following is a summary of the relative frequencies and means of responses to all questions on the Workplace Survey among the intervention group broken down by sex and year. In addition, the statistical significance (Sig) and effect size (η2) of the change in the means from 2016 to 2019 are included. Effect sizes of 0.01 indicate a small effect; 0.06 indicate a moderate effect, and 0.14 indicate a large effect.

What is your age?

| | Year | N | 21 to 24 years | 25 to 30 years | 31 to 34 years | 35 to 44 years | 45 to 54 years | 55 to 59 years | 60 to 64 years | 65 to 74 years | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 0.9% | 3.4% | 5.6% | 31.5% | 27.2% | 21.6% | 8.6% | 1.3% | 100% |
| male | 2020 | 193 | 1.0% | 3.1% | 9.3% | 28.5% | 34.2% | 14.5% | 6.7% | 2.6% | 100% |
| female | 2017 | 59 | | 11.9% | 5.1% | 28.8% | 44.1% | 8.5% | 1.7% | 0.0% | 100% |
| female | 2020 | 87 | | 4.6% | 11.5% | 32.2% | 32.2% | 11.5% | 5.7% | 2.3% | 100% |
| other | 2017 | 12 | | 8.3% | 0.0% | 33.3% | 33.3% | 0.0% | 16.7% | 8.3% | 100% |
| other | 2020 | 10 | | 0.0% | 10.0% | 0.0% | 40.0% | 30.0% | 20.0% | 0.0% | 100% |

How often do you drive a vehicle as a part of your work?

| | Year | N | Never | Rarely (once a month or less) | Occasionally (several times a month) | Frequently (several times a week or daily) | Total |
|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 3.4% | 14.2% | 23.3% | 59.1% | 100% |
| male | 2020 | 193 | 7.8% | 23.3% | 23.8% | 45.1% | 100% |
| female | 2017 | 59 | 11.9% | 18.6% | 23.7% | 45.8% | 100% |
| female | 2020 | 87 | 18.4% | 48.3% | 13.8% | 19.5% | 100% |
| other | 2017 | 12 | 0.0% | 33.3% | 25.0% | 41.7% | 100% |
| other | 2020 | 11 | 18.2% | 27.3% | 27.3% | 27.3% | 100% |

How often do you ride in a vehicle as a part of your work?

| | Year | N | Never | Rarely (once a month or less) | Occasionally (several times a month) | Frequently (several times a week or daily) | Total |
|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 6.0% | 37.9% | 33.2% | 22.8% | 100% |
| male | 2020 | 193 | 11.9% | 43.0% | 27.5% | 17.6% | 100% |
| female | 2017 | 59 | 8.5% | 45.8% | 32.2% | 13.6% | 100% |
| female | 2020 | 87 | 20.7% | 50.6% | 17.2% | 11.5% | 100% |
| other | 2017 | 12 | 0.0% | 58.3% | 16.7% | 25.0% | 100% |
| other | 2020 | 11 | 18.2% | 36.4% | 27.3% | 18.2% | 100% |

In the past three months, has your workplace adopted a new policy or changed an existing policy about distracted or engaged driving?

| | Year | N | yes | no | I don't know | Total |
|---|---|---|---|---|---|---|
| male | 2017 | 232 | 20.3% | 65.9% | 13.8% | 100% |
| male | 2020 | 193 | 11.4% | 77.7% | 10.9% | 100% |
| female | 2017 | 59 | 16.9% | 61.0% | 22.0% | 100% |
| female | 2020 | 86 | 9.3% | 70.9% | 19.8% | 100% |
| other | 2017 | 12 | 8.3% | 66.7% | 25.0% | 100% |
| other | 2020 | 11 | 0.0% | 72.7% | 27.3% | 100% |

In the past three months, have you participated in any training about your workplace policy about distracted or engaged driving?

| | Year | N | yes | no | I don't know | Total |
|---|---|---|---|---|---|---|
| male | 2017 | 231 | 39.8% | 58.4% | 1.7% | 100% |
| male | 2020 | 193 | 39.9% | 57.0% | 3.1% | 100% |
| female | 2017 | 59 | 47.5% | 47.5% | 5.1% | 100% |
| female | 2020 | 86 | 30.2% | 69.8% | 0.0% | 100% |
| other | 2017 | 12 | 33.3% | 58.3% | 8.3% | 100% |
| other | 2020 | 11 | 36.4% | 63.6% | 0.0% | 100% |

How concerned are you about safety on roads and highways?

| | | | Not at All Concerned | | | | | | Extremely Concerned | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 232 | 0.0% | 0.4% | 1.3% | 6.5% | 15.5% | 33.2% | 43.1% | 100% | 6.1 | | |
| male | 2020 | 193 | 0.5% | 2.6% | 3.6% | 5.7% | 22.3% | 28.0% | 37.3% | 100% | 5.8 | 0.009 | 0.016 |
| female | 2017 | 59 | | | 0.0% | 3.4% | 13.6% | 28.8% | 54.2% | 100% | 6.3 | | |
| female | 2020 | 87 | | | 1.1% | 10.3% | 25.3% | 13.8% | 49.4% | 100% | 6.0 | 0.052 | 0.026 |
| other | 2017 | 12 | | 8.3% | | 8.3% | 0.0% | 41.7% | 41.7% | 100% | | | |
| other | 2020 | 11 | | 0.0% | | 18.2% | 18.2% | 27.3% | 36.4% | 100% | | | |

"I believe the only acceptable number of deaths and serious injuries on our roadways is zero."

| | | | Strongly | | Somewhat | Neither Agree nor | Somewhat | | Strongly | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | Disagree | Disagree | Disagree | Disagree | Agree | Agree | Agree | Total | Mean | Sig | η2 |
| male | 2017 | 232 | 3.0% | 3.0% | 3.9% | 9.1% | 12.9% | 25.4% | 42.7% | 100% | 5.7 | | |
| male | 2020 | 193 | 4.1% | 3.1% | 10.9% | 5.2% | 6.7% | 19.7% | 50.3% | 100% | 5.7 | 0.736 | 0.000 |
| female | 2017 | 58 | 5.2% | 1.7% | 5.2% | 1.7% | 8.6% | 24.1% | 53.4% | 100% | 5.9 | | |
| female | 2020 | 87 | 6.9% | 2.3% | 3.4% | 6.9% | 4.6% | 28.7% | 47.1% | 100% | 5.7 | 0.533 | 0.003 |
| other | 2017 | 12 | | 8.3% | 8.3% | 33.3% | 8.3% | 16.7% | 25.0% | 100% | | | |
| other | 2020 | 11 | | 0.0% | 0.0% | 18.2% | 9.1% | 36.4% | 36.4% | 100% | | | |

"I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 2.6% | 1.3% | 1.7% | 6.5% | 4.8% | 19.0% | 64.1% | 100% | 6.2 | | |
| male | 2020 | 193 | 3.6% | 1.0% | 5.2% | 1.6% | 5.2% | 13.0% | 70.5% | 100% | 6.2 | 0.921 | 0.000 |
| female | 2017 | 59 | 5.1% | 0.0% | 3.4% | 1.7% | 3.4% | 15.3% | 71.2% | 100% | 6.3 | | |
| female | 2020 | 87 | 6.9% | 1.1% | 0.0% | 2.3% | 4.6% | 10.3% | 74.7% | 100% | 6.3 | 0.930 | 0.000 |
| other | 2017 | 12 | | | | 33.3% | 8.3% | 25.0% | 33.3% | 100% | | | |
| other | 2020 | 11 | | | | 18.2% | 9.1% | 36.4% | 36.4% | 100% | | | |

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Shift

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 221 | 91.4% | 4.5% | 0.5% | 1.4% | 0.9% | 1.4% | 0.0% | 100% | 1.2 | | |
| male | 2020 | 186 | 55.9% | 12.4% | 10.2% | 5.9% | 8.6% | 6.5% | 0.5% | 100% | 2.2 | 0.000 | 0.134 |
| female | 2017 | 55 | 96.4% | 1.8% | 1.8% | 0.0% | 0.0% | 0.0% | 0.0% | 100% | 1.1 | | |
| female | 2020 | 83 | 59.0% | 22.9% | 4.8% | 1.2% | 2.4% | 8.4% | 1.2% | 100% | 2.0 | 0.000 | 0.109 |
| other | 2017 | 11 | 100% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | 100% | | | |
| other | 2020 | 11 | 45.5% | 9.1% | 9.1% | 18.2% | 9.1% | 9.1% | | 100% | | | |

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? "Eyes on the Road; Hands on the Wheel; Mind on Driving"

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 224 | 56.7% | 14.7% | 8.0% | 4.9% | 4.9% | 7.1% | 3.6% | 100% | 2.2 | | |
| male | 2020 | 191 | 17.8% | 17.3% | 16.2% | 14.1% | 14.1% | 16.2% | 4.2% | 100% | 3.5 | 0.000 | 0.116 |
| female | 2017 | 55 | 58.2% | 25.5% | 3.6% | 5.5% | 1.8% | 5.5% | 0.0% | 100% | 1.8 | | |
| female | 2020 | 86 | 14.0% | 15.1% | 10.5% | 17.4% | 15.1% | 18.6% | 9.3% | 100% | 4.0 | 0.000 | 0.268 |
| other | 2017 | 11 | 81.8% | 0.0% | | 9.1% | 9.1% | 0.0% | | 100% | | | |
| other | 2020 | 11 | 18.2% | 18.2% | | 27.3% | 18.2% | 18.2% | | 100% | | | |

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Just Drive

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 4.4% | 7.0% | 9.6% | 13.5% | 18.8% | 31.4% | 15.3% | 100% | 4.9 | | |
| male | 2020 | 192 | 0.5% | 18.2% | 22.9% | 35.4% | 9.4% | 9.9% | 3.6% | 100% | 3.8 | 0.000 | 0.118 |
| female | 2017 | 59 | 1.7% | 3.4% | 11.9% | 16.9% | 13.6% | 27.1% | 25.4% | 100% | 5.2 | | |
| female | 2020 | 87 | 6.9% | 19.5% | 20.7% | 35.6% | 6.9% | 8.0% | 2.3% | 100% | 3.5 | 0.000 | 0.246 |
| other | 2017 | 12 | 8.3% | 8.3% | 8.3% | 8.3% | 33.3% | 16.7% | 16.7% | 100% | | | |
| other | 2020 | 11 | 0.0% | 9.1% | 36.4% | 27.3% | 18.2% | 9.1% | 0.0% | 100% | | | |

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Idaho's Hundred Deadliest Days

| | Year | N | Never | Once or Twice | 3 to 5 times | 6 to 10 times | Monthly | Weekly | Daily | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 5.6% | 21.1% | 19.8% | 21.6% | 13.4% | 15.1% | 3.4% | 100% | 3.8 | | |
| male | 2020 | 184 | 68.5% | 10.9% | 5.4% | 6.0% | 4.9% | 2.7% | 1.6% | 100% | 1.8 | 0.000 | 0.276 |
| female | 2017 | 58 | 5.2% | 15.5% | 17.2% | 25.9% | 15.5% | 15.5% | 5.2% | 100% | 4.0 | | |
| female | 2020 | 83 | 69.9% | 9.6% | 4.8% | 8.4% | 2.4% | 2.4% | 2.4% | 100% | 1.8 | 0.000 | 0.327 |
| other | 2017 | 12 | 8.3% | 8.3% | 33.3% | 16.7% | 8.3% | 25.0% | | 100% | | | |
| other | 2020 | 11 | 81.8% | 0.0% | 9.1% | 9.1% | 0.0% | 0.0% | | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 29.4% | 35.9% | 16.5% | 7.8% | 9.1% | 1.3% | | 100% | 2.4 | | |
| male | 2020 | 193 | 47.2% | 27.5% | 9.3% | 13.0% | 3.1% | 0.0% | | 100% | 2.0 | 0.002 | 0.022 |
| female | 2017 | 59 | 33.9% | 30.5% | 23.7% | 10.2% | 0.0% | 1.7% | | 100% | 2.2 | | |
| female | 2020 | 87 | 56.3% | 28.7% | 4.6% | 5.7% | 3.4% | 1.1% | | 100% | 1.7 | 0.028 | 0.033 |
| other | 2017 | 12 | 33.3% | 41.7% | 8.3% | 8.3% | | | 8.3% | 100% | | | |
| other | 2020 | 11 | 72.7% | 0.0% | 9.1% | 18.2% | | | 0.0% | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 230 | 21.3% | 13.0% | 18.3% | 13.5% | 24.3% | 8.3% | 1.3% | 100% | 3.4 | | |
| male | 2020 | 193 | 16.1% | 14.5% | 19.7% | 20.2% | 18.7% | 7.8% | 3.1% | 100% | 3.5 | 0.539 | 0.001 |
| female | 2017 | 59 | 15.3% | 11.9% | 22.0% | 15.3% | 27.1% | 5.1% | 3.4% | 100% | 3.6 | | |
| female | 2020 | 87 | 9.2% | 17.2% | 20.7% | 9.2% | 28.7% | 6.9% | 8.0% | 100% | 3.8 | 0.331 | 0.007 |
| other | 2017 | 12 | 16.7% | 25.0% | 0.0% | 25.0% | 16.7% | 16.7% | | 100% | | | |
| other | 2020 | 11 | 27.3% | 36.4% | 27.3% | 0.0% | 9.1% | 0.0% | | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you typed or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 38.1% | 38.1% | 13.9% | 7.8% | 2.2% | 0.0% | 0.0% | 100% | 2.0 | | |
| male | 2020 | 193 | 43.0% | 37.3% | 10.9% | 5.2% | 2.6% | 0.5% | 0.5% | 100% | 1.9 | 0.485 | 0.001 |
| female | 2017 | 59 | 30.5% | 45.8% | 16.9% | 3.4% | 3.4% | | | 100% | 2.0 | | |
| female | 2020 | 87 | 46.0% | 31.0% | 8.0% | 11.5% | 3.4% | | | 100% | 2.0 | 0.661 | 0.001 |
| other | 2017 | 12 | 41.7% | 41.7% | 0.0% | 8.3% | | | 8.3% | 100% | | | |
| other | 2020 | 11 | 72.7% | 9.1% | 9.1% | 9.1% | | | 0.0% | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had food to eat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 10.4% | 29.0% | 29.0% | 19.0% | 11.7% | 0.9% | | 100% | 3.0 | | |
| male | 2020 | 193 | 19.2% | 31.6% | 24.9% | 18.1% | 6.2% | 0.0% | | 100% | 2.6 | 0.003 | 0.021 |
| female | 2017 | 59 | 11.9% | 37.3% | 28.8% | 13.6% | 8.5% | | | 100% | 2.7 | | |
| female | 2020 | 87 | 25.3% | 32.2% | 13.8% | 18.4% | 10.3% | | | 100% | 2.6 | 0.532 | 0.003 |
| other | 2017 | 12 | 8.3% | 16.7% | 33.3% | 8.3% | 16.7% | 8.3% | 8.3% | 100% | | | |
| other | 2020 | 11 | 63.6% | 18.2% | 9.1% | 9.1% | 0.0% | 0.0% | 0.0% | 100% | | | |

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you attended to children in the back seat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 230 | 63.0% | 17.8% | 8.3% | 6.1% | 4.8% | 0.0% | | 100% | 1.7 | | |
| male | 2020 | 193 | 66.8% | 14.5% | 6.7% | 7.3% | 4.1% | 0.5% | | 100% | 1.7 | 0.803 | 0.000 |
| female | 2017 | 59 | 71.2% | 10.2% | 1.7% | 6.8% | 5.1% | 3.4% | 1.7% | 100% | 1.8 | | |
| female | 2020 | 87 | 65.5% | 16.1% | 6.9% | 3.4% | 6.9% | 0.0% | 1.1% | 100% | 1.7 | 0.782 | 0.001 |
| other | 2017 | 12 | 66.7% | 25.0% | | | | | 8.3% | 100% | | | |
| other | 2020 | 11 | 90.9% | 9.1% | | | | | 0.0% | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone while holding it in their hand?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 0.9% | 1.3% | 5.6% | 11.7% | 58.9% | 15.2% | 6.5% | 100% | 5.0 | | |
| male | 2020 | 192 | 0.5% | 2.6% | 8.3% | 17.2% | 53.1% | 14.1% | 4.2% | 100% | 4.8 | 0.056 | 0.009 |
| female | 2017 | 59 | 0.0% | 3.4% | 5.1% | 6.8% | 49.2% | 25.4% | 10.2% | 100% | 5.2 | | |
| female | 2020 | 87 | 1.1% | 2.3% | 8.0% | 23.0% | 47.1% | 13.8% | 4.6% | 100% | 4.7 | 0.014 | 0.041 |
| other | 2017 | 12 | 0.0% | 8.3% | 0.0% | 16.7% | 50.0% | 25.0% | | 100% | | | |
| other | 2020 | 11 | 9.1% | 0.0% | 9.1% | 18.2% | 45.5% | 18.2% | | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 228 | 1.3% | 4.4% | 13.2% | 23.2% | 45.6% | 8.3% | 3.9% | 100% | 4.5 | | |
| male | 2020 | 191 | 0.5% | 2.1% | 12.6% | 19.4% | 49.7% | 10.5% | 5.2% | 100% | 4.7 | 0.074 | 0.008 |
| female | 2017 | 58 | 0.0% | 1.7% | 8.6% | 24.1% | 43.1% | 13.8% | 8.6% | 100% | 4.8 | | |
| female | 2020 | 87 | 1.1% | 1.1% | 3.4% | 21.8% | 54.0% | 14.9% | 3.4% | 100% | 4.9 | 0.974 | 0.000 |
| other | 2017 | 12 | 0.0% | 25.0% | 8.3% | 25.0% | 25.0% | 16.7% | | 100% | | | |
| other | 2020 | 11 | 9.1% | 9.1% | 18.2% | 27.3% | 27.3% | 9.1% | | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) type or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 0.9% | 0.9% | 6.1% | 14.7% | 53.7% | 18.2% | 5.6% | 100% | 5.0 | | |
| male | 2020 | 192 | 1.6% | 2.6% | 4.2% | 20.3% | 48.4% | 17.7% | 5.2% | 100% | 4.9 | 0.281 | 0.003 |
| female | 2017 | 59 | 0.0% | 1.7% | 3.4% | 20.3% | 44.1% | 20.3% | 10.2% | 100% | 5.1 | | |
| female | 2020 | 87 | 1.1% | 2.3% | 5.7% | 13.8% | 58.6% | 13.8% | 4.6% | 100% | 4.9 | 0.208 | 0.011 |
| other | 2017 | 12 | 8.3% | | 0.0% | 16.7% | 33.3% | 33.3% | 8.3% | 100% | | | |
| other | 2020 | 11 | 9.1% | | 9.1% | 18.2% | 45.5% | 9.1% | 9.1% | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) eat food?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 0.4% | 3.0% | 9.5% | 24.7% | 47.6% | 11.7% | 3.0% | 100% | 4.6 | | |
| male | 2020 | 192 | 0.0% | 2.1% | 11.5% | 29.7% | 44.8% | 9.4% | 2.6% | 100% | 4.6 | 0.449 | 0.001 |
| female | 2017 | 59 | 0.0% | 3.4% | 6.8% | 28.8% | 52.5% | 5.1% | 3.4% | 100% | 4.6 | | |
| female | 2020 | 87 | 1.1% | 1.1% | 5.7% | 27.6% | 51.7% | 6.9% | 5.7% | 100% | 4.7 | 0.474 | 0.004 |
| other | 2017 | 12 | 8.3% | | 0.0% | 33.3% | 41.7% | 16.7% | | 100% | | | |
| other | 2020 | 11 | 9.1% | | 18.2% | 27.3% | 45.5% | 0.0% | | 100% | | | |

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) attend to children in the back seat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost Always | Every time they drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 3.1% | 6.1% | 21.0% | 30.1% | 32.8% | 5.2% | 1.7% | 100% | 4.1 | | |
| male | 2020 | 191 | 0.5% | 6.3% | 24.1% | 32.5% | 27.2% | 7.3% | 2.1% | 100% | 4.1 | 0.738 | 0.000 |
| female | 2017 | 59 | 3.4% | 0.0% | 11.9% | 22.0% | 55.9% | 3.4% | 3.4% | 100% | 4.5 | | |
| female | 2020 | 87 | 3.4% | 1.1% | 9.2% | 36.8% | 42.5% | 3.4% | 3.4% | 100% | 4.4 | 0.484 | 0.003 |
| other | 2017 | 12 | 8.3% | 8.3% | 8.3% | 25.0% | 33.3% | 8.3% | 8.3% | 100% | | | |
| other | 2020 | 11 | 9.1% | 0.0% | 18.2% | 54.5% | 9.1% | 0.0% | 9.1% | 100% | | | |

Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone while holding it your hand?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 226 | 88.1% | 11.5% | | 0.4% | 100% | 1.1 | | |
| male | 2020 | 180 | 95.0% | 5.0% | | 0.0% | 100% | 1.1 | 0.013 | 0.015 |
| female | 2017 | 51 | 96.1% | 3.9% | 0.0% | 0.0% | 100% | 1.0 | | |
| female | 2020 | 77 | 92.2% | 5.2% | 1.3% | 1.3% | 100% | 1.1 | 0.255 | 0.010 |
| other | 2017 | 12 | 91.7% | 8.3% | | | 100% | | | |
| other | 2020 | 10 | 90.0% | 10.0% | | | 100% | | | |

Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time I drive | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 226 | 38.9% | 17.7% | 10.2% | 8.4% | 15.9% | 4.9% | 4.0% | 100% | 2.8 | | |
| male | 2020 | 178 | 57.3% | 14.0% | 5.6% | 8.4% | 8.4% | 1.7% | 4.5% | 100% | 2.2 | 0.002 | 0.023 |
| female | 2017 | 51 | 49.0% | 19.6% | 11.8% | 7.8% | 3.9% | 3.9% | 3.9% | 100% | 2.3 | | |
| female | 2020 | 75 | 68.0% | 20.0% | 1.3% | 5.3% | 5.3% | 0.0% | 0.0% | 100% | 1.6 | 0.010 | 0.052 |
| other | 2017 | 12 | 50.0% | 16.7% | | 25.0% | | | 8.3% | 100% | | | |
| other | 2020 | 10 | 70.0% | 30.0% | | 0.0% | | | 0.0% | 100% | | | |

Thinking back over the past 30 days, while driving FOR WORK, how often have you typed or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 226 | 84.5% | 13.7% | 1.3% | 0.4% | 100% | 1.2 | | |
| male | 2020 | 180 | 92.2% | 5.6% | 1.7% | 0.6% | 100% | 1.1 | 0.095 | 0.007 |
| female | 2017 | 51 | 88.2% | 11.8% | 0.0% | 0.0% | 100% | 1.1 | | |
| female | 2020 | 77 | 88.3% | 9.1% | 1.3% | 1.3% | 100% | 1.2 | 0.624 | 0.002 |
| other | 2017 | 12 | 83.3% | 16.7% | | | 100% | | | |
| other | 2020 | 10 | 90.0% | 10.0% | | | 100% | | | |

Thinking back over the past 30 days, while driving FOR WORK, how often have you had food to eat?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 226 | 34.5% | 28.3% | 19.9% | 11.1% | 5.3% | 0.9% | 100% | 2.3 | | |
| male | 2020 | 180 | 47.2% | 26.1% | 17.8% | 5.6% | 2.8% | 0.6% | 100% | 1.9 | 0.003 | 0.021 |
| female | 2017 | 51 | 58.8% | 27.5% | 3.9% | 7.8% | 2.0% | | 100% | 1.7 | | |
| female | 2020 | 76 | 76.3% | 17.1% | 2.6% | 3.9% | 0.0% | | 100% | 1.3 | 0.037 | 0.034 |
| other | 2017 | 12 | 66.7% | 8.3% | 16.7% | | | 8.3% | 100% | | | |
| other | 2020 | 10 | 70.0% | 30.0% | 0.0% | | | 0.0% | 100% | | | |

Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 218 | 64.2% | 26.1% | 7.8% | 1.4% | | 0.5% | 100% | 1.5 | | |
| male | 2020 | 187 | 79.1% | 16.6% | 3.7% | 0.5% | | 0.0% | 100% | 1.3 | 0.001 | 0.027 |
| female | 2017 | 57 | 61.4% | 28.1% | 8.8% | 0.0% | 1.8% | | 100% | 1.5 | | |
| female | 2020 | 81 | 67.9% | 22.2% | 4.9% | 3.7% | 1.2% | | 100% | 1.5 | 0.756 | 0.001 |
| other | 2017 | 10 | 100% | 0.0% | | | | | 100% | | | |
| other | 2020 | 9 | 66.7% | 33.3% | | | | | 100% | | | |

Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone without holding it ("hands free")?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Every time they drove | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 217 | 20.3% | 18.4% | 23.5% | 10.6% | 20.7% | 4.6% | 1.8% | 100% | 3.1 | | |
| male | 2020 | 187 | 35.8% | 24.6% | 16.6% | 5.9% | 11.8% | 4.8% | 0.5% | 100% | 2.5 | 0.000 | 0.039 |
| female | 2017 | 56 | 21.4% | 17.9% | 25.0% | 12.5% | 14.3% | 7.1% | 1.8% | 100% | 3.1 | | |
| female | 2020 | 81 | 22.2% | 27.2% | 13.6% | 13.6% | 14.8% | 6.2% | 2.5% | 100% | 3.0 | 0.759 | 0.001 |
| other | 2017 | 10 | 50.0% | 20.0% | 0.0% | 0.0% | 20.0% | 10.0% | | 100% | | | |
| other | 2020 | 9 | 44.4% | 22.2% | 22.2% | 11.1% | 0.0% | 0.0% | | 100% | | | |

Thinking back over the past 30 days, how often did most of your coworkers who drive for work type or read on a cell phone?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Every time they drove | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 217 | 65.4% | 25.8% | 6.9% | 1.4% | 0.5% | | 100% | 1.5 | | |
| male | 2020 | 186 | 77.4% | 18.8% | 2.2% | 1.1% | 0.5% | | 100% | 1.3 | 0.012 | 0.016 |
| female | 2017 | 57 | 56.1% | 28.1% | 8.8% | 5.3% | 0.0% | 1.8% | 100% | 1.7 | | |
| female | 2020 | 81 | 71.6% | 18.5% | 3.7% | 4.9% | 1.2% | 0.0% | 100% | 1.5 | 0.125 | 0.017 |
| other | 2017 | 10 | 90.0% | 0.0% | 10.0% | | | | 100% | | | |
| other | 2020 | 9 | 66.7% | 22.2% | 11.1% | | | | 100% | | | |

Thinking back over the past 30 days, how often did most of your coworkers who drive for work eat food?

| | Year | N | Never | Rarely | Occasionally | Sometimes | Frequently | Almost always | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 217 | 25.3% | 29.5% | 25.8% | 13.8% | 5.5% | | 100% | 2.4 | | |
| male | 2020 | 186 | 33.9% | 30.6% | 23.7% | 7.0% | 4.8% | | 100% | 2.2 | 0.022 | 0.013 |
| female | 2017 | 57 | 26.3% | 36.8% | 22.8% | 7.0% | 5.3% | 1.8% | 100% | 2.3 | | |
| female | 2020 | 81 | 32.1% | 32.1% | 21.0% | 14.8% | 0.0% | 0.0% | 100% | 2.2 | 0.443 | 0.004 |
| other | 2017 | 10 | 40.0% | 50.0% | | 10.0% | | | 100% | | | |
| other | 2020 | 9 | 66.7% | 22.2% | | 11.1% | | | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone while holding it in their hand?

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 36.6% | 22.4% | 12.9% | 15.1% | 6.5% | 4.7% | 1.7% | 100% | 2.5 | | |
| male | 2020 | 192 | 34.4% | 27.6% | 18.8% | 11.5% | 2.6% | 3.6% | 1.6% | 100% | 2.4 | 0.288 | 0.003 |
| female | 2017 | 59 | 42.4% | 23.7% | 13.6% | 13.6% | 3.4% | 1.7% | 1.7% | 100% | 2.2 | | |
| female | 2020 | 87 | 54.0% | 20.7% | 17.2% | 4.6% | 2.3% | 1.1% | 0.0% | 100% | 1.8 | 0.064 | 0.024 |
| other | 2017 | 12 | 41.7% | 8.3% | 8.3% | 25.0% | 8.3% | 8.3% | | 100% | | | |
| other | 2020 | 11 | 45.5% | 18.2% | 27.3% | 9.1% | 0.0% | 0.0% | | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")?

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 6.5% | 9.1% | 10.3% | 26.7% | 15.1% | 19.0% | 13.4% | 100% | 4.5 | | |
| male | 2020 | 192 | 3.6% | 8.9% | 12.0% | 24.5% | 15.1% | 20.3% | 15.6% | 100% | 4.6 | 0.314 | 0.002 |
| female | 2017 | 58 | 10.3% | 13.8% | 13.8% | 15.5% | 12.1% | 25.9% | 8.6% | 100% | 4.2 | | |
| female | 2020 | 87 | 8.0% | 9.2% | 9.2% | 31.0% | 19.5% | 13.8% | 9.2% | 100% | 4.2 | 0.847 | 0.000 |
| other | 2017 | 12 | 8.3% | 8.3% | 0.0% | 33.3% | 8.3% | 25.0% | 16.7% | 100% | | | |
| other | 2020 | 11 | 9.1% | 9.1% | 18.2% | 27.3% | 18.2% | 18.2% | 0.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver typing or reading on a cell phone?

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 230 | 78.3% | 16.5% | 2.2% | 2.2% | 0.4% | 0.0% | 0.4% | 100% | 1.3 | | |
| male | 2020 | 192 | 81.8% | 12.5% | 1.0% | 3.6% | 0.0% | 0.5% | 0.5% | 100% | 1.3 | 0.950 | 0.000 |
| female | 2017 | 59 | 86.4% | 10.2% | 3.4% | | 0.0% | | | 100% | 1.2 | | |
| female | 2020 | 87 | 89.7% | 9.2% | 0.0% | | 1.1% | | | 100% | 1.1 | 0.703 | 0.001 |
| other | 2017 | 12 | 75.0% | 16.7% | | 8.3% | | | | 100% | | | |
| other | 2020 | 11 | 72.7% | 18.2% | | 9.1% | | | | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver eating food?

| | Year | N | It would feel dangerous (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel safe (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 10.3% | 13.4% | 22.0% | 35.3% | 8.2% | 7.8% | 3.0% | 100% | 3.5 | | |
| male | 2020 | 192 | 12.5% | 15.6% | 21.9% | 26.0% | 11.5% | 7.8% | 4.7% | 100% | 3.5 | 0.867 | 0.000 |
| female | 2017 | 59 | 13.6% | 27.1% | 15.3% | 28.8% | 8.5% | 5.1% | 1.7% | 100% | 3.1 | | |
| female | 2020 | 87 | 18.4% | 12.6% | 32.2% | 28.7% | 2.3% | 4.6% | 1.1% | 100% | 3.0 | 0.637 | 0.002 |
| other | 2017 | 12 | 8.3% | 16.7% | 16.7% | 25.0% | | 25.0% | 8.3% | 100% | | | |
| other | 2020 | 11 | 36.4% | 18.2% | 27.3% | 18.2% | | 0.0% | 0.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone while holding it in their hand?

| | Year | N | It would feel unacceptable (1) | (2) | (3) | Neutral (4) | (5) | (6) | It would feel acceptable (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 61.5% | 14.7% | 5.6% | 12.1% | 2.6% | 2.6% | 0.9% | 100% | 2.5 | | |
| male | 2020 | 192 | 65.1% | 14.6% | 7.8% | 7.8% | 1.6% | 2.1% | 1.0% | 100% | 2.4 | 0.288 | 0.003 |
| female | 2017 | 59 | 66.1% | 10.2% | 5.1% | 11.9% | 1.7% | 3.4% | 1.7% | 100% | 2.2 | | |
| female | 2020 | 87 | 78.2% | 6.9% | 5.7% | 3.4% | 4.6% | 1.1% | 0.0% | 100% | 1.8 | 0.064 | 0.024 |
| other | 2017 | 12 | 66.7% | 8.3% | 8.3% | 8.3% | 8.3% | | | 100% | | | |
| other | 2020 | 11 | 45.5% | 27.3% | 0.0% | 27.3% | 0.0% | | | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")?

| | | | It would feel unacceptable | | | Neutral | | | It would feel acceptable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 231 | 9.5% | 9.1% | 10.4% | 19.9% | 10.4% | 14.3% | 26.4% | 100% | 4.5 | | |
| male | 2020 | 192 | 7.8% | 7.8% | 9.9% | 20.8% | 12.5% | 16.7% | 24.5% | 100% | 4.6 | 0.314 | 0.002 |
| female | 2017 | 58 | 15.5% | 12.1% | 6.9% | 17.2% | 5.2% | 25.9% | 17.2% | 100% | 4.2 | | |
| female | 2020 | 87 | 13.8% | 10.3% | 6.9% | 26.4% | 11.5% | 11.5% | 19.5% | 100% | 4.2 | 0.847 | 0.000 |
| other | 2017 | 12 | 16.7% | 8.3% | 0.0% | 25.0% | 8.3% | 8.3% | 33.3% | 100% | | | |
| other | 2020 | 10 | 20.0% | 10.0% | 20.0% | 20.0% | 0.0% | 30.0% | 0.0% | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver typing or reading on a cell phone?

| | | | It would feel unacceptable | | | Neutral | It would feel acceptable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 231 | 86.6% | 11.7% | 0.9% | 0.9% | 0.0% | 100% | 1.3 | | |
| male | 2020 | 192 | 91.1% | 4.7% | 1.0% | 2.6% | 0.5% | 100% | 1.3 | 0.950 | 0.000 |
| female | 2017 | 59 | 89.8% | 6.8% | 1.7% | 1.7% | | 100% | 1.2 | | |
| female | 2020 | 87 | 94.3% | 3.4% | 2.3% | 0.0% | | 100% | 1.1 | 0.703 | 0.001 |
| other | 2017 | 12 | 75.0% | 0.0% | 16.7% | 8.3% | | 100% | | | |
| other | 2020 | 11 | 72.7% | 18.2% | 0.0% | 9.1% | | 100% | | | |

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver eating food?

| | | | It would feel unacceptable | | | Neutral | | | It would feel acceptable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 230 | 14.3% | 12.2% | 14.3% | 40.4% | 6.5% | 7.8% | 4.3% | 100% | 3.5 | | |
| male | 2020 | 192 | 16.7% | 13.0% | 17.2% | 28.1% | 8.9% | 7.8% | 8.3% | 100% | 3.5 | 0.867 | 0.000 |
| female | 2017 | 58 | 20.7% | 13.8% | 17.2% | 31.0% | 8.6% | 1.7% | 6.9% | 100% | 3.1 | | |
| female | 2020 | 87 | 26.4% | 17.2% | 12.6% | 34.5% | 1.1% | 3.4% | 4.6% | 100% | 3.0 | 0.637 | 0.002 |
| other | 2017 | 12 | 16.7% | 16.7% | 16.7% | 25.0% | | 8.3% | 16.7% | 100% | | | |
| other | 2020 | 11 | 36.4% | 18.2% | 9.1% | 36.4% | | 0.0% | 0.0% | 100% | | | |

"Employees should NOT engage in having a conversation on a cell phone while holding it in their hand when they are driving for work."

| | | | Strongly | | Somewhat | Neither Agree nor | Somewhat | | Strongly | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | Disagree | Disagree | Disagree | Disagree | Agree | Agree | Agree | Total | Mean | Sig | η2 |
| male | 2017 | 232 | 3.4% | 1.3% | 3.9% | 5.6% | 5.6% | 14.2% | 65.9% | 100% | 6.2 | | |
| male | 2020 | 193 | 0.0% | 1.0% | 1.6% | 5.2% | 2.6% | 13.0% | 76.7% | 100% | 6.5 | 0.002 | 0.022 |
| female | 2017 | 59 | | 3.4% | 1.7% | 8.5% | 3.4% | 13.6% | 69.5% | 100% | 6.3 | | |
| female | 2020 | 87 | | 1.1% | 0.0% | 2.3% | 3.4% | 11.5% | 81.6% | 100% | 6.7 | 0.030 | 0.032 |
| other | 2017 | 12 | 0.0% | | 0.0% | 25.0% | 8.3% | 8.3% | 58.3% | 100% | | | |
| other | 2020 | 11 | 9.1% | | 9.1% | 9.1% | 0.0% | 18.2% | 54.5% | 100% | | | |

"Employees should NOT engage in having a conversation on a cell phone without holding it ("hands free") when they are driving for work."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 14.3% | 17.3% | 11.7% | 18.6% | 11.7% | 12.1% | 14.3% | 100% | 3.9 | | |
| male | 2020 | 193 | 10.9% | 19.2% | 11.4% | 26.4% | 10.9% | 9.8% | 11.4% | 100% | 3.8 | 0.701 | 0.000 |
| female | 2017 | 59 | 8.5% | 20.3% | 11.9% | 18.6% | 10.2% | 18.6% | 11.9% | 100% | 4.1 | | |
| female | 2020 | 87 | 10.3% | 16.1% | 11.5% | 31.0% | 12.6% | 6.9% | 11.5% | 100% | 3.9 | 0.542 | 0.003 |
| other | 2017 | 12 | 25.0% | 16.7% | | 25.0% | 0.0% | 16.7% | 16.7% | 100% | | | |
| other | 2020 | 11 | 9.1% | 18.2% | | 18.2% | 27.3% | 18.2% | 9.1% | 100% | | | |

"Employees should NOT engage in typing or reading on a cell phone when they are driving for work."

| | Year | N | Strongly Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 3.9% | 0.4% | 0.9% | 10.8% | 84.1% | 100% | 6.6 | | |
| male | 2020 | 193 | 0.5% | 1.6% | 0.5% | 4.1% | 93.3% | 100% | 6.9 | 0.012 | 0.015 |
| female | 2017 | 59 | 1.7% | | 3.4% | 6.8% | 88.1% | 100% | 6.8 | | |
| female | 2020 | 87 | 1.1% | | 1.1% | 4.6% | 93.1% | 100% | 6.9 | 0.450 | 0.004 |
| other | 2017 | 12 | 0.0% | 8.3% | 8.3% | 8.3% | 75.0% | 100% | | | |
| other | 2020 | 11 | 18.2% | 9.1% | 0.0% | 9.1% | 63.6% | 100% | | | |

"Employees should NOT engage in eating food when they are driving for work."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 1.7% | 11.2% | 7.3% | 31.9% | 19.4% | 13.4% | 15.1% | 100% | 4.6 | | |
| male | 2020 | 193 | 7.3% | 6.7% | 7.3% | 26.9% | 20.7% | 13.0% | 18.1% | 100% | 4.6 | 0.897 | 0.000 |
| female | 2017 | 59 | 1.7% | 5.1% | 8.5% | 27.1% | 15.3% | 18.6% | 23.7% | 100% | 5.0 | | |
| female | 2020 | 87 | 1.1% | 6.9% | 4.6% | 34.5% | 13.8% | 14.9% | 24.1% | 100% | 4.9 | 0.829 | 0.000 |
| other | 2017 | 12 | 25.0% | 8.3% | 0.0% | 25.0% | 16.7% | 16.7% | 8.3% | 100% | | | |
| other | 2020 | 11 | 9.1% | 0.0% | 9.1% | 27.3% | 0.0% | 18.2% | 36.4% | 100% | | | |

"My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone while holding it in my hand."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 1.3% | 0.0% | 0.0% | 0.4% | 1.7% | 3.4% | 93.1% | 100% | 6.8 | | |
| male | 2020 | 192 | 0.5% | 0.5% | 0.5% | 1.6% | 1.6% | 4.2% | 91.1% | 100% | 6.8 | 0.610 | 0.001 |
| female | 2017 | 58 | 1.7% | | | 1.7% | 0.0% | 5.2% | 91.4% | 100% | 6.8 | | |
| female | 2020 | 85 | 0.0% | | | 3.5% | 1.2% | 3.5% | 91.8% | 100% | 6.8 | 0.738 | 0.001 |
| other | 2017 | 12 | | | | 16.7% | | 8.3% | 75.0% | 100% | | | |
| other | 2020 | 11 | | | | 18.2% | | 9.1% | 72.7% | 100% | | | |

"My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone without holding it ('hands free')."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 17.7% | 19.4% | 5.6% | 17.7% | 9.1% | 10.3% | 20.3% | 100% | 3.9 | | |
| male | 2020 | 192 | 16.1% | 15.6% | 8.3% | 25.5% | 5.7% | 10.4% | 18.2% | 100% | 3.9 | 0.995 | 0.000 |
| female | 2017 | 58 | 5.2% | 12.1% | 10.3% | 22.4% | 5.2% | 17.2% | 27.6% | 100% | 4.7 | | |
| female | 2020 | 85 | 11.8% | 4.7% | 12.9% | 31.8% | 9.4% | 5.9% | 23.5% | 100% | 4.3 | 0.249 | 0.009 |
| other | 2017 | 12 | 33.3% | 8.3% | | 25.0% | | 8.3% | 25.0% | 100% | | | |
| other | 2020 | 10 | 10.0% | 0.0% | | 30.0% | | 20.0% | 40.0% | 100% | | | |

"My supervisor expects me NOT to engage in this behavior when I am driving for work: typing or reading on a cell phone."

| | Year | N | Strongly Disagree | Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 1.3% | 0.4% | 0.9% | 1.3% | 0.9% | 95.3% | 100% | 6.8 | | |
| male | 2020 | 192 | 0.5% | 0.0% | 2.1% | 0.5% | 1.0% | 95.8% | 100% | 6.9 | 0.537 | 0.001 |
| female | 2017 | 58 | | | 0.0% | 0.0% | 0.0% | 100% | 100% | 7.0 | | |
| female | 2020 | 84 | | | 1.2% | 1.2% | 1.2% | 96.4% | 100% | 6.9 | 0.181 | 0.013 |
| other | 2017 | 12 | 8.3% | | 0.0% | | 16.7% | 75.0% | 100% | | | |
| other | 2020 | 11 | 0.0% | | 18.2% | | 0.0% | 81.8% | 100% | | | |

"My supervisor expects me NOT to engage in this behavior when I am driving for work: eating food."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 230 | 4.8% | 7.0% | 5.7% | 36.5% | 13.5% | 14.8% | 17.8% | 100% | 4.6 | | |
| male | 2020 | 192 | 5.2% | 6.8% | 6.3% | 33.3% | 10.9% | 12.5% | 25.0% | 100% | 4.8 | 0.438 | 0.001 |
| female | 2017 | 58 | 0.0% | 5.2% | 3.4% | 31.0% | 10.3% | 15.5% | 34.5% | 100% | 5.3 | | |
| female | 2020 | 85 | 3.5% | 3.5% | 3.5% | 31.8% | 9.4% | 9.4% | 38.8% | 100% | 5.2 | 0.790 | 0.001 |
| other | 2017 | 12 | 8.3% | | 8.3% | 16.7% | 0.0% | 41.7% | 25.0% | 100% | | | |
| other | 2020 | 11 | 0.0% | | 0.0% | 18.2% | 9.1% | 18.2% | 54.5% | 100% | | | |

"I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone while holding it in their hands."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 1.3% | 0.0% | 1.3% | 4.3% | 4.3% | 10.3% | 78.4% | 100% | 6.6 | | |
| male | 2020 | 191 | 0.5% | 0.5% | 1.0% | 4.2% | 3.1% | 8.9% | 81.7% | 100% | 6.6 | 0.477 | 0.001 |
| female | 2017 | 57 | 0.0% | 1.8% | 3.5% | 1.8% | 1.8% | 12.3% | 78.9% | 100% | 6.6 | | |
| female | 2020 | 87 | 1.1% | 0.0% | 0.0% | 4.6% | 3.4% | 8.0% | 82.8% | 100% | 6.6 | 0.635 | 0.002 |
| other | 2017 | 12 | | 0.0% | | 8.3% | 8.3% | 16.7% | 66.7% | 100% | | | |
| other | 2020 | 11 | | 9.1% | | 18.2% | 0.0% | 9.1% | 63.6% | 100% | | | |

"I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone without holding it ('hands free')."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 15.5% | 22.4% | 6.0% | 19.0% | 9.9% | 9.5% | 17.7% | 100% | 3.8 | | |
| male | 2020 | 190 | 15.3% | 18.9% | 8.4% | 27.9% | 8.9% | 7.9% | 12.6% | 100% | 3.7 | 0.481 | 0.001 |
| female | 2017 | 58 | 8.6% | 15.5% | 6.9% | 24.1% | 5.2% | 20.7% | 19.0% | 100% | 4.4 | | |
| female | 2020 | 87 | 13.8% | 13.8% | 5.7% | 33.3% | 8.0% | 6.9% | 18.4% | 100% | 4.0 | 0.268 | 0.009 |
| other | 2017 | 12 | 41.7% | 8.3% | | 16.7% | 0.0% | 8.3% | 25.0% | 100% | | | |
| other | 2020 | 11 | 0.0% | 18.2% | | 27.3% | 9.1% | 27.3% | 18.2% | 100% | | | |

"I expect my coworkers NOT to engage in this behavior when they are driving for work: typing or reading on a cell phone."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 1.7% | 0.0% | 0.4% | 0.9% | 0.9% | 4.8% | 91.3% | 100% | 6.8 | | |
| male | 2020 | 191 | 0.5% | 0.5% | 0.0% | 1.6% | 0.5% | 5.2% | 91.6% | 100% | 6.8 | 0.579 | 0.001 |
| female | 2017 | 58 | 0.0% | | | 1.7% | | 5.2% | 93.1% | 100% | 6.9 | | |
| female | 2020 | 87 | 1.1% | | | 1.1% | | 5.7% | 92.0% | 100% | 6.8 | 0.599 | 0.002 |
| other | 2017 | 12 | 0.0% | 0.0% | | 8.3% | | 16.7% | 75.0% | 100% | | | |
| other | 2020 | 11 | 9.1% | 9.1% | | 9.1% | | 0.0% | 72.7% | 100% | | | |

"I expect my coworkers NOT to engage in this behavior when they are driving for work: eating food."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 3.1% | 7.9% | 7.0% | 40.2% | 13.1% | 10.9% | 17.9% | 100% | 4.6 | | |
| male | 2020 | 190 | 5.8% | 11.1% | 7.9% | 30.0% | 14.2% | 11.1% | 20.0% | 100% | 4.5 | 0.636 | 0.001 |
| female | 2017 | 58 | 1.7% | 5.2% | 5.2% | 34.5% | 8.6% | 15.5% | 29.3% | 100% | 5.1 | | |
| female | 2020 | 87 | 3.4% | 4.6% | 5.7% | 31.0% | 11.5% | 11.5% | 32.2% | 100% | 5.1 | 0.968 | 0.000 |
| other | 2017 | 12 | 16.7% | 8.3% | | 8.3% | 8.3% | 41.7% | 16.7% | 100% | | | |
| other | 2020 | 11 | 0.0% | 9.1% | | 27.3% | 0.0% | 18.2% | 45.5% | 100% | | | |

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: having a conversation on a cell phone while holding it in your hand

| | Year | N | I have NO choice; I have to do it (1) | (2) | (3) | (4) | (5) | (6) | It is all my choice (7) | I don't drive for work | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 226 | 6.2% | 0.9% | 0.9% | 1.8% | 0.0% | 3.5% | 78.8% | 8.0% | 100% | 6.5 | | |
| male | 2020 | 191 | 3.7% | 0.5% | 0.0% | 1.6% | 2.1% | 4.2% | 71.2% | 16.8% | 100% | 6.8 | 0.093 | 0.007 |
| female | 2017 | 59 | 5.1% | 0.0% | | 1.7% | 1.7% | 3.4% | 66.1% | 22.0% | 100% | 6.8 | | |
| female | 2020 | 86 | 7.0% | 1.2% | | 2.3% | 0.0% | 2.3% | 51.2% | 36.0% | 100% | 6.8 | 0.984 | 0.000 |
| other | 2017 | 12 | 0.0% | | | 8.3% | | 0.0% | 75.0% | 16.7% | 100% | | | |
| other | 2020 | 11 | 18.2% | | | 0.0% | | 9.1% | 45.5% | 27.3% | 100% | | | |

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: having a conversation on a cell phone without holding it ("hands free")

| | Year | N | I have NO choice; I have to do it (1) | (2) | (3) | (4) | (5) | (6) | It is all my choice (7) | I don't drive for work | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 3.1% | 3.9% | 3.5% | 6.6% | 1.7% | 3.5% | 70.3% | 7.4% | 100% | 6.3 | | |
| male | 2020 | 192 | 3.1% | 2.6% | 1.0% | 5.2% | 3.6% | 4.7% | 63.0% | 16.7% | 100% | 6.5 | 0.135 | 0.005 |
| female | 2017 | 59 | 6.8% | 0.0% | 0.0% | 3.4% | 1.7% | 3.4% | 64.4% | 20.3% | 100% | 6.6 | | |
| female | 2020 | 86 | 3.5% | 4.7% | 2.3% | 3.5% | 0.0% | 0.0% | 52.3% | 33.7% | 100% | 6.7 | 0.816 | 0.000 |
| other | 2017 | 12 | 8.3% | 8.3% | 0.0% | 8.3% | 0.0% | 0.0% | 66.7% | 8.3% | 100% | | | |
| other | 2020 | 11 | 0.0% | 0.0% | 9.1% | 0.0% | 9.1% | 18.2% | 36.4% | 27.3% | 100% | | | |

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: typing or reading on a cell phone

| | Year | N | I have NO choice; I have to do it (1) | (2) | (3) | (4) | (5) | (6) | It is all my choice (7) | I don't drive for work | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 223 | 6.7% | 0.9% | 0.4% | 0.4% | 0.4% | 2.2% | 80.7% | 8.1% | 100% | 6.6 | | |
| male | 2020 | 190 | 4.7% | 0.5% | 0.0% | 2.1% | 0.5% | 5.3% | 70.0% | 16.8% | 100% | 6.7 | 0.298 | 0.003 |
| female | 2017 | 59 | 6.8% | 0.0% | | 3.4% | | 3.4% | 64.4% | 22.0% | 100% | 6.7 | | |
| female | 2020 | 86 | 7.0% | 2.3% | | 1.2% | | 3.5% | 51.2% | 34.9% | 100% | 6.7 | 0.830 | 0.000 |
| other | 2017 | 12 | 8.3% | 8.3% | | | | | 75.0% | 8.3% | 100% | | | |
| other | 2020 | 11 | 9.1% | 0.0% | | | | | 63.6% | 27.3% | 100% | | | |

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: eating food

| | Year | N | I have NO choice; I have to do it (1) | (2) | (3) | (4) | (5) | (6) | It is all my choice (7) | I don't drive for work | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 0.4% | 1.3% | 0.9% | 3.9% | 2.2% | 2.2% | 81.7% | 7.4% | 100% | 6.8 | | |
| male | 2020 | 192 | 2.1% | 0.0% | 0.5% | 1.6% | 3.1% | 3.6% | 72.4% | 16.7% | 100% | 6.9 | 0.301 | 0.003 |
| female | 2017 | 57 | 0.0% | 0.0% | 0.0% | 3.5% | 1.8% | 1.8% | 71.9% | 21.1% | 100% | 7.1 | | |
| female | 2020 | 86 | 3.5% | 1.2% | 1.2% | 5.8% | 0.0% | 1.2% | 52.3% | 34.9% | 100% | 6.8 | 0.379 | 0.005 |
| other | 2017 | 12 | 8.3% | | | 0.0% | | | 83.3% | 8.3% | 100% | | | |
| other | 2020 | 11 | 0.0% | | | 9.1% | | | 63.6% | 27.3% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone while holding it in your hand

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 42.0% | 48.1% | 1.3% | 8.7% | 100% | 1.8 | | |
| male | 2020 | 191 | 52.9% | 39.8% | 2.1% | 5.2% | 100% | 1.6 | 0.035 | 0.011 |
| female | 2017 | 59 | 45.8% | 44.1% | | 10.2% | 100% | 1.7 | | |
| female | 2020 | 86 | 55.8% | 41.9% | | 2.3% | 100% | 1.5 | 0.045 | 0.028 |
| other | 2017 | 12 | 33.3% | 50.0% | 8.3% | 8.3% | 100% | | | |
| other | 2020 | 11 | 36.4% | 27.3% | 0.0% | 36.4% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free")

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 18.6% | 71.4% | 1.3% | 8.7% | 100% | 2.0 | | |
| male | 2020 | 192 | 22.4% | 71.4% | 1.0% | 5.2% | 100% | 1.9 | 0.112 | 0.006 |
| female | 2017 | 58 | 29.3% | 60.3% | | 10.3% | 100% | 1.9 | | |
| female | 2020 | 86 | 15.1% | 82.6% | | 2.3% | 100% | 1.9 | 0.868 | 0.000 |
| other | 2017 | 12 | 16.7% | 66.7% | 8.3% | 8.3% | 100% | | | |
| other | 2020 | 11 | 18.2% | 45.5% | 0.0% | 36.4% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -typing or reading on a cell phone

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 230 | 69.1% | 21.3% | 0.9% | 8.7% | 100% | 1.5 | | |
| male | 2020 | 192 | 72.9% | 19.8% | 2.1% | 5.2% | 100% | 1.4 | 0.245 | 0.003 |
| female | 2017 | 59 | 72.9% | 16.9% | | 10.2% | 100% | 1.5 | | |
| female | 2020 | 86 | 72.1% | 25.6% | | 2.3% | 100% | 1.3 | 0.245 | 0.009 |
| other | 2017 | 12 | 58.3% | 16.7% | 16.7% | 8.3% | 100% | | | |
| other | 2020 | 11 | 45.5% | 18.2% | 0.0% | 36.4% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -eating food

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 14.0% | 76.4% | 0.9% | 8.7% | 100% | 2.0 | | |
| male | 2020 | 192 | 10.9% | 82.3% | 1.6% | 5.2% | 100% | 2.0 | 0.602 | 0.001 |
| female | 2017 | 59 | 18.6% | 71.2% | | 10.2% | 100% | 2.0 | | |
| female | 2020 | 85 | 11.8% | 85.9% | | 2.4% | 100% | 1.9 | 0.397 | 0.005 |
| other | 2017 | 12 | 0.0% | 75.0% | 16.7% | 8.3% | 100% | | | |
| other | 2020 | 11 | 18.2% | 45.5% | 0.0% | 36.4% | 100% | | | |

Do you have a family rule about NOT engaging in the following behaviors while driving? -attending to children in the back seat

| | Year | N | Yes | No | I don't know | I don't have a family | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 230 | 23.9% | 59.1% | 3.0% | 13.9% | 100% | 2.1 | | |
| male | 2020 | 191 | 19.4% | 61.8% | 5.2% | 13.6% | 100% | 2.1 | 0.485 | 0.001 |
| female | 2017 | 58 | 22.4% | 53.4% | 0.0% | 24.1% | 100% | 2.3 | | |
| female | 2020 | 85 | 21.2% | 61.2% | 2.4% | 15.3% | 100% | 2.1 | 0.401 | 0.005 |
| other | 2017 | 12 | 8.3% | 41.7% | 33.3% | 16.7% | 100% | | | |
| other | 2020 | 11 | 27.3% | 36.4% | 0.0% | 36.4% | 100% | | | |

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone while holding it in your hand

| | Year | N | Yes | No | I don't know | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 98.7% | 0.4% | 0.9% | 100% | 1.0 | | |
| male | 2020 | 193 | 95.3% | 1.0% | 3.6% | 100% | 1.1 | 0.036 | 0.010 |
| female | 2017 | 59 | 98.3% | 1.7% | 0.0% | 100% | 1.0 | | |
| female | 2020 | 86 | 96.5% | 0.0% | 3.5% | 100% | 1.1 | 0.294 | 0.008 |
| other | 2017 | 12 | 83.3% | 8.3% | 8.3% | 100% | | | |
| other | 2020 | 11 | 90.9% | 0.0% | 9.1% | 100% | | | |

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free")

| | Year | N | Yes | No | I don't know | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 46.8% | 48.5% | 4.8% | 100% | 1.6 | | |
| male | 2020 | 193 | 43.0% | 46.6% | 10.4% | 100% | 1.7 | 0.121 | 0.006 |
| female | 2017 | 59 | 61.0% | 33.9% | 5.1% | 100% | 1.4 | | |
| female | 2020 | 85 | 40.0% | 42.4% | 17.6% | 100% | 1.8 | 0.004 | 0.057 |
| other | 2017 | 12 | 50.0% | 41.7% | 8.3% | 100% | | | |
| other | 2020 | 10 | 50.0% | 20.0% | 30.0% | 100% | | | |

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -typing or reading on a cell phone

| | Year | N | Yes | No | I don't know | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 230 | 98.7% | 0.4% | 0.9% | 100% | 1.0 | | |
| male | 2020 | 193 | 97.9% | 0.5% | 1.6% | 100% | 1.0 | 0.512 | 0.001 |
| female | 2017 | 59 | 100% | | 0.0% | 100% | 1.0 | | |
| female | 2020 | 86 | 97.7% | | 2.3% | 100% | 1.0 | 0.241 | 0.010 |
| other | 2017 | 12 | 91.7% | | 8.3% | 100% | | | |
| other | 2020 | 11 | 81.8% | | 18.2% | 100% | | | |

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -eating food

| | Year | N | Yes | No | I don't know | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 228 | 18.9% | 57.5% | 23.7% | 100% | 2.0 | | |
| male | 2020 | 193 | 24.4% | 41.5% | 34.2% | 100% | 2.1 | 0.466 | 0.001 |
| female | 2017 | 59 | 23.7% | 35.6% | 40.7% | 100% | 2.2 | | |
| female | 2020 | 86 | 26.7% | 29.1% | 44.2% | 100% | 2.2 | 0.971 | 0.000 |
| other | 2017 | 12 | 25.0% | 50.0% | 25.0% | 100% | | | |
| other | 2020 | 10 | 60.0% | 10.0% | 30.0% | 100% | | | |

Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop?

| | Year | N | I have never thought about it (1) | (2) | (3) | I have thought about it sometimes (4) | (5) | (6) | I have thought about it a lot (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 3.5% | 2.6% | 0.9% | 17.7% | 14.7% | 16.0% | 44.6% | 100% | 5.6 | | |
| male | 2020 | 162 | 6.2% | 5.6% | 0.6% | 26.5% | 11.7% | 18.5% | 30.9% | 100% | 5.1 | 0.002 | 0.024 |
| female | 2017 | 58 | 0.0% | 0.0% | 0.0% | 10.3% | 0.0% | 20.7% | 69.0% | 100% | 6.5 | | |
| female | 2020 | 72 | 1.4% | 4.2% | 2.8% | 23.6% | 5.6% | 11.1% | 51.4% | 100% | 5.7 | 0.001 | 0.081 |
| other | 2017 | 12 | | | 8.3% | 50.0% | | 16.7% | 25.0% | 100% | | | |
| other | 2020 | 7 | | | 14.3% | 14.3% | | 14.3% | 57.1% | 100% | | | |

Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

| | Year | N | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 26.0% | 7.4% | 14.3% | 5.6% | 7.8% | 6.5% | 8.2% | 24.2% | 100% | 4.4 | | |
| male | 2020 | 193 | 29.0% | 10.4% | 15.0% | 5.7% | 8.3% | 5.7% | 13.5% | 12.4% | 100% | 3.9 | 0.065 | 0.008 |
| female | 2017 | 59 | 10.2% | 1.7% | 6.8% | 6.8% | 5.1% | 6.8% | 22.0% | 40.7% | 100% | 6.1 | | |
| female | 2020 | 87 | 28.7% | 2.3% | 11.5% | 8.0% | 6.9% | 5.7% | 9.2% | 27.6% | 100% | 4.5 | 0.001 | 0.074 |
| other | 2017 | 12 | 41.7% | 8.3% | 0.0% | 0.0% | 8.3% | 8.3% | | 33.3% | 100% | | | |
| other | 2020 | 10 | 30.0% | 10.0% | 10.0% | 10.0% | 0.0% | 20.0% | | 20.0% | 100% | | | |

Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work)

| | Year | N | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 57.3% | 12.1% | 5.2% | 1.7% | 4.3% | 1.3% | 5.6% | 12.5% | 100% | 2.7 | | |
| male | 2020 | 193 | 71.5% | 12.4% | 4.1% | 0.5% | 0.5% | 1.0% | 2.6% | 7.3% | 100% | 2.0 | 0.001 | 0.025 |
| female | 2017 | 59 | 67.8% | 11.9% | 3.4% | 1.7% | 1.7% | 5.1% | 1.7% | 6.8% | 100% | 2.1 | | |
| female | 2020 | 87 | 74.7% | 12.6% | 1.1% | 0.0% | 1.1% | 1.1% | 1.1% | 8.0% | 100% | 1.9 | 0.481 | 0.003 |
| other | 2017 | 12 | 58.3% | 16.7% | | | | 8.3% | | 16.7% | 100% | | | |
| other | 2020 | 10 | 80.0% | 10.0% | | | | 0.0% | | 10.0% | 100% | | | |

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

| | Year | N | I was never in that situation | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 61.5% | 16.5% | 4.8% | 2.6% | 5.6% | 1.7% | 2.2% | 5.2% | 100% | 2.1 | | |
| male | 2020 | 192 | 70.3% | 16.1% | 4.2% | 1.0% | 4.7% | 0.0% | 1.0% | 2.6% | 100% | 1.7 | 0.014 | 0.014 |
| female | 2017 | 59 | 67.8% | 15.3% | 6.8% | 0.0% | 6.8% | 0.0% | 1.7% | 1.7% | 100% | 1.8 | | |
| female | 2020 | 87 | 67.8% | 18.4% | 1.1% | 1.1% | 1.1% | 1.1% | 2.3% | 6.9% | 100% | 2.0 | 0.552 | 0.002 |
| other | 2017 | 12 | 66.7% | 16.7% | | | | 0.0% | 8.3% | 8.3% | 100% | | | |
| other | 2020 | 10 | 80.0% | 0.0% | | | | 10.0% | 10.0% | 0.0% | 100% | | | |

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

| | Year | N | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 224 | 16.1% | 14.3% | 6.7% | 25.9% | 12.1% | 10.7% | 14.3% | 100% | 3.9 | | |
| male | 2020 | 191 | 16.8% | 13.6% | 5.8% | 28.8% | 10.5% | 12.6% | 12.0% | 100% | 3.9 | 0.822 | 0.000 |
| female | 2017 | 56 | 8.9% | 3.6% | 12.5% | 25.0% | 17.9% | 17.9% | 14.3% | 100% | 4.5 | | |
| female | 2020 | 82 | 11.0% | 8.5% | 8.5% | 30.5% | 15.9% | 11.0% | 14.6% | 100% | 4.2 | 0.389 | 0.005 |
| other | 2017 | 12 | 41.7% | | 0.0% | 8.3% | 25.0% | 8.3% | 16.7% | 100% | | | |
| other | 2020 | 9 | 11.1% | | 11.1% | 44.4% | 22.2% | 0.0% | 11.1% | 100% | | | |

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work)

| | Year | N | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 223 | 21.5% | 15.7% | 4.5% | 17.0% | 9.4% | 12.6% | 19.3% | 100% | 3.9 | | |
| male | 2020 | 192 | 24.5% | 12.5% | 4.7% | 15.6% | 7.8% | 12.0% | 22.9% | 100% | 4.0 | 0.807 | 0.000 |
| female | 2017 | 55 | 27.3% | 3.6% | 5.5% | 21.8% | 12.7% | 5.5% | 23.6% | 100% | 4.0 | | |
| female | 2020 | 82 | 23.2% | 9.8% | 6.1% | 22.0% | 9.8% | 7.3% | 22.0% | 100% | 4.0 | 0.901 | 0.000 |
| other | 2017 | 12 | 41.7% | 8.3% | | 8.3% | 16.7% | 0.0% | 25.0% | 100% | | | |
| other | 2020 | 9 | 22.2% | 11.1% | | 11.1% | 22.2% | 22.2% | 11.1% | 100% | | | |

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A stranger

| | Year | N | Never (1) | (2) | (3) | About Half the Time (4) | (5) | (6) | Always (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 222 | 38.3% | 19.8% | 9.0% | 16.7% | 3.6% | 6.3% | 6.3% | 100% | 2.7 | | |
| male | 2020 | 191 | 36.6% | 24.1% | 6.8% | 17.3% | 5.2% | 4.7% | 5.2% | 100% | 2.7 | 0.735 | 0.000 |
| female | 2017 | 54 | 35.2% | 24.1% | 5.6% | 25.9% | 3.7% | 3.7% | 1.9% | 100% | 2.6 | | |
| female | 2020 | 82 | 39.0% | 19.5% | 4.9% | 17.1% | 8.5% | 2.4% | 8.5% | 100% | 2.8 | 0.520 | 0.003 |
| other | 2017 | 12 | 50.0% | 8.3% | | 8.3% | 16.7% | 0.0% | 16.7% | 100% | | | |
| other | 2020 | 8 | 50.0% | 0.0% | | 25.0% | 12.5% | 12.5% | 0.0% | 100% | | | |

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a family member or close friend

| | Year | N | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 230 | 1.3% | 0.4% | 1.7% | 2.6% | 7.0% | 15.2% | 71.7% | 100% | 6.5 | | |
| male | 2020 | 193 | 1.6% | 2.1% | 2.6% | 4.7% | 4.1% | 11.9% | 73.1% | 100% | 6.4 | 0.386 | 0.002 |
| female | 2017 | 59 | 0.0% | 0.0% | | 0.0% | 3.4% | 5.1% | 91.5% | 100% | 6.9 | | |
| female | 2020 | 86 | 2.3% | 1.2% | | 1.2% | 3.5% | 5.8% | 86.0% | 100% | 6.6 | 0.124 | 0.016 |
| other | 2017 | 12 | 8.3% | 8.3% | | 0.0% | | 8.3% | 75.0% | 100% | | | |
| other | 2020 | 10 | 10.0% | 0.0% | | 10.0% | | 20.0% | 60.0% | 100% | | | |

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is coworker (at work)

| | Year | N | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 228 | 0.9% | 0.9% | 2.2% | 4.4% | 9.6% | 15.8% | 66.2% | 100% | 6.3 | | |
| male | 2020 | 193 | 1.0% | 1.6% | 2.6% | 4.7% | 9.8% | 8.8% | 71.5% | 100% | 6.3 | 0.989 | 0.000 |
| female | 2017 | 59 | 0.0% | | 1.7% | 1.7% | 8.5% | 8.5% | 79.7% | 100% | 6.6 | | |
| female | 2020 | 86 | 2.3% | | 0.0% | 7.0% | 11.6% | 14.0% | 65.1% | 100% | 6.3 | 0.065 | 0.024 |
| other | 2017 | 12 | 8.3% | | | 8.3% | 0.0% | 16.7% | 66.7% | 100% | | | |
| other | 2020 | 10 | 10.0% | | | 10.0% | 10.0% | 10.0% | 60.0% | 100% | | | |

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a stranger

| | Year | N | Not at All Willing (1) | (2) | (3) | (4) | (5) | (6) | Extremely Willing (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 228 | 3.9% | 6.1% | 8.8% | 12.7% | 11.8% | 11.4% | 45.2% | 100% | 5.4 | | |
| male | 2020 | 191 | 6.3% | 5.2% | 8.4% | 14.7% | 12.0% | 15.2% | 38.2% | 100% | 5.2 | 0.332 | 0.002 |
| female | 2017 | 59 | 1.7% | 10.2% | 3.4% | 5.1% | 6.8% | 8.5% | 64.4% | 100% | 5.9 | | |
| female | 2020 | 86 | 9.3% | 9.3% | 5.8% | 12.8% | 14.0% | 10.5% | 38.4% | 100% | 5.0 | 0.008 | 0.048 |
| other | 2017 | 12 | 25.0% | 0.0% | 8.3% | 0.0% | 0.0% | 8.3% | 58.3% | 100% | | | |
| other | 2020 | 10 | 10.0% | 10.0% | 0.0% | 20.0% | 20.0% | 10.0% | 30.0% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels... Cool: Not Cool

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 31.4% | 15.7% | 5.7% | 26.2% | 5.2% | 5.7% | 10.0% | 100% | 3.2 | | |
| male | 2020 | 189 | 32.8% | 13.2% | 8.5% | 31.7% | 4.2% | 4.2% | 5.3% | 100% | 3.0 | 0.285 | 0.003 |
| female | 2017 | 57 | 42.1% | 14.0% | 10.5% | 17.5% | 5.3% | 0.0% | 10.5% | 100% | 2.7 | | |
| female | 2020 | 86 | 41.9% | 7.0% | 9.3% | 30.2% | 4.7% | 2.3% | 4.7% | 100% | 2.7 | 0.938 | 0.000 |
| other | 2017 | 12 | 16.7% | | 0.0% | 58.3% | 8.3% | 8.3% | 8.3% | 100% | | | |
| other | 2020 | 9 | 55.6% | | 11.1% | 11.1% | 11.1% | 11.1% | 0.0% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Dangerous: Safe

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 226 | 13.7% | 2.7% | 2.7% | 4.9% | 8.0% | 15.0% | 53.1% | 100% | 5.5 | | |
| male | 2020 | 189 | 6.3% | 2.1% | 1.1% | 7.4% | 4.8% | 13.8% | 64.6% | 100% | 6.0 | 0.006 | 0.018 |
| female | 2017 | 58 | 3.4% | 3.4% | 0.0% | 0.0% | 5.2% | 6.9% | 81.0% | 100% | 6.4 | | |
| female | 2020 | 87 | 4.6% | 1.1% | 3.4% | 5.7% | 5.7% | 6.9% | 72.4% | 100% | 6.2 | 0.299 | 0.008 |
| other | 2017 | 12 | 16.7% | | | 16.7% | 16.7% | 16.7% | 33.3% | 100% | | | |
| other | 2020 | 9 | 11.1% | | | 0.0% | 11.1% | 22.2% | 55.6% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Foolish: Sensible

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 227 | 12.8% | 0.9% | 1.3% | 2.6% | 8.8% | 18.1% | 55.5% | 100% | 5.7 | | |
| male | 2020 | 189 | 6.3% | 0.5% | 1.6% | 5.8% | 3.7% | 19.6% | 62.4% | 100% | 6.1 | 0.037 | 0.010 |
| female | 2017 | 58 | 5.2% | 3.4% | | 0.0% | 1.7% | 8.6% | 81.0% | 100% | 6.4 | | |
| female | 2020 | 87 | 3.4% | 2.3% | | 4.6% | 4.6% | 12.6% | 72.4% | 100% | 6.3 | 0.771 | 0.001 |
| other | 2017 | 12 | 8.3% | | | 16.7% | 8.3% | 25.0% | 41.7% | 100% | | | |
| other | 2020 | 9 | 11.1% | | | 0.0% | 0.0% | 33.3% | 55.6% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Pleasant: Unpleasant

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 226 | 11.9% | 7.5% | 7.5% | 21.2% | 21.2% | 15.5% | 15.0% | 100% | 4.4 | | |
| male | 2020 | 190 | 14.2% | 9.5% | 4.7% | 26.3% | 14.7% | 18.9% | 11.6% | 100% | 4.2 | 0.336 | 0.002 |
| female | 2017 | 57 | 19.3% | 3.5% | 7.0% | 24.6% | 15.8% | 12.3% | 17.5% | 100% | 4.2 | | |
| female | 2020 | 86 | 14.0% | 5.8% | 11.6% | 26.7% | 12.8% | 19.8% | 9.3% | 100% | 4.2 | 0.857 | 0.000 |
| other | 2017 | 12 | 0.0% | 8.3% | | 33.3% | 25.0% | 25.0% | 8.3% | 100% | | | |
| other | 2020 | 9 | 11.1% | 0.0% | | 33.3% | 11.1% | 22.2% | 22.2% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Good: Bad

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 226 | 31.9% | 21.7% | 11.5% | 18.1% | 6.2% | 1.8% | 8.8% | 100% | 2.9 | | |
| male | 2020 | 189 | 40.2% | 16.4% | 13.2% | 20.6% | 4.8% | 1.6% | 3.2% | 100% | 2.5 | 0.043 | 0.010 |
| female | 2017 | 58 | 58.6% | 19.0% | 6.9% | 3.4% | 5.2% | 3.4% | 3.4% | 100% | 2.0 | | |
| female | 2020 | 87 | 44.8% | 9.2% | 13.8% | 23.0% | 3.4% | 2.3% | 3.4% | 100% | 2.5 | 0.079 | 0.021 |
| other | 2017 | 12 | 16.7% | 25.0% | 8.3% | 41.7% | | | 8.3% | 100% | | | |
| other | 2020 | 9 | 44.4% | 33.3% | 11.1% | 0.0% | | | 11.1% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Acceptable: Unacceptable

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 228 | 54.4% | 20.2% | 10.1% | 4.8% | 2.2% | 0.9% | 7.5% | 100% | 2.1 | | |
| male | 2020 | 190 | 62.1% | 19.5% | 6.8% | 5.3% | 1.1% | 0.5% | 4.7% | 100% | 1.8 | 0.077 | 0.008 |
| female | 2017 | 59 | 76.3% | 15.3% | 3.4% | 1.7% | 0.0% | 1.7% | 1.7% | 100% | 1.5 | | |
| female | 2020 | 87 | 69.0% | 12.6% | 10.3% | 3.4% | 1.1% | 0.0% | 3.4% | 100% | 1.7 | 0.279 | 0.008 |
| other | 2017 | 12 | 50.0% | 25.0% | 8.3% | 16.7% | | | | 100% | | | |
| other | 2020 | 9 | 44.4% | 33.3% | 11.1% | 11.1% | | | | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Right: Wrong

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 227 | 64.8% | 16.3% | 7.9% | 2.6% | 0.9% | 0.9% | 6.6% | 100% | 1.9 | | |
| male | 2020 | 190 | 68.9% | 18.4% | 4.7% | 4.7% | 0.0% | 0.0% | 3.2% | 100% | 1.6 | 0.068 | 0.008 |
| female | 2017 | 59 | 81.4% | 11.9% | 3.4% | 0.0% | 1.7% | | 1.7% | 100% | 1.4 | | |
| female | 2020 | 87 | 78.2% | 9.2% | 6.9% | 2.3% | 0.0% | | 3.4% | 100% | 1.5 | 0.447 | 0.004 |
| other | 2017 | 12 | 58.3% | 0.0% | 8.3% | 25.0% | | | 8.3% | 100% | | | |
| other | 2020 | 9 | 55.6% | 33.3% | 0.0% | 11.1% | | | 0.0% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Caring: Uncaring

| | Year | N | 1 | 2 | 3 | 4 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 227 | 51.1% | 25.6% | 7.0% | 9.3% | | 7.0% | 100% | 2.1 | | |
| male | 2020 | 190 | 61.6% | 21.6% | 8.9% | 5.3% | | 2.6% | 100% | 1.7 | 0.008 | 0.017 |
| female | 2017 | 58 | 75.9% | 13.8% | 5.2% | 1.7% | 1.7% | 1.7% | 100% | 1.5 | | |
| female | 2020 | 87 | 69.0% | 10.3% | 13.8% | 3.4% | 0.0% | 3.4% | 100% | 1.7 | 0.334 | 0.007 |
| other | 2017 | 11 | 45.5% | 9.1% | 9.1% | 27.3% | | 9.1% | 100% | | | |
| other | 2020 | 9 | 55.6% | 33.3% | 0.0% | 11.1% | | 0.0% | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Respectful: Disrespectful

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 226 | 41.6% | 18.1% | 14.2% | 15.0% | 2.7% | 2.2% | 6.2% | 100% | 2.5 | | |
| male | 2020 | 189 | 49.7% | 17.5% | 11.6% | 14.8% | 2.6% | 1.1% | 2.6% | 100% | 2.2 | 0.039 | 0.010 |
| female | 2017 | 59 | 66.1% | 18.6% | 8.5% | 3.4% | 0.0% | | 3.4% | 100% | 1.7 | | |
| female | 2020 | 87 | 60.9% | 9.2% | 12.6% | 12.6% | 1.1% | | 3.4% | 100% | 2.0 | 0.187 | 0.012 |
| other | 2017 | 11 | 36.4% | 9.1% | 18.2% | 36.4% | | | | 100% | | | |
| other | 2020 | 9 | 44.4% | 11.1% | 22.2% | 22.2% | | | | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Appropriate: Inappropriate

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 228 | 59.2% | 23.2% | 6.6% | 2.2% | 0.9% | 1.8% | 6.1% | 100% | 1.9 | | |
| male | 2020 | 189 | 65.6% | 19.6% | 5.8% | 4.8% | 0.5% | 1.1% | 2.6% | 100% | 1.7 | 0.112 | 0.006 |
| female | 2017 | 59 | 79.7% | 13.6% | 3.4% | 0.0% | 1.7% | | 1.7% | 100% | 1.4 | | |
| female | 2020 | 87 | 74.7% | 11.5% | 6.9% | 3.4% | 0.0% | | 3.4% | 100% | 1.6 | 0.341 | 0.006 |
| other | 2017 | 12 | 66.7% | 8.3% | 8.3% | 16.7% | | | | 100% | | | |
| other | 2020 | 9 | 44.4% | 55.6% | 0.0% | 0.0% | | | | 100% | | | |

Asking a coworker to stop reading or typing on a cell phone while driving feels… Responsible: Irresponsible

| | Year | N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 68.6% | 16.2% | 4.8% | 2.6% | 0.9% | 0.0% | 7.0% | 100% | 1.8 | | |
| male | 2020 | 189 | 73.5% | 14.8% | 3.7% | 4.2% | 0.5% | 0.5% | 2.6% | 100% | 1.6 | 0.103 | 0.006 |
| female | 2017 | 59 | 84.7% | 10.2% | 3.4% | 0.0% | | | 1.7% | 100% | 1.3 | | |
| female | 2020 | 87 | 80.5% | 8.0% | 5.7% | 2.3% | | | 3.4% | 100% | 1.5 | 0.290 | 0.008 |
| other | 2017 | 12 | 66.7% | 0.0% | 8.3% | 16.7% | | | 8.3% | 100% | | | |
| other | 2020 | 9 | 55.6% | 44.4% | 0.0% | 0.0% | | | 0.0% | 100% | | | |

"I think asking someone to stop reading or typing on a cell phone while driving will NOT make a difference - people do what they want to do."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 21.2% | 33.3% | 14.7% | 6.1% | 15.2% | 6.9% | 2.6% | 100% | 2.9 | | |
| male | 2020 | 193 | 20.7% | 34.7% | 11.9% | 5.7% | 15.0% | 9.8% | 2.1% | 100% | 3.0 | 0.738 | 0.000 |
| female | 2017 | 59 | 39.0% | 23.7% | 11.9% | 1.7% | 13.6% | 3.4% | 6.8% | 100% | 2.6 | | |
| female | 2020 | 87 | 19.5% | 26.4% | 17.2% | 8.0% | 19.5% | 8.0% | 1.1% | 100% | 3.1 | 0.129 | 0.016 |
| other | 2017 | 12 | 16.7% | 16.7% | 8.3% | 25.0% | 16.7% | 16.7% | | 100% | | | |
| other | 2020 | 10 | 10.0% | 30.0% | 0.0% | 30.0% | 30.0% | 0.0% | | 100% | | | |

"I believe asking someone to stop reading or typing on a cell phone while driving is likely to upset the other person."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 3.1% | 10.0% | 13.1% | 14.8% | 40.2% | 16.6% | 2.2% | 100% | 4.4 | | |
| male | 2020 | 192 | 3.1% | 13.5% | 14.6% | 20.3% | 31.8% | 15.1% | 1.6% | 100% | 4.2 | 0.111 | 0.006 |
| female | 2017 | 59 | 6.8% | 15.3% | 18.6% | 13.6% | 33.9% | 10.2% | 1.7% | 100% | 3.9 | | |
| female | 2020 | 87 | 4.6% | 9.2% | 20.7% | 16.1% | 46.0% | 2.3% | 1.1% | 100% | 4.0 | 0.630 | 0.002 |
| other | 2017 | 12 | | | 8.3% | 58.3% | 25.0% | 8.3% | | 100% | | | |
| other | 2020 | 9 | | | 22.2% | 22.2% | 44.4% | 11.1% | | 100% | | | |

"I believe asking someone to stop reading or typing on a cell phone while driving protects the other person from potential harm."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 231 | 1.7% | 0.4% | 0.4% | 1.3% | 9.5% | 42.0% | 44.6% | 100% | 6.2 | | |
| male | 2020 | 191 | 1.0% | 0.0% | 1.0% | 3.1% | 6.8% | 37.2% | 50.8% | 100% | 6.3 | 0.393 | 0.002 |
| female | 2017 | 59 | | | 3.4% | 0.0% | 5.1% | 16.9% | 74.6% | 100% | 6.6 | | |
| female | 2020 | 87 | | | 2.3% | 2.3% | 5.7% | 27.6% | 62.1% | 100% | 6.4 | 0.331 | 0.007 |
| other | 2017 | 12 | 8.3% | 8.3% | 0.0% | 16.7% | 16.7% | 16.7% | 33.3% | 100% | | | |
| other | 2020 | 10 | 0.0% | 0.0% | 10.0% | 20.0% | 0.0% | 20.0% | 50.0% | 100% | | | |

"I believe asking someone to stop reading or typing on a cell phone while driving is rude."

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 232 | 31.5% | 39.2% | 15.1% | 5.6% | 4.3% | 2.2% | 2.2% | 100% | 2.3 | | |
| male | 2020 | 193 | 37.3% | 36.3% | 9.8% | 9.8% | 3.6% | 1.6% | 1.6% | 100% | 2.2 | 0.449 | 0.001 |
| female | 2017 | 58 | 60.3% | 32.8% | 1.7% | 0.0% | 3.4% | | 1.7% | 100% | 1.6 | | |
| female | 2020 | 87 | 55.2% | 26.4% | 6.9% | 6.9% | 4.6% | | 0.0% | 100% | 1.8 | 0.321 | 0.007 |
| other | 2017 | 12 | 33.3% | 16.7% | 8.3% | 41.7% | | | | 100% | | | |
| other | 2020 | 10 | 30.0% | 20.0% | 20.0% | 30.0% | | | | 100% | | | |

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -You

| | Year | N | Strongly Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 230 | 0.4% | 0.0% | 1.7% | 2.6% | 25.7% | 69.6% | 100% | 100% | 6.6 | | |
| male | 2020 | 190 | 1.1% | 1.1% | 2.1% | 0.5% | 20.5% | 74.7% | 100% | 100% | 6.6 | 0.972 | 0.000 |
| female | 2017 | 57 | 3.5% | | 0.0% | 5.3% | 12.3% | 78.9% | 100% | 100% | 6.6 | | |
| female | 2020 | 85 | 0.0% | | 1.2% | 3.5% | 18.8% | 76.5% | 100% | 100% | 6.7 | 0.342 | 0.006 |
| other | 2017 | 12 | 8.3% | | 8.3% | 8.3% | 25.0% | 50.0% | 100% | 100% | | | |
| other | 2020 | 9 | 0.0% | | 11.1% | 0.0% | 11.1% | 77.8% | 100% | 100% | | | |

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -Your supervisor

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 0.4% | | 0.4% | 0.9% | 1.7% | 17.5% | 79.0% | 100% | 6.7 | | |
| male | 2020 | 190 | 1.1% | | 1.1% | 1.6% | 0.5% | 15.3% | 80.5% | 100% | 6.7 | 0.635 | 0.001 |
| female | 2017 | 58 | 3.4% | | | 0.0% | 1.7% | 12.1% | 82.8% | 100% | 6.6 | | |
| female | 2020 | 85 | 0.0% | | | 1.2% | 1.2% | 10.6% | 87.1% | 100% | 6.8 | 0.160 | 0.014 |
| other | 2017 | 12 | | 8.3% | | 8.3% | | 25.0% | 58.3% | 100% | | | |
| other | 2020 | 9 | | 0.0% | | 11.1% | | 11.1% | 77.8% | 100% | | | |

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -Most of your coworkers

| | Year | N | Strongly Disagree | Disagree | Somewhat Disagree | Neither Agree nor Disagree | Somewhat Agree | Agree | Strongly Agree | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 228 | 0.4% | 0.0% | 0.4% | 4.4% | 4.8% | 30.7% | 59.2% | 100% | 6.4 | | |
| male | 2020 | 190 | 1.1% | 0.5% | 1.1% | 2.6% | 2.1% | 26.8% | 65.8% | 100% | 6.5 | 0.532 | 0.001 |
| female | 2017 | 58 | 3.4% | | | 0.0% | 5.2% | 25.9% | 65.5% | 100% | 6.4 | | |
| female | 2020 | 84 | 0.0% | | | 1.2% | 2.4% | 29.8% | 66.7% | 100% | 6.6 | 0.216 | 0.011 |
| other | 2017 | 12 | | 8.3% | | 8.3% | 0.0% | 33.3% | 50.0% | 100% | | | |
| other | 2020 | 9 | | 0.0% | | 11.1% | 11.1% | 11.1% | 66.7% | 100% | | | |

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -You

| | Year | N | Strongly Disapprove | Disapprove | Somewhat Disapprove | Neither Approve nor Disapprove | Somewhat Approve | Approve | Strongly Approve | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 6.1% | 0.9% | 0.4% | 3.1% | 3.5% | 29.7% | 56.3% | 100% | 6.1 | | |
| male | 2020 | 190 | 8.9% | 1.1% | 1.6% | 2.1% | 1.6% | 29.5% | 55.3% | 100% | 6.0 | 0.342 | 0.002 |
| female | 2017 | 58 | 0.0% | | 1.7% | 0.0% | 1.7% | 22.4% | 74.1% | 100% | 6.7 | | |
| female | 2020 | 84 | 8.3% | | 0.0% | 1.2% | 4.8% | 21.4% | 64.3% | 100% | 6.2 | 0.028 | 0.034 |
| other | 2017 | 12 | 0.0% | | 8.3% | 8.3% | | 25.0% | 58.3% | 100% | | | |
| other | 2020 | 9 | 11.1% | | 0.0% | 11.1% | | 22.2% | 55.6% | 100% | | | |

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -Your supervisor

| | Year | N | Strongly Disapprove | Disapprove | Somewhat Disapprove | Neither Approve nor Disapprove | Somewhat Approve | Approve | Strongly Approve | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 228 | 6.6% | 0.9% | 0.0% | 2.2% | 5.7% | 22.8% | 61.8% | 100% | 6.2 | | |
| male | 2020 | 190 | 9.5% | 1.1% | 0.5% | 2.6% | 0.5% | 25.3% | 60.5% | 100% | 6.0 | 0.410 | 0.002 |
| female | 2017 | 57 | 0.0% | | | 0.0% | 0.0% | 15.8% | 84.2% | 100% | 6.8 | | |
| female | 2020 | 83 | 8.4% | | | 2.4% | 1.2% | 13.3% | 74.7% | 100% | 6.3 | 0.013 | 0.043 |
| other | 2017 | 11 | 9.1% | | | 9.1% | | 27.3% | 54.5% | 100% | | | |
| other | 2020 | 9 | 11.1% | | | 11.1% | | 11.1% | 66.7% | 100% | | | |

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -Most of your coworkers

| | Year | N | Strongly Disapprove | Disapprove | Somewhat Disapprove | Neither Approve nor Disapprove | Somewhat Approve | Approve | Strongly Approve | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 5.2% | 2.2% | 0.4% | 5.2% | 9.6% | 33.6% | 43.7% | 100% | 5.9 | | |
| male | 2020 | 190 | 7.9% | 2.1% | 1.1% | 3.2% | 7.4% | 30.5% | 47.9% | 100% | 5.8 | 0.797 | 0.000 |
| female | 2017 | 57 | 0.0% | 0.0% | 1.8% | 0.0% | 8.8% | 24.6% | 64.9% | 100% | 6.5 | | |
| female | 2020 | 83 | 4.8% | 3.6% | 0.0% | 3.6% | 14.5% | 21.7% | 51.8% | 100% | 5.9 | 0.012 | 0.045 |
| other | 2017 | 12 | 0.0% | | 8.3% | 25.0% | | 33.3% | 33.3% | 100% | | | |
| other | 2020 | 9 | 11.1% | | 0.0% | 11.1% | | 44.4% | 33.3% | 100% | | | |

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -You

| | Year | N | Not at All Support (1) | (2) | Moderately Support (4) | (5) | (6) | Strongly Support (7) | | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 229 | 0.0% | 0.4% | 0.9% | 7.0% | 19.7% | 72.1% | 100% | 100% | 6.6 | | |
| male | 2020 | 190 | 1.6% | 0.5% | 2.1% | 1.6% | 16.3% | 77.9% | 100% | 100% | 6.6 | 0.949 | 0.000 |
| female | 2017 | 58 | 0.0% | | 0.0% | 1.7% | 8.6% | 89.7% | 100% | 100% | 6.9 | | |
| female | 2020 | 85 | 2.4% | | 1.2% | 3.5% | 7.1% | 85.9% | 100% | 100% | 6.7 | 0.169 | 0.013 |
| other | 2017 | 12 | 0.0% | | 8.3% | | 25.0% | 66.7% | 100% | 100% | | | |
| other | 2020 | 9 | 11.1% | | 0.0% | | 11.1% | 77.8% | 100% | 100% | | | |

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Most of your coworkers

| | Year | N | Not at All Support (1) | (2) | (3) | Moderately Support (4) | (5) | (6) | Strongly Support (7) | Total | Mean | Sig | η2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| male | 2017 | 228 | 0.0% | 0.4% | 0.0% | 6.1% | 9.6% | 29.4% | 54.4% | 100% | 6.3 | | |
| male | 2020 | 190 | 1.6% | 0.0% | 0.5% | 1.1% | 0.5% | 12.1% | 84.2% | 100% | 6.7 | 0.000 | 0.048 |
| female | 2017 | 58 | 0.0% | | | 1.7% | 3.4% | 20.7% | 74.1% | 100% | 6.7 | | |
| female | 2020 | 85 | 2.4% | | | 2.4% | 1.2% | 5.9% | 88.2% | 100% | 6.7 | 0.828 | 0.000 |
| other | 2017 | 12 | 0.0% | | | 16.7% | 8.3% | 33.3% | 41.7% | 100% | | | |
| other | 2020 | 9 | 11.1% | | | 0.0% | 0.0% | 0.0% | 88.9% | 100% | | | |

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Your supervisor

| | | | Not at All Support | | | Moderately Support | | | Strongly Support | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 226 | 0.0% | 0.4% | 0.0% | 0.4% | 3.5% | 18.6% | 77.0% | 100% | 6.7 | | |
| male | 2020 | 188 | 1.6% | 0.0% | 0.5% | 4.8% | 4.3% | 22.3% | 66.5% | 100% | 6.4 | 0.001 | 0.025 |
| female | 2017 | 58 | 0.0% | | | 0.0% | 0.0% | 8.6% | 91.4% | 100% | 6.9 | | |
| female | 2020 | 85 | 2.4% | | | 3.5% | 10.6% | 16.5% | 67.1% | 100% | 6.4 | 0.001 | 0.076 |
| other | 2017 | 11 | 0.0% | | | | | 27.3% | 72.7% | 100% | | | |
| other | 2020 | 9 | 11.1% | | | | | 33.3% | 55.6% | 100% | | | |

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A family member or close friend

| | | | Not at All Comfortable | | | Moderately Comfortable | | | Extremely Comfortable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 230 | 0.4% | 0.4% | 0.9% | 7.4% | 5.2% | 22.2% | 63.5% | 100% | 6.4 | | |
| male | 2020 | 189 | 0.0% | 0.0% | 0.5% | 4.8% | 6.3% | 16.4% | 72.0% | 100% | 6.5 | 0.066 | 0.008 |
| female | 2017 | 59 | | | | 3.4% | 1.7% | 8.5% | 86.4% | 100% | 6.8 | | |
| female | 2020 | 86 | | | | 2.3% | 2.3% | 10.5% | 84.9% | 100% | 6.8 | 0.996 | 0.000 |
| other | 2017 | 12 | 8.3% | | 0.0% | | 8.3% | 8.3% | 75.0% | 100% | | | |
| other | 2020 | 8 | 0.0% | | 12.5% | | 12.5% | 12.5% | 62.5% | 100% | | | |

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A coworker (while at work)

| | | | Not at All Comfortable | | | Moderately Comfortable | | | Extremely Comfortable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 228 | 0.4% | 1.8% | 1.3% | 7.0% | 11.0% | 28.5% | 50.0% | 100% | 6.1 | | |
| male | 2020 | 190 | 0.0% | 1.1% | 0.0% | 8.9% | 5.8% | 27.9% | 56.3% | 100% | 6.3 | 0.131 | 0.005 |
| female | 2017 | 59 | 3.4% | 1.7% | 0.0% | 3.4% | 5.1% | 18.6% | 67.8% | 100% | 6.3 | | |
| female | 2020 | 86 | 1.2% | 0.0% | 2.3% | 11.6% | 10.5% | 16.3% | 58.1% | 100% | 6.1 | 0.360 | 0.006 |
| other | 2017 | 12 | 8.3% | | | 16.7% | 8.3% | 8.3% | 58.3% | 100% | | | |
| other | 2020 | 8 | 0.0% | | | 12.5% | 12.5% | 12.5% | 62.5% | 100% | | | |

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A stranger

| | | | Not at All Comfortable | | | Moderately Comfortable | | | Extremely Comfortable | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 229 | 4.8% | 8.3% | 8.3% | 22.3% | 17.0% | 18.3% | 21.0% | 100% | 4.8 | | |
| male | 2020 | 190 | 4.7% | 8.4% | 6.8% | 20.5% | 18.4% | 15.3% | 25.8% | 100% | 4.9 | 0.521 | 0.001 |
| female | 2017 | 58 | 5.2% | 8.6% | 6.9% | 19.0% | 8.6% | 19.0% | 32.8% | 100% | 5.1 | | |
| female | 2020 | 86 | 8.1% | 9.3% | 12.8% | 20.9% | 9.3% | 15.1% | 24.4% | 100% | 4.6 | 0.146 | 0.015 |
| other | 2017 | 12 | 33.3% | | 0.0% | 8.3% | 16.7% | 8.3% | 33.3% | 100% | | | |
| other | 2020 | 8 | 12.5% | | 25.0% | 12.5% | 25.0% | 0.0% | 25.0% | 100% | | | |

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A family member or close friend

| | | | Not at All Confident | | | Moderately Confident | | | Extremely Confident | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 231 | 0.4% | 0.4% | 1.7% | 4.3% | 7.8% | 18.6% | 66.7% | 100% | 6.4 | | |
| male | 2020 | 190 | 0.0% | 0.0% | 1.1% | 3.7% | 4.2% | 17.9% | 73.2% | 100% | 6.6 | 0.064 | 0.008 |
| female | 2017 | 59 | | | 0.0% | 1.7% | 1.7% | 13.6% | 83.1% | 100% | 6.8 | | |
| female | 2020 | 86 | | | 1.2% | 4.7% | 0.0% | 10.5% | 83.7% | 100% | 6.7 | 0.558 | 0.002 |
| other | 2017 | 12 | | | | 8.3% | 8.3% | | 83.3% | 100% | | | |
| other | 2020 | 8 | | | | 0.0% | 37.5% | | 62.5% | 100% | | | |

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A coworker (while at work)

| | | | Not at All Confident | | | Moderately Confident | | | Extremely Confident | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 230 | | 1.3% | 1.3% | 5.7% | 10.0% | 27.0% | 54.8% | 100% | 6.2 | | |
| male | 2020 | 189 | | 0.5% | 1.1% | 7.9% | 3.7% | 23.3% | 63.5% | 100% | 6.4 | 0.165 | 0.005 |
| female | 2017 | 59 | 1.7% | | 1.7% | 3.4% | 6.8% | 20.3% | 66.1% | 100% | 6.4 | | |
| female | 2020 | 86 | 1.2% | | 0.0% | 12.8% | 9.3% | 17.4% | 59.3% | 100% | 6.2 | 0.311 | 0.007 |
| other | 2017 | 12 | | | | 16.7% | 8.3% | 16.7% | 58.3% | 100% | | | |
| other | 2020 | 8 | | | | 12.5% | 12.5% | 25.0% | 50.0% | 100% | | | |

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A stranger

| | | | Not at All Confident | | | Moderately Confident | | | Extremely Confident | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Year | N | (1) | (2) | (3) | (4) | (5) | (6) | (7) | Total | Mean | Sig | η2 |
| male | 2017 | 230 | 4.8% | 7.4% | 7.4% | 19.6% | 17.0% | 17.8% | 26.1% | 100% | 4.9 | | |
| male | 2020 | 190 | 5.8% | 6.3% | 3.7% | 20.5% | 12.6% | 22.1% | 28.9% | 100% | 5.1 | 0.372 | 0.002 |
| female | 2017 | 59 | 1.7% | 13.6% | 5.1% | 18.6% | 15.3% | 13.6% | 32.2% | 100% | 5.0 | | |
| female | 2020 | 86 | 5.8% | 10.5% | 9.3% | 22.1% | 11.6% | 15.1% | 25.6% | 100% | 4.7 | 0.332 | 0.007 |
| other | 2017 | 12 | 16.7% | | 0.0% | 16.7% | 16.7% | 8.3% | 41.7% | 100% | | | |
| other | 2020 | 8 | 12.5% | | 12.5% | 12.5% | 25.0% | 12.5% | 25.0% | 100% | | | |

How would you describe your position?

| | Year | N | non-management employee | management (first-level, middle, senior) | |
|---|---|---|---|---|---|
| male | 2017 | 232 | 71.6% | 28.4% | 100% |
| male | 2020 | 193 | 77.2% | 22.8% | 100% |
| female | 2017 | 59 | 88.1% | 11.9% | 100% |
| female | 2020 | 87 | 82.8% | 17.2% | 100% |
| other | 2017 | 11 | 100% | 0.0% | 100% |
| other | 2020 | 8 | 87.5% | 12.5% | 100% |