



GOVERNOR'S HIGHWAY SAFETY OFFICE

STATE OF TENNESSEE

FEDERAL FISCAL YEAR
2006 ANNUAL REPORT

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DECEMBER 31, 2006

TENNESSEE STATE GOVERNMENT

DEPARTMENT OF TRANSPORTATION



HIGHWAY SAFETY PERFORMANCE PLAN ANNUAL REPORT FEDERAL FISCAL YEAR 2006

"Our mission is to develop, execute, and evaluate programs to reduce the number of fatalities, injuries, and related economic losses resulting from traffic crashes on Tennessee roadways."

Governor's Highway Safety Office

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Executive Summary

As the FFY 2006 Highway Safety Performance Plan was being planned and subsequently implemented, providing the most effective and safest highway facilities was of the critical importance. The State of Tennessee strived during the FFY 2006 to enhance its safety programs (education, enforcements, and emergency management services) to ensure highway safety.

While funding levels in the basic 402 programs generally remain constant, this uncertainty in the funding levels for specialized program areas required the Tennessee Governor's Highway Safety Office (GHSO) to maintain a conservative budget approach throughout the year. Also, some projects (such as Motorcycle, Pedestrian and Bicycle) included in the 2006 Highway Safety Performance Plan were not funded at all or significantly reduced in scope due to these funding challenges.

Considering the high population growth rate in Tennessee, including minority populations, we implemented projects both in rural and urban centers throughout this very diverse state.

The program areas the Tennessee GHSO focused on included:

- Occupant Protection
- Impaired Driving
- Police Traffic Services
- Traffic Records
- Safe Communities

In FFY 2006, the GHSO awarded \$27.6 million in grants to 117 agencies for proven, result-driven programs and projects in the areas of alcohol and other drugs, occupant protection, traffic records, police traffic services, and safe communities. These funds also provided resources for state and local law enforcement to substantially strengthen their enforcement and educational programs.

While funding level concerns certainly had a significant impact on Tennessee's Highway Safety Program in FFY2006, the program was very successful with Tennessee continued to reduce the highway fatalities with the lowest portion of fatal crashes that are alcohol related, and a high observed seat belt use rate of 78.57%.

Introduction

The Tennessee Highway Safety Office is pleased to present the Annual Report on our activities for Federal Fiscal Year (FFY) 2006. The Mission Statement in our FFY 2006 Highway Safety Performance Plan served as the keystone for our highway safety planning efforts, and assisted us to establish the following goal and objectives:

Goal: Reduce the number of highway fatalities, injuries and non-injury crashes by 10% from 1287 fatalities, 1,143 fatal crashes, 138,493 non-fatal crashes, and 51,259 injury crashes in 2004 by the year 2010.

We developed the following principles to carry out the highway safety functions.

- Improve the traffic safety environment in the local Tennessee communities.
- Promote highway safety programs throughout the year, especially during summer and long-weekend periods.
- Provide information and education to various Tennessee state organizations engaged in highway safety.
- Coordinate Traffic Records Coordinating Committee for improving vehicle crash data collection.
- Encourage staff members to engage in a personal development plan.

Based on the above goal we had developed objectives for the various program emphasis areas of the Highway Safety Performance Plan. These objectives helped the program management team in developing performance measures and related action plans, and subsequently the FFY 2006 TN Highway Safety Performance Plan.

In preparing this Annual Report for the National Highway Traffic Safety Administration, we have endeavored to measure our progress against our stated performance goals and action plans. The Annual Report is also the forum where we showcase the projects and the accomplishments of our safety partners. We have listed some of the highlighted projects and their accomplishments in this report of our success.

As the Director of Governor's Highway safety Office, I am very proud of the accomplishments of our office and all of the grantees across Tennessee who worked so tirelessly to prevent injuries and save lives.

Kendell Poole, Director
Governor's Highway Safety Office
Tennessee State

December 15, 2006

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PLANNING & ADMINISTRATION

Program Goal:

- To administer the state and Community Highway Safety Grant Program and other state and federal-funded highway safety programs;
- To plan for coordinated highway safety activities so as to use strategic resources most effectively to decrease traffic crashes, deaths and injuries in Tennessee.

Performance Objective Measures:

1. To produce required plans and documentation.
2. To deliver programs that is effective in changing knowledge, attitude and behavior and in reducing crashes, injuries and deaths.
3. To coordinate transportation safety, public safety and injury control programs for the Department of Transportation and for the state of Tennessee.
4. To incorporate a competitive grant online application process into the development and implementation of a portion of the FFY 2006 Highway Safety Performance Plan.

Action Taken:

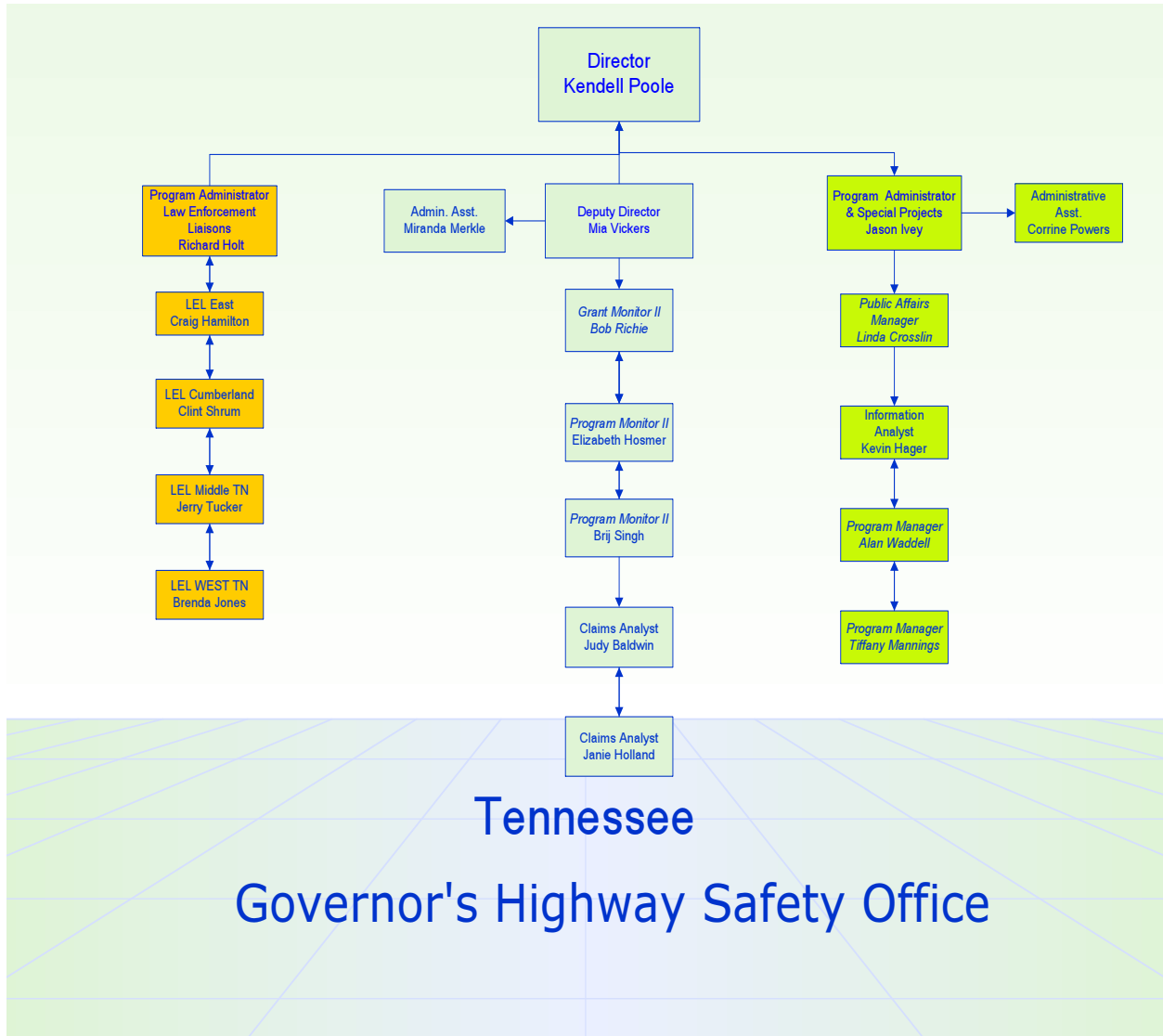
Grant Number	Grantee	Funding Source	Grant Amount
PA-06-01	GHSO	402	\$420,000.00
K4-06-01	GHSO	406	\$736,305.60

Using the national goal for 2008 as a basis for the problem identification process, for FFY 2006, the GHSO conducted an in-depth analysis of traffic crash data to identify and prioritize traffic safety problems and to target programs for reducing traffic crashes and fatalities. The GHSO focused the majority of its grants funding on these areas that have been identified as locations where the programs may have the most impact on a statewide level.

The GHSO had some major changes in the organization. A new GHSO Director came in January 2006. Two new program monitors were recruited during the FFY 2006. A new Program Administrator was hired to manage the programs for the GHSO. Also, a new program manager was recruited to address Child Passenger Safety and diversity program issues.

Tennessee GHSO has established a Law Enforcement Liaison Program consists of a supervisor and four Law Enforcement Liaisons (LELs). They are responsible for maintaining an effective networking program among law enforcement agencies within their assigned regions. The LELs focus on:

- Increasing local law enforcement agencies' awareness of and participation in both national and state enforcement campaigns and initiatives.
- Increasing local law enforcement agencies understanding of traffic safety grant programs and resources available.



The GHSO initiated the Traffic Records Coordinating Committee to address the findings of the Traffic Records Assessment Study that was conducted by NHTSA. A program manager was assigned to coordinate for this task.

The GHSO staff members have continued their professional development through active participation in NHTSA and other opportunities to enhance their skills and knowledge on changing highway traffic safety program strategies.

The GHSO recognizes that achievement of quantified goals is dependent not only on the work of GHSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety.

The GHSO used the online grant application process and followed the process from the Request for Proposal to the grant evaluation of the grant applicants and then awarded the grants based on a competitive basis. The following is the list of local agencies receiving the competitive grants:

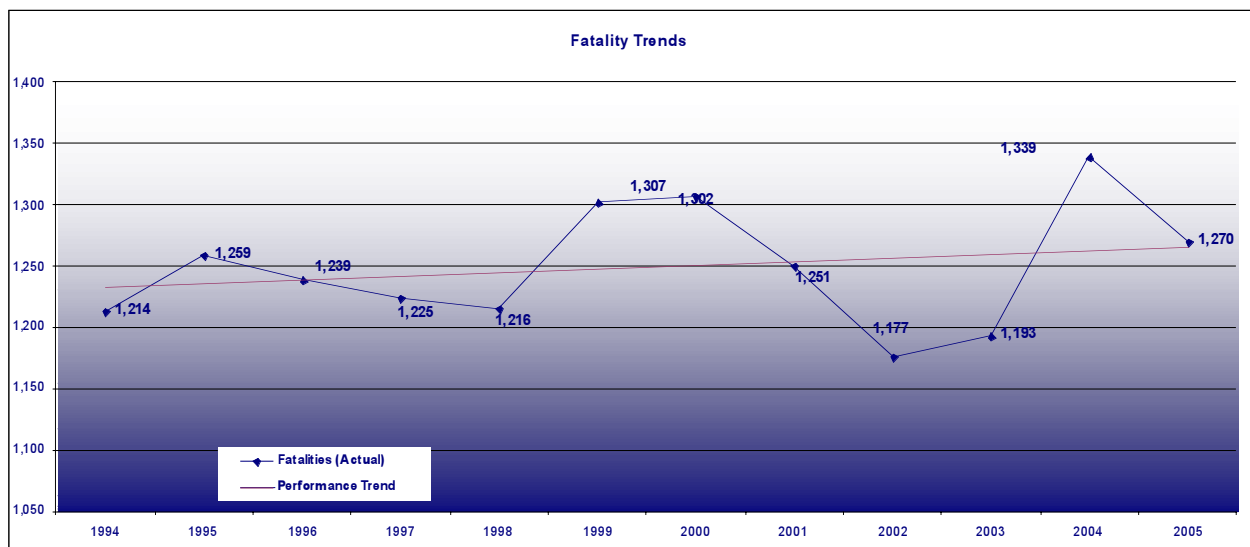
Governor's Highway Safety Office 2006 Grants

County	Grant Type	Total	County	Grant Type	Total	County	Grant Type	Total
Blount	AL	3	Haywood	PT	1			
	PT	1	Haywood Total		1	Shelby	AL	3
Blount Total		4					OP	2
			Jackson	PT	1		PM	1
Bradley	AL	1	Jackson Total		1		PT	3
Bradley Total		1					SB	1
			Knox	AL	1	Shelby Total		10
Cheatham	AL	1		PM	1			
Cheatham Total		1		PT	1	Statewide	AL	8
			Knox Total		3		OP	4
Anderson	PT	1					PA	1
Anderson Total		1	Lawrence	AL	1		PM	1
				PT	1		PT	7
Davidson	AL	5	Lawrence Total		2		RS	1
	OP	5					SA	3
	PT	2	Lincoln	AL	1		TR	5
Davidson Total		12	Lincoln Total		1	Statewide Total		30
DeKalb	PT	1	Loudon	AL	2	Sullivan	AL	1
DeKalb Total		1	Loudon Total		2		OP	2
							PT	2
Dickson	AL	1	Madison	AL	1		TR	1
Dickson Total		1		PT	1	Sullivan Total		6
				RS	1			
Dyer	PT	1	Madison Total		3	Sumner	PT	1
Dyer Total		1				Sumner Total		1
			McMinn	AL	1			
Franklin	AL	1		PT	1	Tipton	AL	1
	EM	1	McMinn Total		2	Tipton Total		1
	OP	1						
	PT	1	McNairy	AL	1	Trousdale	AL	1
Franklin Total		4	McNairy Total		1	Trousdale Total		1
Hamblen	SA	1	Montgomery	AL	2	Washington	AL	2
Hamblen Total		1		PT	2		PT	1
			Montgomery Total		4	Washington Total		3
Hamilton	AL	3						
	PT	1	Putnam	AL	1	Weakley	AL	1
Hamilton Total		4	Putnam Total		1		PT	2
						Weakley Total		3
Hardin	PT	1	Rhea	PT	1			
Hardin Total		1	Rhea Total		1	Williamson	AL	1
							PT	1
Hawkins	OP	1	Scott	AL	1	Williamson Total		2
	PT	1	Scott Total		1			
Hawkins Total		2				Wilson	SA	1
			Sevier	AL	1	Wilson Total		1
				PT	1			
			Sevier Total		2	Grand Total		117

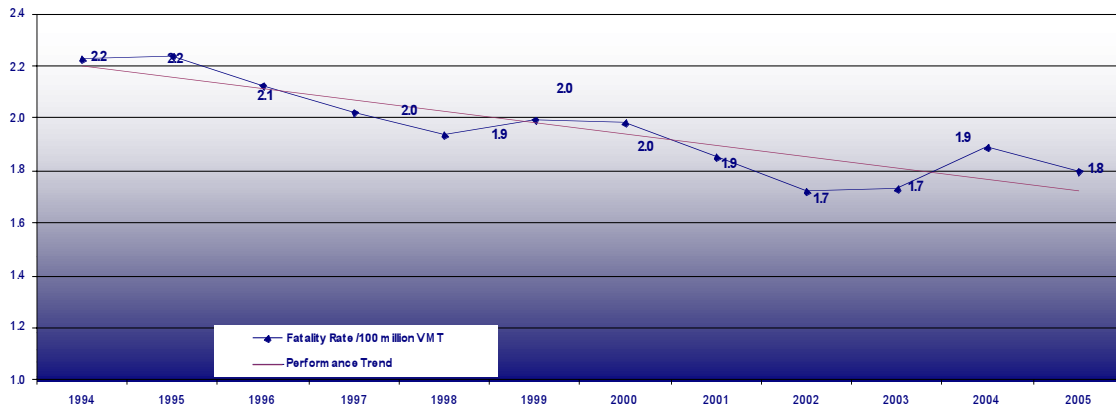
Highlights of Accomplishments:

- According to a statewide observational safety belt use survey in July 2006, Tennessee reached a historical high in safety belt usage of 78.57 percent, up from 74.42 percent observed in 2005.
- Fatality rate is 1.8 based on 1270 Fatality (preliminary) for year 2005. It was 1.89 in 2004.
- The Governor's Highway Safety Office (GHSO) sponsored a statewide Tennessee Lifesavers Conference on July 26-27, 2006 which addressed a wide range of highway safety topics and offered the latest information on advanced technology applications and emerging strategies in highway safety countermeasures and highlighted successful programs. Over 200 highway safety partners participated in the conference.
- In FFY 2006, GHSO developed and utilized TennGrants.org website for competitive grants application submittal, review, claims submittal, grant progress reports submittal, and grant monitoring and evaluation.
- One of our Grantees, Meharry - State Farm Alliance, received Peter K. O'Rourke Special Achievement Award from Governors Highway Safety Association.
- In FFY 2006, Chandler Ehrlich, the full-service advertising and marketing firm, won a prestigious Telly Award for "Catapult", a television commercial developed for the Tennessee Governor's Highway Safety Office.
- The Law Enforcement Liaisons (LELs) were instrumental in increasing participation in the statewide traffic safety campaigns and recruiting new agencies in areas where there were no task forces on safety. They attended numerous safety task force meetings, safe community meetings, and county law enforcement meetings. They were a catalyst for supplying information to local law enforcement agencies about the GHSO and other agencies resources available for them.

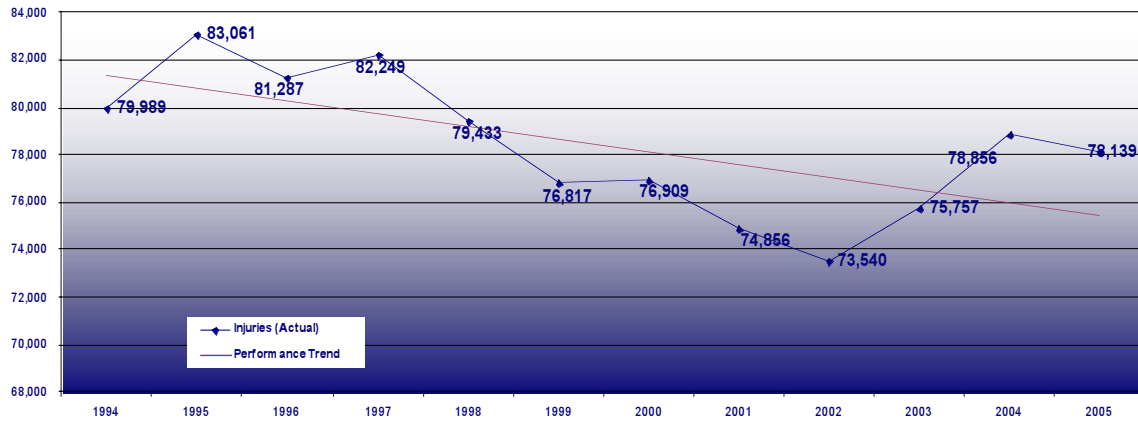
Overall Performance Goals and Trends



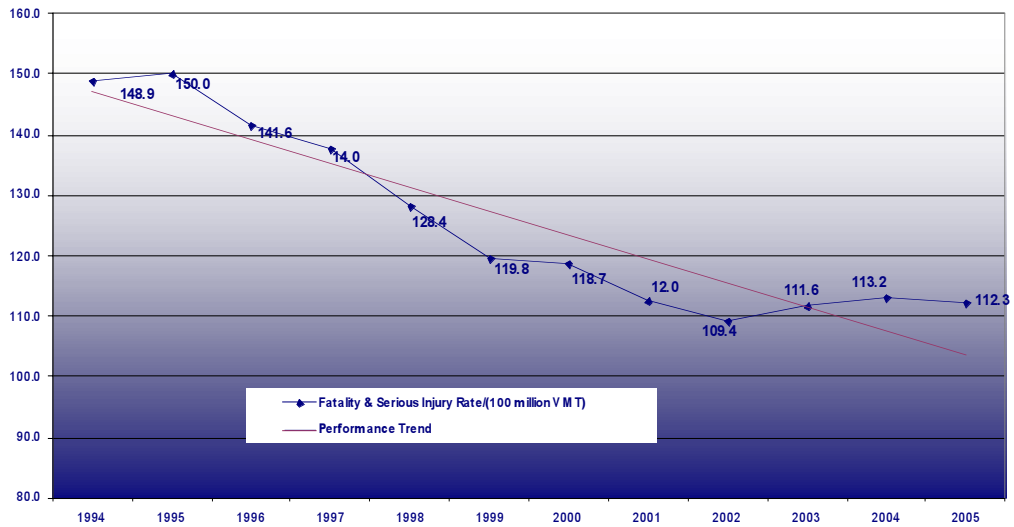
Fatality Rate

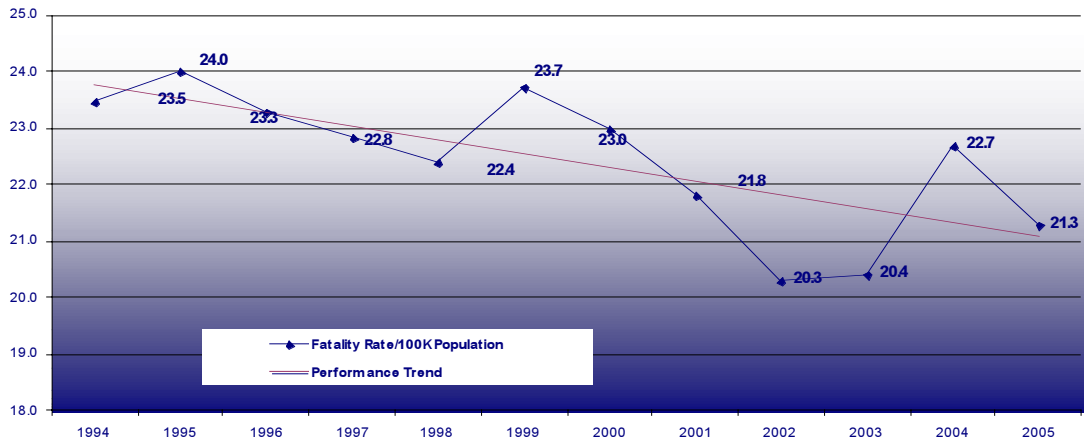


Injury Trends

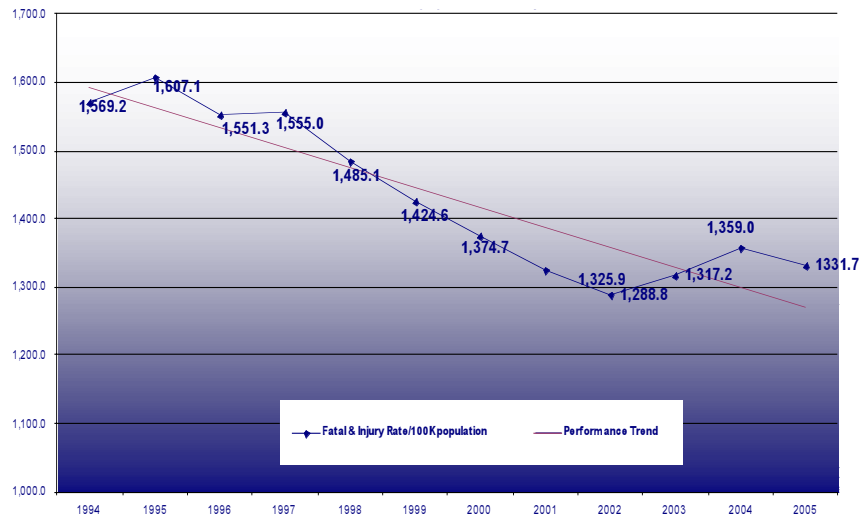


Fatal and Serious Injury Rate per 100M VMT





Fatal and Injury Rate / 100K Population



INJURY CONTROL- OCCUPANT PROTECTION

Program Goals:

1. To increase statewide average safety belt use to 76% from the baseline of 74.42% in 2005.
2. To decrease the number of fatalities due to being unrestrained to 59% from 61.8% in 2003.
3. To reduce child fatalities by 20% with proper use of child passenger safety restraints.

Performance Objective Measures:

1. To increase statewide average safety belt use to 76% by the end of CY 2006.
2. To reduce fatalities ages 16-20 by 5% by CY 2006
3. To increase the usage of restraints by pick-up Truck Drivers to 67% in CY 2006.
4. To reduce fatalities ages 25-34 by 5% in CY 2006.
5. To increase statewide average correct child safety seat use to 35% by the end of CY 2006.

Action Taken:

The primary goal of Tennessee's passenger protection program is to promote and increase the usage of safety belts and the proper usage of child safety systems by vehicle occupants. The Tennessee Child Passenger Safety Center (TCPSC) supports this goal as it plans and implements statewide programs to train, certify and re-certify Child Passenger Safety Technicians, as it assists technicians in carrying out Child Safety Check Points throughout the state, as it interprets collected data to help develop improved educational materials and strategies and as it works through community and commercial agencies to promote the proper use of child restraint systems in all vehicles.

The general goal of Tennessee's Occupant Protection Program is to reach safety belt usage rates at a level that is consistently at or above the national average of 82 percent. Efforts undertaken were designed to increase awareness and adherence to Tennessee's occupant protection laws with a priority given to enforcements and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, and local civic organizations.

Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public Information and education activities were administered through media announcements and support materials. Concentrated safety efforts included "Click it or Ticket" and "Buckle Up in your Truck".

The TCPSC continues to develop its library of educational CPS literature. Copies of items in the library are available to CPS Technicians for distribution in their communities and to people who call the office asking for advice and information. The rationale for this is clear: availability of up-to-date and relevant information is a key factor in working to solve the problem.

Unrestrained Children: Thanks in large part to Tennessee's 2004 Child Passenger Safety Law, check points and Inspection Stations in the state have reported increased awareness of and use of booster seats. The number of booster seats being utilized has decreased our misuse rate because "boosters" are less likely to be installed improperly. The TCPSC's booster seat education program this year has centered on reaching children through pre-school programs.

The Tennessee Child Passenger Safety Center delivered interventions in the four above listed domains, namely: Safety Restraint Misuse, Unrestrained Children, Safety Data Collection and Child Passenger Safety Technician Certification and Re-Certification.

During FFY 2006, the TN GHSO funded three projects dealing specifically with child passenger safety and safety belts. The occupant protection programs implemented by the GHSO included education, enforcement, equipment, and evaluation components. These programs were primarily conducted by partnering organizations that include local health departments, local enforcement agencies, hospitals and clinics, EMS and the fire department personnel, and many of the state's Safety Community programs.

Grant Number	Grantee	Funding Source	Grant Amount
OP-06-04	Meharry Medical College	402	\$268,410.00
Z-06-0273447-00	Meharry Medical College	402	\$187,656.33
IN5-06-11	Univ. of Tenn.	402	\$56,578.53
HN10-06-03	East Tennessee State University	163	\$211,907.97
HN10-06-11	Lemoyne Owen	163	\$98,783.00
OP-06-06	ETSU CPS	402	\$36,432.00
OP-06-03	Children Emergency Care Alliance	402	\$2,000

Highlights of Accomplishments:

One of the key methods used to evaluate the success of the state's Occupant Protection Program is the annual Safety Belt Observational Survey. The survey was conducted in 2006 and showed that 78.57 percent of motor vehicle drivers and front seat passengers wear their safety belts. This demonstrates a 5.57 percent increase from 2005 usage rate.

In terms of Child Passenger Safety program there were 86 agencies available for CPS inspection stations in Tennessee, there were 104 checkpoints reported, 372 booster seats were checked, 86 percent of seats were installed incorrectly, and 1236 child restraint citations were issued.

This year, the Tennessee Child Passenger Safety Center has maintained and augmented its successful program. We currently have 632 active, dedicated CPS Technicians and we have 15 certified instructors across Tennessee. The Center has become an increasingly valuable resource for CPS Technicians in the state who have come to rely on it for advice, direction, educational materials and checkpoint supplies.

In addition, the Center is serving as an educational resource center for a growing number of hospital programs, health department educators and child care workers. In a variety of ways, the Center plays an increasingly vital role in teaching, encouraging and increasing attention to child passenger safety throughout Tennessee.

The Teen Occupancy Protection Program (TOPP) continues to work with high schools in Rutherford and Bradley counties and local law enforcement to educate teen drivers about Tennessee's Graduated Driver License (GDL) Law and to enforce the life saving provisions of GDL, particularly the safety belt provision. Heightened enforcement activity has occurred from October until the end of December 2006. This project will continue into 2007 ending in September.

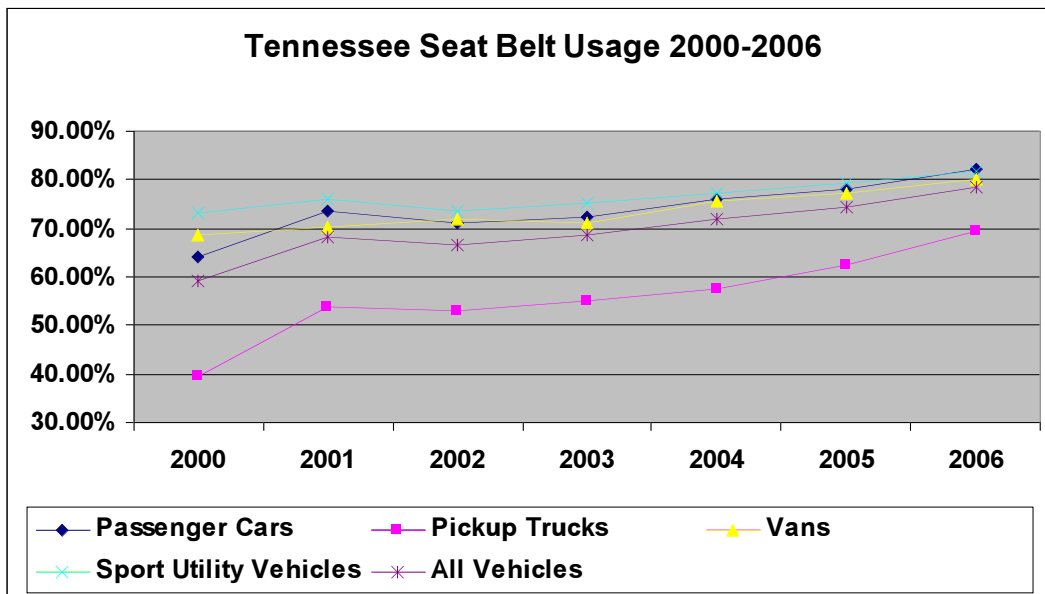
The purpose of the TOPP project is to increase seat belt use among young drivers. Tragically, thousands of teens across the country continue to die in traffic crashes every year, the majority of whom are unbelted (62% in 2004). We hope to change this in Tennessee; by widely publicizing and enforcing the seat belt provision in our GDL law, we aim to increase seat belt use and save lives

Performance Trend Chart:

Safety Belt Use

Tennessee Occupants of Passenger Cars and Light Trucks Killed in Crashes by Restraint Use
1994-2005

Year	Restraint Used		Restraint Not Used		Restraint Use Unknown		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1994	236	23.2	755	74.2	27	2.7	1,018	100.0
1995	256	24.1	770	72.4	38	3.6	1,064	100.0
1996	278	26.5	745	70.9	28	2.7	1,051	100.0
1997	265	26.1	722	71.2	27	2.7	1,014	100.0
1998	269	25.5	741	70.3	44	4.2	1,054	100.0
1999	279	25.3	764	69.3	59	5.4	1,102	100.0
2000	274	25.4	757	70.1	49	4.5	1,080	100.0
2001	297	28.3	702	66.8	52	4.9	1,051	100.0
2002	314	31.9	613	62.2	58	5.9	985	100.0
2003	316	32.7	597	61.8	53	5.5	966	100.0
2004	372	33.5	668	60.1	71	6.4	1,111	100.0
2005	362	35.8	567	56.1	81	8.0	1,010	100.0



**Table 1: Final Summary of 2006 Tennessee Safety Belt Use
Statewide Observational Survey Results**
July 31, 2006

		RAW DATA									
County	No. of Sites	Passenger Cars		Pickups		Vans		Sports Utilities		All Vehicles	
		Total Occupants Observed	% Belt Use	Total Occupants Observed	% Belt Use	Total Occupants Observed	% Belt Use	Total Occupants Observed	% Belt Use	Total Occupants Observed	% Belt Use
Davidson	44	7,072	87.50%	3,155	73.53%	1,629	78.08%	3,175	86.33%	15,031	83.30%
Hamilton	43	4,353	84.36%	2,549	70.22%	1,207	84.92%	2,110	83.18%	10,219	80.65%
Knox	44	4,189	80.19%	2,187	67.49%	1,008	80.95%	1,917	81.06%	9,301	77.46%
Shelby	44	5,538	85.79%	2,416	75.29%	1,143	80.31%	2,473	86.01%	11,570	83.10%
Anderson	22	704	69.03%	388	61.34%	161	67.70%	391	67.77%	1,644	68.79%
Bradley	21	1,455	82.75%	859	64.35%	354	75.69%	554	77.26%	3,222	78.16%
Gibson	22	1,053	76.07%	888	64.64%	271	71.22%	497	74.65%	2,709	71.58%
Greene	20	685	77.37%	327	80.12%	169	81.07%	409	81.17%	1,590	79.31%
Hawkins	22	467	80.30%	254	75.98%	112	91.96%	277	85.56%	1,110	81.80%
Madison	22	2,256	77.48%	1,258	66.53%	509	78.19%	938	79.74%	4,961	75.21%
Obion	22	1,113	75.83%	872	63.76%	260	76.15%	474	82.28%	2,719	73.12%
Putnam	22	1,476	84.69%	938	70.79%	285	88.07%	622	84.57%	3,321	81.03%
Rutherford	20	1,155	85.54%	623	73.84%	258	86.05%	549	87.80%	2,585	83.25%
Sullivan	22	940	76.64%	574	70.56%	261	79.69%	579	80.31%	2,354	76.00%
Sumner	22	1,430	83.36%	967	70.42%	321	81.31%	742	85.58%	3,460	80.03%
Williamson	21	1,884	82.48%	1,105	66.61%	553	84.09%	1,007	81.93%	4,549	78.70%
Statewide Totals	433	35,770	82.90%	19,380	70.08%	8,501	80.52%	16,714	83.05%	80,345	79.59%

Year	Motorcycle Rider Deaths 2002-2005			
	Total	Helmeted	Unhelmeted	Unknown
2005	129	107	20	2
2004	97	84	13	0
2003	90	75	15	0
2002	75	60	13	2

Child Passenger Seat Observational Survey (2006)

Description of Data Sample

Rates of child passengers were stratified by age group (i.e. <1, 1-4, 4+). There were high rates of (<1) child passengers in Memphis (73.21%) and Nashville (63.83%). (1-4) Child passengers had a rate of 24.15% in Memphis and 32.15% in Nashville. (4+) Child passengers had a rate of 2.61% in Memphis and 4.02% in Nashville. The majority of child passengers observed were of the (<1) age group.

Child passengers by race and by city

Majority of the observed child passengers were Black. Black child passengers had a rate of 53.51% in Nashville and 52.28% in Memphis. While, White child passengers consisted of 36.19% in Nashville and 37.53% in Memphis. "Other" child passengers had a rate of 10.30% in Nashville and 10.19% in Memphis.

Child passengers by gender

Majority of the child passengers were the male gender in Nashville (73.81%) and Memphis (76.00%). Females represented 5.71% in Nashville and 5.82% in Memphis. "Unknown" child passengers had a rate of 20.48% in Nashville and 18.18% in Memphis.

Driver by race

Majority of the drivers are Black in all observed Head Start centers. Black drivers had a rate of 78.33% in Nashville and 93.44% in Memphis. White drivers had a rate of 8.67% in Nashville and 3.41% in Memphis. Other drivers had a rate of 9.91% in Nashville and 3.15% in Memphis.

Driver by gender

Male drivers had a rate of 70.68% in Nashville and 64.75% in Memphis. Female drivers had a rate of 24.69% in Nashville and 34.46% in Memphis. "Unknown" drivers had a rate of 4.63% in Nashville and 0.78% rate in Memphis.

Car seat Use

Results concluded that car seat restraint rate was highest among the (<1) child passengers for both Nashville (63.83%) and Memphis (77.75%). The (1-4) child passengers had a restraint rate of 32.15% for Nashville and 20.42% for Memphis. (4+) child passengers had the lowest rate for each city. Nashville had 4.02% restraint rate while Memphis had a 1.83% restraint rate.

The front seat location had high rates of restraint for child passengers (<1) and with no car seat (98.62%) in Nashville and Memphis (99.42%). Child passengers (<1) in the backseat location, backward position had a rate of 50% in Nashville. Child passengers (1-4) in the backseat location, forward position had rates of 55% for Memphis and 46.34% for Nashville. Child passengers (4+) with no car seat, backseat location had a rate of 87.50%.

The child passenger/restraint rate identifies observed vehicles with a single child passenger. Majority of the restrained child passengers were present in Cars and SUVs in both Nashville (69.71%) and Memphis (79.92%).

Driver and single child passenger restraint rate was higher in Memphis (40.31%, driver; 53.40%, child passenger) than Nashville (30.25%, driver; 37.17%, child passenger).

Driver and single passenger restraint rate was highest in Nashville (69.14%; driver, 53.40%; child passenger). Memphis had rates of 59.69% for drivers and 37.17% for child passengers.

An aggregate rate 47.78% of Black child passengers was restrained compared to 96.07% aggregate restraint rate of White child passengers, and 94.37% aggregate restraint rate of "Other" Passengers.

ALCOHOL & OTHER DRUGS COUNTERMEASURES

Program Goal: To decrease the number of alcohol- and drug-related motor vehicle crashes to 35% in CY 2006 from the baseline of 41% in 2000.

Performance Objective Measures:

1. To decrease the number of alcohol related fatalities to 35% in CY 2006.
2. To decrease the number of alcohol or drug-related crashes by 5%.
3. To decrease the number of driver fatalities with BACs of .08 or greater to 245 by the end of 2006.
4. To provide the Booz It and Lose It Message statement statewide reaching 50% of our target audience in 2006.
5. To train 500 traffic enforcement officers in SFST, 50 officers in mobile video camera technology, 25 officers as DREs, and to expand Judges and Prosecutor Training to 100 by September 2006.

Action Taken:

- Executed year round impaired driving enforcement
- Provided special enforcement emphasis during national enforcement campaign periods
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Continued training of law enforcement on DUI laws
- Offered judicial training for judges
- Funded roadside safety checkpoints
- Funded DUI data tracking system called DUI Tracker. One of many components is that of tracking and identifying high repeat offender locations
- Funded 18 or 31 Judicial Districts with a Specialized DUI prosecutor
- Assisted with formation and oversight of the Governor's DUI Task Force

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
154AL-06-24	Administrative Office of the Courts	154	\$87,813.20	General Sessions Court Judges Training
J8-06-04	Tennessee District Attorneys General Conference	410	\$286,451.64	DUI Specialized Training/TN Traffic Safety Resource Prosecutor
154AL-06-01	Tennessee District Attorney General – First District	154	\$111,574.99	DUI Special Prosecutor (There are 18 grants total with this type of focus.)
154AL-06-03/PT-06-15	Metro Nashville Police Department	154/402	\$800,076.37	Highway Safety Initiative
AL-06-01	Blount County Sheriff's Department	402	\$169,838.09	DUI and Aggressive Driving
HN-10-06-17	Rhea County Sheriff's Department	163	\$63,735.21	Comprehensive Traffic Saturation

Highlights of Accomplishments:

Administrative Office of the Courts

- The purpose of this training was to increase the judges' awareness of the broad impact their decisions have on impaired driving in Tennessee, which in turn supported the GHSO Performance Plan goals of changing dangerous driving behaviors and facilitating the implementation of more effective programs to improve highway safety. The training programs educated the judges on issues such as Tennessee law, policies, police technology and expert evidence issues. There were a total of nine trainings conducted throughout the course of the year reaching over four hundred judges in attendance.

Tennessee District Attorneys General Conference – TSRP

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Tennessee District Attorneys General – Specialized DUI Prosecutors – First District (This is a sampling of one of a total of 18 grants of which there are very similar results)

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- DUI Prosecutor has become more involved with local organizations in the development of programs geared toward substance abuse prevention and treatment
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Metropolitan Nashville Police Department

- 756 physical misdemeanor arrests (exceeded goal of 400)
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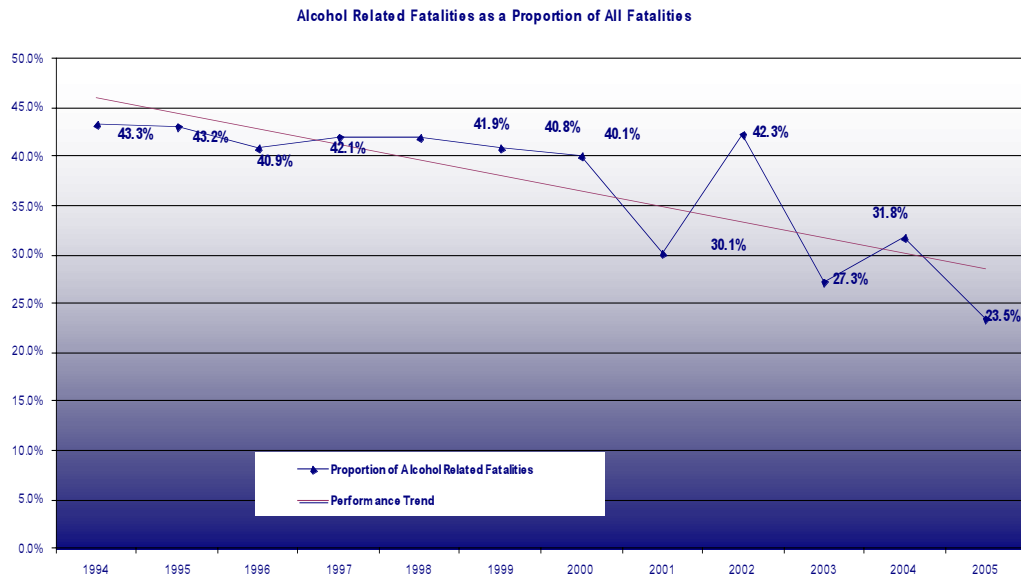
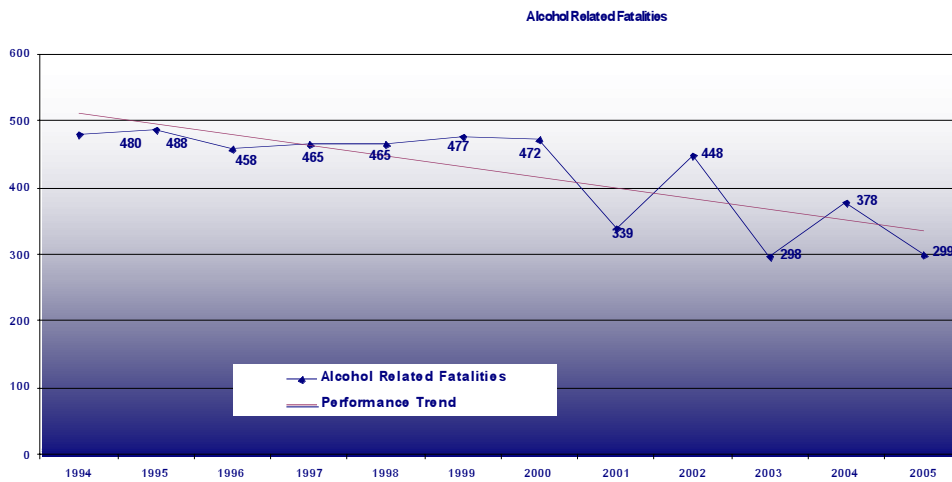
Blount County Sheriff's Department

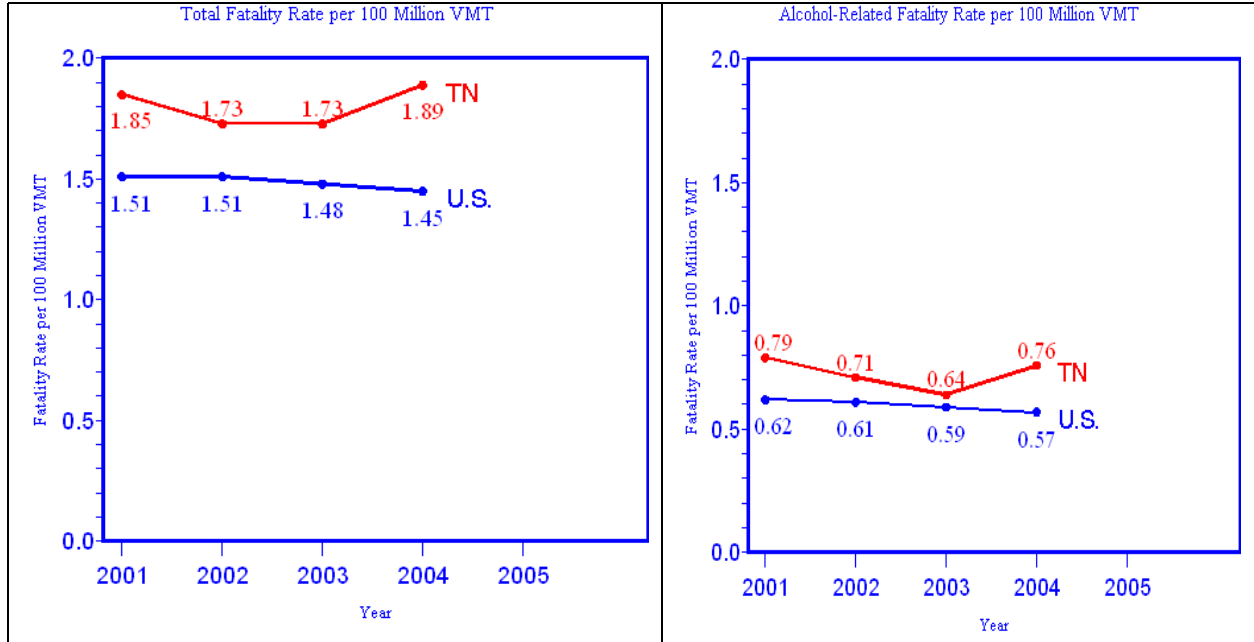
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Challenges Encountered:

- Speeding as a frequent contributing factor in alcohol-related crashes
- Lack of safety belt usage in connection to impaired driving
- Society's acceptance of "drink and drive"
- High cost of airing Public Service Announcements during primetime media
- Inability to track all DUI incidences and link all DUI databases
- Limited resources for offender rehabilitation programs
- Complicated existing DUI legislation
- Prosecution and Judiciary coordination
- Length of time to secure BAC testing results

Performance Trend Chart:



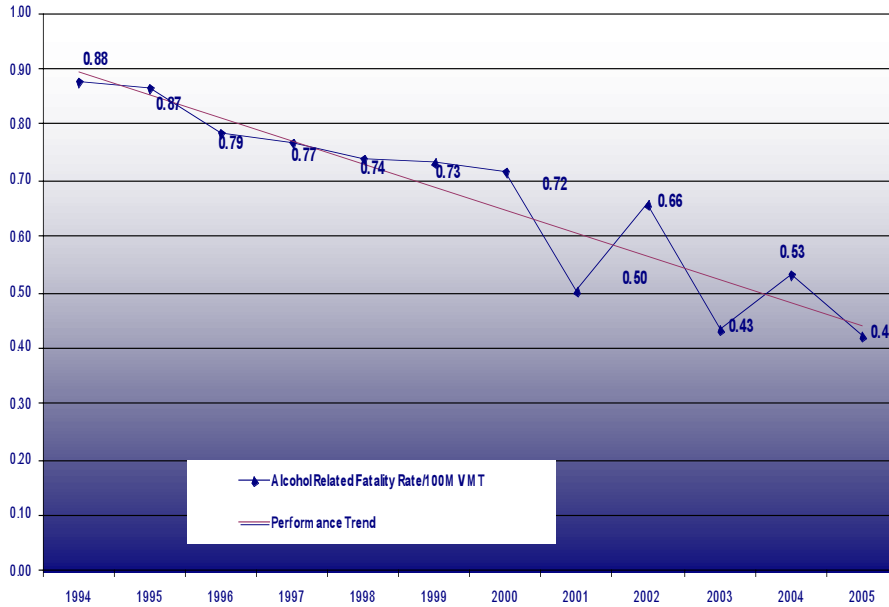


2005 Vehicle Miles Traveled (VMT) is currently not available

Persons Killed, by Highest Blood Alcohol Concentration (BAC) in the Crashes, 2000 – 2005

Year	BAC = .00		BAC = .01-.07		BAC = .08+		Total Number	Total Fatalities in Alcohol-Related Crashes	
	Number	Percent	Number	Percent	Number	Percent		Number	Percent
2000	765	59	84	6	458	35	1,307	542	41
2001	718	57	70	6	463	37	1,251	533	43
2002	692	59	73	6	412	35	1,177	485	41
2003	750	63	45	4	398	33	1,193	443	37
2004	797	60	73	5	469	35	1,339	542	40
2005	806	63	67	5	397	31	1,270	464	37

Alcohol Related Fatality Rate



Drivers in Fatal Crashes by Blood Alcohol Concentration (BAC) and Sex 1994 - 2005

Year	Male			Female		
	Total	Percent		Total	Percent	
		BAC=0.01+	BAC=0.08+		BAC=0.01+	BAC=0.08+
1994	1,163	32	27	455	16	14
1995	1,248	33	29	435	12	10
1996	1,222	32	27	461	13	11
1997	1,172	31	28	480	12	9
1998	1,231	30	26	459	15	13
1999	1,281	31	27	489	12	10
2000	1,258	29	25	474	18	14
2001	1,230	32	27	460	15	13
2002	1,128	31	26	416	17	13
2003	1,126	28	25	479	15	13
2004	1,256	30	25	453	14	12
2005	1,261	27	23	462	13	11

Top 10 Counties for Alcohol-Related Fatalities/Rates

Rank by Number of Alcohol-Related Fatalities				Rank by Rate of Alcohol-Related Fatalities			
Rank	County	Fatalities	Rate per 100,000 Population	Rank	County	Fatalities	Rate per 100,000 Population
1	Shelby County	47	5.17	1	Decatur County	5	42.79
2	Davidson County	34	5.91	2	Houston County	3	37.56
3	Knox County	27	6.67	3	Overton County	6	29.24
4	Hamilton County	17	5.47	4	Perry County	2	26.41
5	Washington County	16	14.22	5	Clay County	2	25.03
6	Rutherford County	14	6.41	6	Cannon County	3	22.49
7	Montgomery County	13	8.83	7	Smith County	4	21.45
8	Sullivan County	12	7.86	8	Cocke County	7	20.04
9	Sevier County	10	12.61	9	Chester County	3	18.82
10	Dickson County	8	17.43	10	Macon County	4	18.56

Median Rate for all U.S. Counties : 7.615

YOUTH DRIVERS ALCOHOL AND OTHER DRUGS COUNTERMEASURES

Program Goal: To decrease the number of 15 to 34-year-old drivers and passengers killed or seriously injured in all traffic crashes by 5% in 2006.

Performance Objective Measures:

1. To decrease the number of Youth ages 15-20 killed or seriously injured in motor vehicle crashes 5% by the end of CY 2006.
2. To decrease the number and percent of 21-24 year olds drinking drivers involved in fatal crashes by 5% by the end of CY 2006
3. To decrease the number and percent of 25-34 yr olds drinking drivers involved in fatal crashes by 5% by the end of CY 2006.

Action Taken:

- Executed year round impaired driving enforcement
- Provided special enforcement emphasis during national enforcement campaign periods
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Continued training of law enforcement on DUI laws
- Offered judicial training for judges
- Funded roadside safety checkpoints
- Funded DUI data tracking system called DUI Tracker. One of many components is that of tracking and identifying high repeat offender locations
- Funded 18 or 31 Judicial Districts with a Specialized DUI prosecutor
- Assisted with formation and oversight of the Governor's DUI Task Force

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
154AL-06-24	Administrative Office of the Courts	154	\$87,813.20	General Sessions Court Judges Training
J8-06-04	Tennessee District Attorneys General Conference	410	\$286,451.64	DUI Specialized Training/TN Traffic Safety Resource Prosecutor
154AL-06-01	Tennessee District Attorney General – First District	154	\$111,574.99	DUI Special Prosecutor (There are 18 grants total with this type of focus.)
154AL-06-03/PT-06-15	Metro Nashville Police Department	154/402	\$800,076.37	Highway Safety Initiative
AL-06-01	Blount County Sheriff's Department	402	\$169,838.09	DUI and Aggressive Driving
HN-10-06-17	Rhea County Sheriff's Department	163	\$63,735.21	Comprehensive Traffic Saturation

Highlights of Accomplishments:

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Performance Trend Chart:

DRIVERS IN FATAL CRASHES BY AGE BY KNOWN ALCOHOL

YEAR	TOTAL DRIVERS	TOTAL TESTED	% OF TOTAL	ALCOHOL TEST RESULTS					
				NEG BAC	% OF TESTED	POS BAC	% OF TESTED	BAC >=.10	% OF TESTED
AGE 15 & UNDER									
2000	7	4	57.1%	3	75.0%	1	25.0%	0	0.0%
2001	4	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2002	7	4	57.1%	4	100.0%	0	0.0%	0	0.0%
2003	5	1	20.0%	1	100.0%	0	0.0%	0	0.0%
AGE 16 - 17									
2000	83	44	53.0%	38	86.4%	6	13.6%	1	2.3%
2001	75	19	25.3%	15	78.9%	4	21.1%	1	5.3%
2002	77	46	59.7%	38	82.6%	8	17.4%	6	13.0%
2003	61	12	19.7%	9	75.0%	3	25.0%	0	0.0%
AGE 18 - 20									
2000	169	105	62.1%	64	61.0%	41	39.0%	26	24.8%
2001	171	57	33.3%	37	64.9%	20	35.1%	12	21.1%
2002	173	100	57.8%	63	63.0%	37	37.0%	25	25.0%
2003	145	55	37.9%	40	72.7%	15	27.3%	10	18.2%
AGE 21 - 24									
2000	181	108	59.7%	56	51.9%	52	48.1%	40	37.0%
2001	192	71	37.0%	38	53.5%	33	46.5%	25	35.2%
2002	180	122	67.8%	66	54.1%	56	45.9%	36	29.5%
2003	158	50	31.6%	29	58.0%	21	42.0%	16	32.0%

POLICE TRAFFIC SERVICES

Program Goal: To decrease the number of motor vehicle fatal crashes related to speed and aggressive driving by 5% by CY 2006, and to reduce the number of motor vehicle injury crashes related to speed and aggressive driving by 5% by CY 2006.

Performance Objective Measures:

1. To decrease the number of speed-related crashes to 11,280 by the end of 2006 and decrease fatalities and incapacitating injuries resulting from these crashes to 4,679 by the end of CY 2006
2. To decrease the number of rural fatal crashes by 5% to 665 by the end of CY 2006; decrease urban fatal crashes by 5% to 420 by the end of CY 2006.

Action Taken:

The general goal of Tennessee's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals include reducing the percentage of speed-related crashes to 11,280, the high level of crashes that occur because of the four predominant contributing factors: following too closely, failure to grant the right of way, traveling too fast for road conditions, and violating traffic controls.

The Tennessee Governor's Highway Safety Office participated in the national enforcement waves through our *Booze It & Lose It* and *Click It or Ticket* campaigns. We continued to encourage our law enforcement partners to participate fully in these initiatives by stepping up enforcement during strategically selected periods. GHSO also implemented a more sustained *Buckle Up in Your Truck* campaign and made it more conducive to the "*Click It or Ticket*" model.

The GHSO initiated enforcement along with the media advertising in order to raise the seatbelt usage rate for pick-up truck drivers and their occupants. Speeding, aggressive driving, occupant protection, and DUI enforcement programs are priorities of the Police Traffic Services program area.

Shelby County Sheriff's Department

Shelby County is one of the leading counties in the State of Tennessee with high frequency of crashes and fatalities involving alcohol, speeding and unrestrained occupants. The Shelby County Sheriff's Department used education and strict law enforcement interventions to reduce the number of crashes and fatalities within the county. Using the positive results of the Click it or Ticket campaign, the SCSD also utilized public service announcements and presentations to educate the community about seatbelt laws, child restraint laws and the dangers and legal ramifications of driving intoxicated.

Program Highlights:

- Participated in Buckle Up America (checkpoint)
- Participated in Click it or Ticket programs
- Prom promise saturations and checkpoint

Montgomery County Sheriff's Department

This grant project utilized personnel to conduct sobriety checkpoints and saturation patrol concentrating on the impaired driver and aggressive drivers as well. Traffic units consisted of 4 patrol deputies and a supervisor and were conducted during peak problem times according to the 3 most recent years of data.

Program Highlights:

- Conducted Traffic Safety Presentation at Clarksville High School
- Conducted Sobriety checkpoints on Dec. 23rd and 30th of 2005
- Attended all Traffic Safety Task Force Meetings
- Conducted Saturation Patrols in High Fatality Areas
- Participated in "Booze It and Lose It" Campaigns

Grant Number	Grantee	Funding Source	Grant Amount	Grant Title
RS-06-01	Tenn. Dept. of Safety	402	300,862.80	C.A.R.S.
PT-06-03	Columbia St. Comm. College	402	194,135.00	Tennessee Criminal Justice Language Academy 2006
PT-06-10	Tenn. Dept. of Safety	402	199,094.49	S.T.E.P.
PT-06-08	Shelby Co.	402	116,851.84	Police Traffic Services Project
PT-06-13	Montgomery Co.	402	103,585.36	Traffic Enforcement

Highlights of Accomplishments:

Dept. of Safety - C.A.R.S. Project (Construction Accident Reduction), THP continues the enforcement of work zones through Project CAR. A total of 8,895 man-hours were dedicated to enforcement in and around work zones across the state in 2005. A total of 18,862 citations and warnings were issued to motorists during the 2005 CAR program. That equals 2.1 enforcement actions taken per hour worked. In addition, no fatal crashes were reported in any of the work zones where State Troopers were providing enforcement. A total of 64 crashes were investigated involving 105 vehicles. Of those 64 crashes, 33 people were reported as injured in these crashes. In all, 409 motorists were provided assistance during the 2005 CAR program.

A chart detailing **Hazardous Moving Violation (HMV) citations written** appears on the next page.

Speeding	7,521
Driving Under the Influence	17
Following Too Closely	83
Failure to Yield	31
Improper Passing	68
Reckless Driving	24
Disregarding Signal/Sign Controls	149
Improper Turns	14
Other Moving Violations	107

Non-Moving Violations (NMVs) citations written consisted of:

Child Passenger Restraint Violations	213
Safety Belt Violations by 16-17 year-olds	191
Safety Belt Violations by Persons 18 & Older	3,320
Driver License Law Violations	1,254
Revoked Driver Licenses	217
Registration Violations	1,316
Misdemeanor Drug Violations	25
Felony Drug Violations	6
Open Container Law Violations	30
Other Non-Moving Violations	476

Tennessee Criminal Justice Language Academy 2006

The Tennessee Criminal Justice Language Academy was created in October 2002 to address the issues of overcoming language barriers when enforcing the law. The long range goal of the Academy is to teach Tennessee law enforcement officers to conduct traffic stops in Spanish. By accomplishing this goal, it is the hope that a bridge of communication can be developed. Further, number of safety officers will be increased and impaired driving will be reduced.

A student program evaluation was conducted at the conclusion of each training session. In all, there were 18 training sessions and 18 student evaluations were conducted. The students were asked to evaluate both the program and the instructor.

The above student evaluations suggest that the program performed very well. In fact, 98 percent of the students ranked the overall program as excellent or good. The instructor also received a very high rating from the students. There were many positive comments from the students about this training program. These comments are listed in the evaluations as well as the 2004-2005 rosters. A very large percentage of the students commented that the program was too short, and they would have liked for the program to be held for at least two weeks or 80 hours.

This finding will be addressed in the next fiscal year by offering the Level III training with a 40 training block. This will accomplish enhanced training, cost savings, and time savings for the officers that attend. Many of the students also commented that their effectiveness when dealing with Hispanic citizens that only speak Spanish also increased. The overall attitude of these students changed after taking this training program. Many feel more comfortable in conducting traffic stops with Hispanic citizens. The 2007 training schedule will follow the same as 2006.

STEP Grant – Tennessee Dept. of Safety

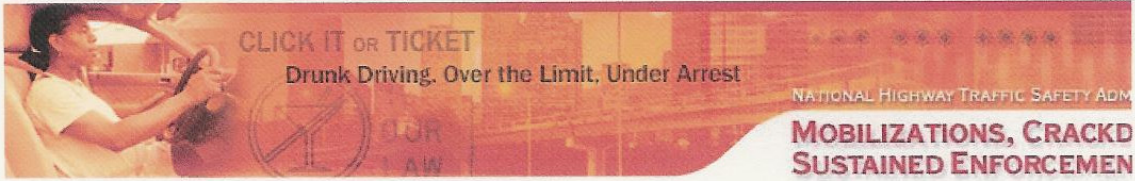
Selective Traffic Enforcement Programs (S.T.E.P.)

STEP is a program designed to reduce the number of fatalities, injuries, and related economic losses resulting from traffic crashes on Tennessee roadways.

Program Highlights:

- Continued enforcement through increased patrols across the state during the July 4th holiday and Labor Day period. Operation CARE enforcement periods for July 4th began June 30, 2006 – July 4th, 2006
- Labor Day weekend “Drunk Driving. Over the limit. Under Arrest” enforcement periods began Sept. 1-4, 2006 which included establishing sobriety checkpoints across the State in all districts

The Dept. launched a media campaign entitled “Be Alert! Slow Down! And Be Safe in the School Zone”! This was a year long enforcement program aimed at keeping children safe as they travel to and from school



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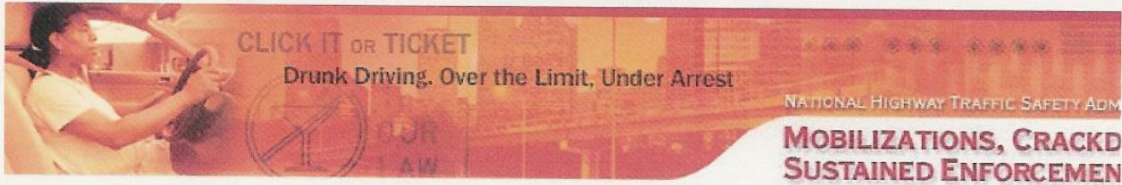
Mobilization Report Buckle Up in Your Truck 2006

States in Report: TN
States that Participated: TN

	2005	2006
Participating States		
Participating LE Agencies	0	300
Reporting LE Agencies	0	301
Total Hours Worked	0	112
Number of Checkpoints	0	67
Citation Information		
DWI Arrests	0	342
Safety Restraint Citations	0	3275
Child Passenger Citations	0	274
Felonies	0	223
Stolen Vehicles	0	19
Fugitives Apprehended	0	325
Suspended Licenses	0	1294
Uninsured Motorists	0	2292
Speeding	0	7978
Reckless Driver	0	91
Drugs	0	396
Other	0	3573
Paid Media Information		
Total Spent by Participating States	\$0.00	\$551,621.00
TV	\$0.00	\$316,326.00
Radio	\$0.00	\$179,461.00
Print	\$0.00	\$0.00
Billboards	\$0.00	\$0.00
Other	\$0.00	\$55,834.00
Earned Media		
Number of TV Spots	0	4277
Radio Spots	0	7223
Press Conferences	0	4
TV News	0	15
Radio	0	3
Print	0	11
Other	0	3

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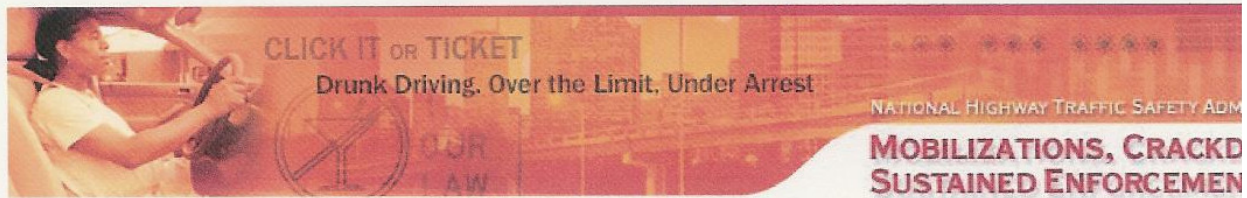
Mobilization Report Drunk Driving Mobilizations 2006

States in Report: TN
States that Participated: TN

	2005	2006
Participating States		
Participating LE Agencies	372	403
Reporting LE Agencies	225	335
Total Hours Worked	0	0
Number of Checkpoints	0	54
Citation Information		
DWI Arrests	587	1374
Safety Restraint Citations	4257	3569
Child Passenger Citations	2070	284
Felonies	246	626
Stolen Vehicles	8	39
Fugitives Apprehended	29	153
Suspended Licenses	1417	1147
Uninsured Motorists	3883	977
Speeding	10932	13542
Reckless Driver	212	180
Drugs	397	628
Other	16675	4561
Paid Media Information		
Total Spent by Participating States	\$0.00	\$956,760.00
TV	\$0.00	\$170,231.00
Radio	\$0.00	\$786,529.00
Print	\$0.00	\$0.00
Billboards	\$0.00	\$0.00
Other	\$0.00	\$0.00
Earned Media		
Number of TV Spots	0	1623
Radio Spots	0	2669
Press Conferences	0	0
TV News	0	0
Radio	0	0
Print	0	0
Other	0	0

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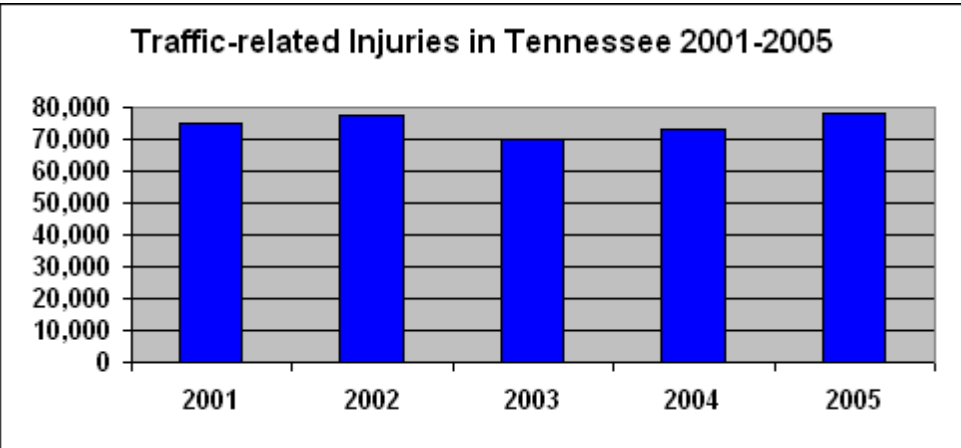
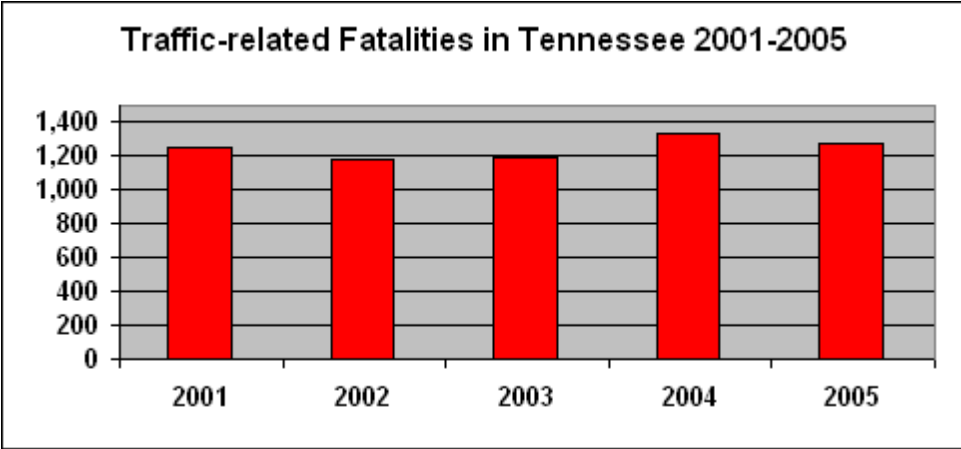
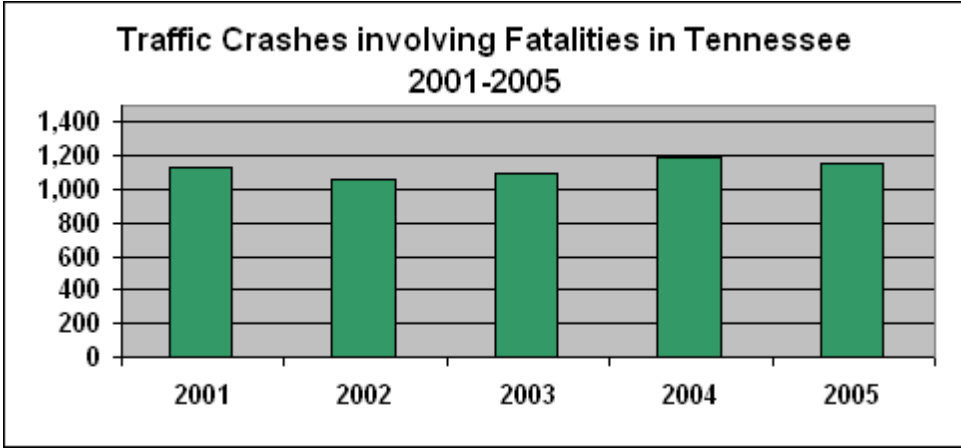
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Mobilization Report Click It or Ticket 2006

States in Report: TN
States that Participated: TN

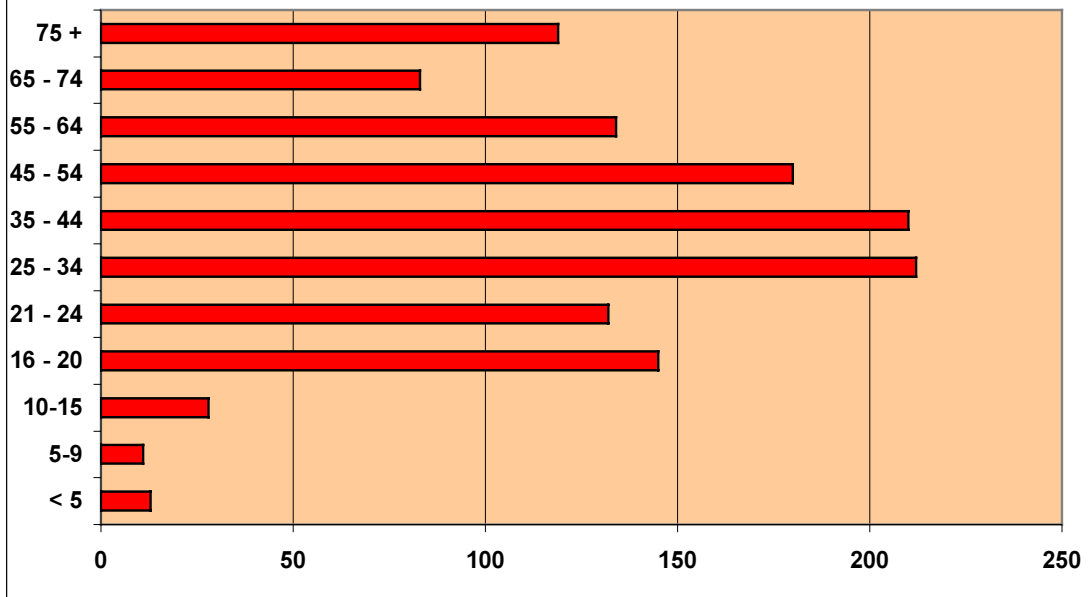
	2005	2006
Participating States		
Participating LE Agencies	0	303
Reporting LE Agencies	0	306
Total Hours Worked	0	0
Number of Checkpoints	0	46
Citation Information		
DWI Arrests	0	1099
Safety Restraint Citations	0	9021
Child Passenger Citations	0	692
Felonies	0	985
Stolen Vehicles	0	36
Fugitives Apprehended	0	1779
Suspended Licenses	0	1978
Uninsured Motorists	0	483
Speeding	0	18596
Reckless Driver	0	272
Drugs	0	1399
Other	0	17539
Paid Media Information		
Total Spent by Participating States	\$0.00	\$414,347.00
TV	\$0.00	\$307,040.00
Radio	\$0.00	\$87,074.00
Print	\$0.00	\$0.00
Billboards	\$0.00	\$0.00
Other	\$0.00	\$20,233.00
Earned Media		
Number of TV Spots	0	226
Radio Spots	0	2
Press Conferences	0	12
TV News	0	226
Radio	0	2
Print	0	6
Other	0	3

Back

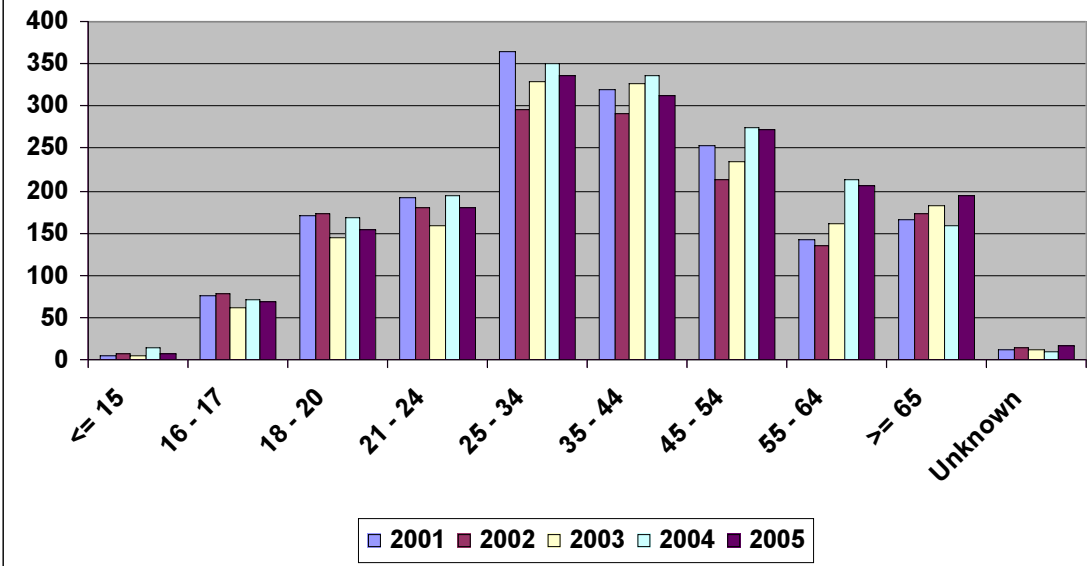


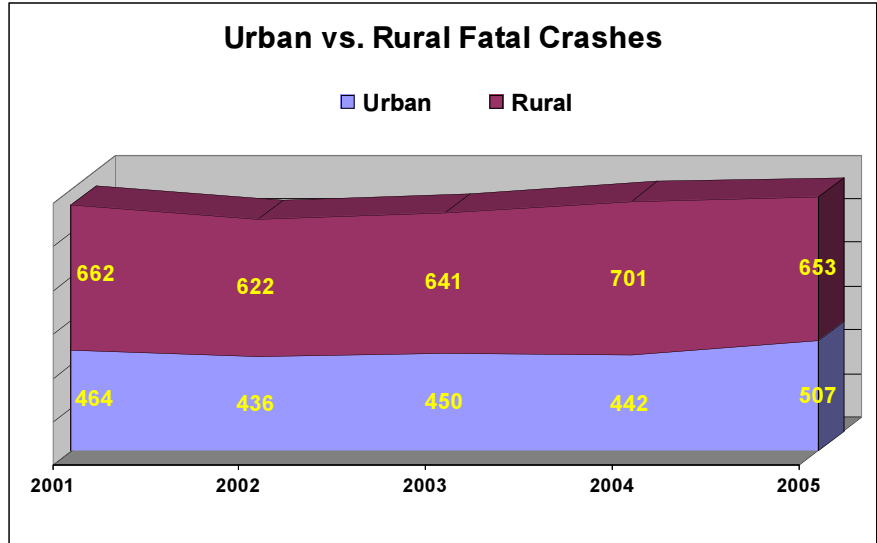
NOTE: 2005 data is preliminary

2005 Traffic Fatalities by Age in Tennessee



Drivers Involved in Fatal Crashes By Age





TRAFFIC RECORDS PROGRAM

Program Goal:

- To improve the timeliness of the gathering of the State Crash Records for state, local and federal highway stakeholders use;
- To plan for coordinated highway safety activities with the records information so as to use the strategic resources most effectively to decrease traffic crashes, deaths and injuries in Tennessee.
- To aid the local reporting and using agencies in the reduction of paper through electronic data collection, to enhance the decision making to Law enforcement and engineering with timely accurate data, and to improve the safety of the on-scene law enforcement officer.

Performance Objective Measures:

1. To promote the use of electronic crash record collection through a coordinated multi-agency program to promote data-driven highway safety decision-making in Tennessee by state and local organizations and data users during FFY 2007.
2. To develop a formalized process with detailed documentation for Electronic Crash collection to develop a statewide support process for both RMS and TraCS users.
3. To update Crash collection electronic workflows and forms to make increased user acceptance.
4. To coordinate transportation safety and behavioral control in reducing crashes, injuries, and deaths.
5. To improve crash and outcome reporting by increasing use of linked reports and by increasing the linkage to coroner, ambulance run and emergency department databases during FFY 2006.
6. To insure vigorous participation of all interests in the State Traffic Records Coordinating Committee and to use the TRCC's Traffic Records Strategic Plan recommendations as the basis for decision-making about highway safety information systems during FFY 2006

Action Taken:

The general goal of Tennessee's Traffic Records Program is to continue to develop a comprehensive traffic records system that provides people with timely, accurate, and complete traffic data.

The state Traffic Records Coordinating Committee (TRCC) comprised of federal, state, and local agencies, regional planning organizations, and representatives of other organizations- is actively developing ways to improve Tennessee's traffic records/safety data system. The TRCC meets regularly to discuss progress on many ongoing traffic records (safety data) system improvements.

Memorandum of Understandings were obtained by all effected Tennessee Departments and the Governor which assisted with the emphasis of this critical area.

In accordance with our Highway Safety Performance Plan of FFY 2006, we awarded the following grants to improve Tennessee traffic safety records system. These grants were managed and monitored carefully since we started Tennessee Traffic Record Coordinating Committee in FFY 2006 to make sure we were doing the right things to meet our upcoming Traffic Records Strategy Plan of FFY 2007.

Grant Number	Grantee	Funding Source	Grant Amount
TR-06-02	Univ of Memphis	402	\$202,173.79
154AL-06-27	TN Dept of Safety	154	\$1,523,101.00
154AL-06-19	Univ of Memphis	154	\$440,302.94
J8-06-05	Univ of Memphis	410	\$711,057.39
DTNH22-04-H-37021	TN Dept of Health	CODES	\$46,089.38

1. Data Improvements – Automated Crash Report Traffic Records
 - Integrated Traffic Records System (ITRS) - University of Memphis, Memphis, TN
 - support of local law enforcement agencies with implementation of electronic crash forms and technical support
 - provided back-up programming support for DOS on Crash form
 - Traffic Records Improvement Grant – TN Dept. of Safety
 - Hired 2 full time programmers to assist with implementation of TraCS
 - Deployment of mobile data terminals for THP
 - Provided training support
 - Staff training for TraCS
 - DUI Behavioral Tracking system –University of Memphis for development and implementation of tracking DUI offenders.
 - Driving under the Influence Tracking System (DUIITS) – Implementation of law enforcement sub-systems.
2. Crash Outcome Data Evaluation System (CODES) – TN Dept of Health
To include research on crash injury patterns by type, severity, charges, Analyzed by use of safety countermeasures, person, crash, and geographical characteristics.
3. Traffic Records Coordinating Committee
 - Developed proposal for Section 408 Funding to cover Traffic Records Program.
 - Development of Traffic Records Strategic Plan through conducting several planning sessions.
 - Development of Memorandum of Understandings between agencies.
 - Developed TRCC website.
4. Local Law Enforcement – Implementation of Electronic traffic crash data.
 - Issued grants to Memphis P.D., Hamilton County, and Knoxville P.D. for electronic data reporting systems.
5. TN Office of Information Resource- Feasibility study of an Integrated traffic crash data system.
 - Analysis and Development of recommendations for crash data reporting.
6. TN Department of Transportation-Road Engineering
 - Instituted project to reduce crash reports back logs by including the coordination and promotion of technology and sharing of geospatial information.

Highlights of Accomplishments:

- Installed electronic crash data collection system at 2 new local law enforcement agencies. This included Memphis P.D. which represents 17% of all crash reports.
- TN Office of Information Resource Division completed business analysis of highway traffic crash information need, and submitted their recommendations to TRCC on September 15th, 2006.
- Implemented electronic crash reporting at Memphis P.D. which represented approximately 17% of yearly crash reports.
- Developed implementation plan and strategy with Knoxville P.D. for electronic data collection systems to be implemented in 1st quarter of 2007.
- Developed TCrash2 form that TN Trooper would use.
- Developed TRCC Strategy Plan.
- Completion of TRCC Memorandum of Understandings with TN State commissioners and the Governor with outside agencies.
- Developed TRCC website, <http://www.tdot.state.tn.us/trcc/default.htm>.
- Submission of Section 408 Strategy Plan to NHTSA, and got approval of funds (\$757,000.00).

Challenges Encountered and Solutions Developed:

- Faced loss of programmer in TDOS TraCS development team. Contingency plan developed in the new grant for FFY 2007.
- Slow rate of acceptance by big 8 Local Law Enforcement Agencies' users. Development of new marketing plan in the TN Office of Information Resource Division's recommendations for better project engagements.
- Lack of standards in the courts for DUI tracking statewide, maintain pilot project with University of Memphis.
- Lack of accurate accident crash cost data available to agencies. Launched CODES website and updating with more current data.
- Not able to add agencies while waiting on development of TCRASH2 by TN Department of Safety. There are 40 agencies waiting for new deployment at the same time maintaining the existing user agencies.

Future Strategic Plan

<u>Item</u>	<u>Project Strategy</u>	<u>ETA Qtr/Yr</u>
1.	Integrated Roadway Information Safety System Development of a centralized database <ul style="list-style-type: none"> o Data Repository Implementation o Local Agency Deployment/Support Help desk 	05/2007 06/2007
2.	Driving Under The Influence Tracking System – <ul style="list-style-type: none"> o Centralized tracking of DUI cases o Demonstration of DUI linked records to improve recidivism 	09/2008 07/2008
3.	Driver Behavioral DUI Tracking System <ul style="list-style-type: none"> - Updates to a centralized database of DUI cited drivers to determine linkages with DUI prosecution - Develop new reports from queries 	on-going 06/2007
4.	Codes – Provide additional information to other agencies <ul style="list-style-type: none"> - Improved dataset linkages - Add Emergency Management Information Tracking System (EMITS) and Trauma data 	09/2007 09/2007
5.	Traffic Records Coordinating Committee <ul style="list-style-type: none"> - Brining additional TRCC members using crash data - Determination of Traffic Records integration needs by - Re-application of 408 funds 	On-going 10/2006 6/2007
6.	Injury Surveillance System (ISS) Dept of Health <ul style="list-style-type: none"> - Hire Database Administrator 2 & set objectives - Develop software system - Complete pilot testing of program 	3/2007 7/2009 9/2009
7.	Tennessee Ambulance and Trauma Evaluation System <ul style="list-style-type: none"> - Full implementation of EMITS Trauma Registry - Support of injury control project and evaluation of injury reduction for TRCC 	3/2007 9/2007

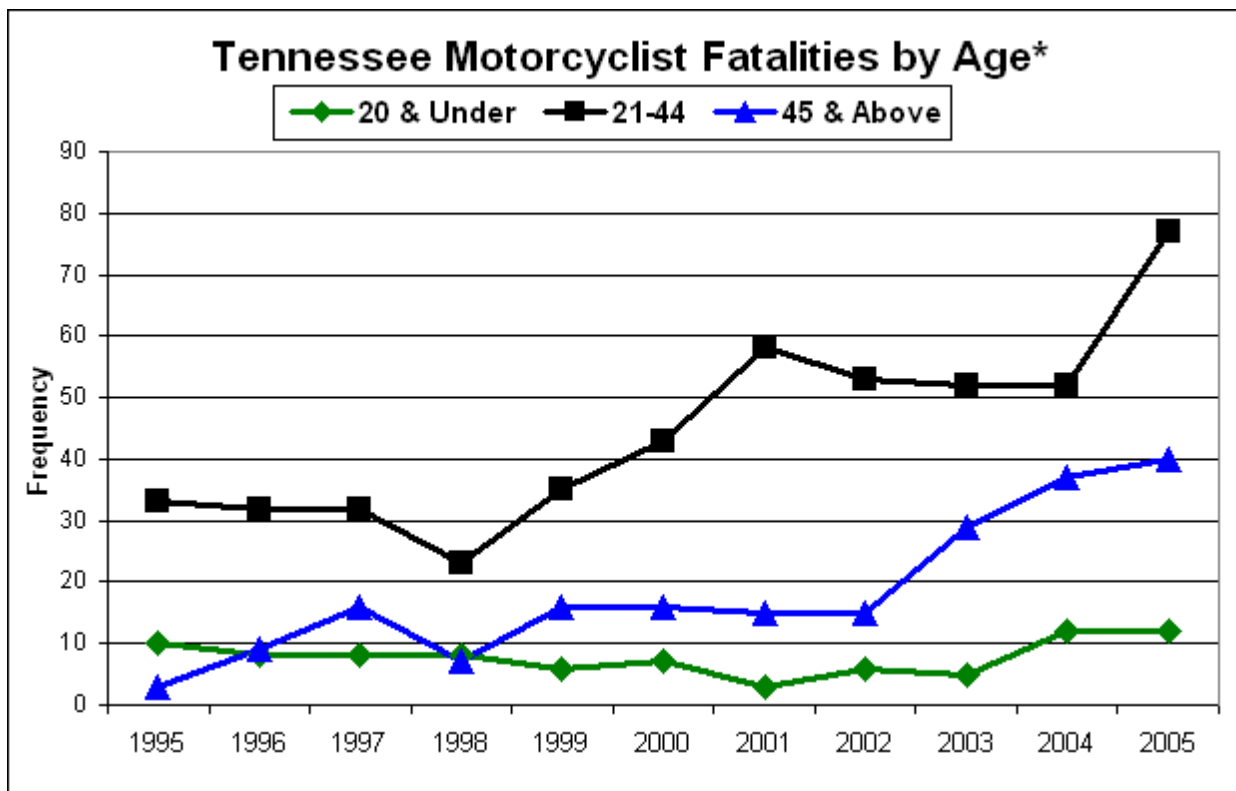
MOTORCYCLE SAFETY

Program Goal: To reduce the number of Motorcycle crash fatalities by 5% from baseline of 71 in 2003 and the number of crashes from 1556 in CY 2000 to 1478 in CY 2006.

Performance Objective Measures:

To decrease the three-year (2000-2002) average number of motorcycle crashes to 1762, and three-year average number of fatalities to 77 in CY 2006.

NO GRANT WAS AWARDED



*2005 Data are preliminary

Fatality Analysis Reporting System (FARS), April 2006

Future Strategies: The GHSO recognizes the importance of improving the motorcycle safety. On average motorcyclists are 34 more times to die per mile traveled than car occupants and the fatality rate per motorcycle mile has jumped 76%. The demographics related to the increases in the fatalities demonstrates that more of the riders are older generations that have been used to driving cars and have not operated a motorcycle since their youth. In addition, many non-motorcycle drivers have not been used to seeing so many motorcycles on the road.

The GHSO strategies for 2007 include:

1. Work with Department of Safety to improve the Motorcycle driver schools
2. Development of a training video and curriculum for high schools and early drivers,
3. Develop and place a media spot on motorcycle awareness to let the motoring public be aware of the numbers of new riders and to be better prepared to share the road with them.
4. Try to maintain helmet law to assist at keeping the Tennessee fatality rate per 10,000 registrations the lowest in the Southeast region.

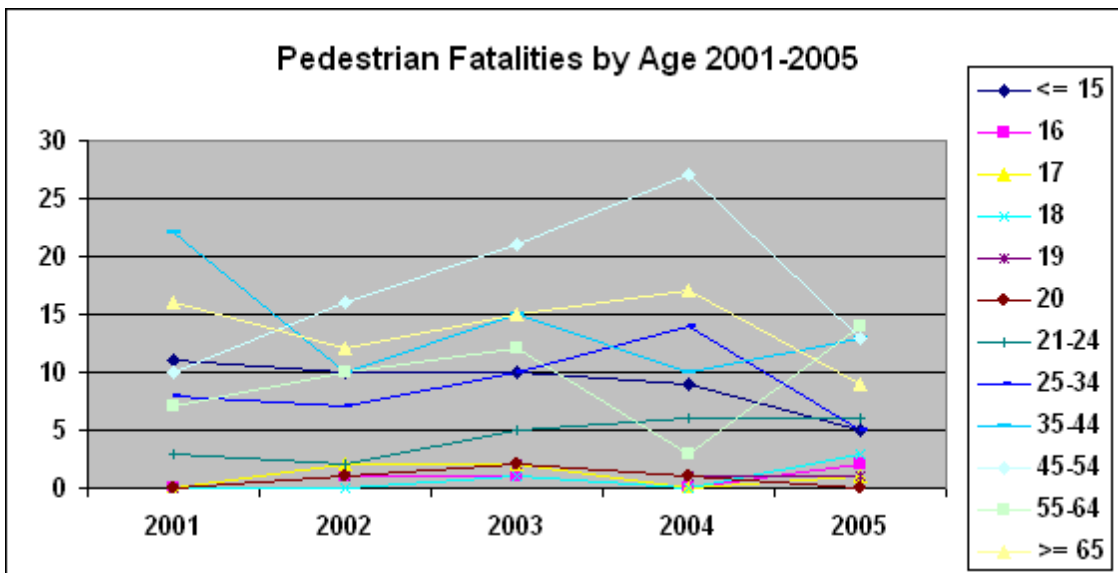
PEDESTRIAN, BICYCLE & PUPIL TRANSPORT SAFETY

Program Goal: To decrease pedestrian fatalities by 5% in CY 2006.

Performance Objective Measures:

To decrease pedestrian fatalities to 90 in CY 2006.

NO GRANT WAS AWARDED



Future Strategies:

The GHSO will continue to look for strategies to reduce fatality rate for pedestrians and pupil transportation safety. Based on 2005 statistics, fatalities in this area represents 6% or 78 for the state and the GHSO is monitoring to determine if increases develop to aid in creating specific interventions that can have an impact. The GHSO works with local agencies to include these in Safe Communities, Work Zone, or Police Traffic Service type grants where warranted.

SAFE COMMUNITY AND TRAFFIC SAFETY PROGRAMS

Program Goals:

1. To promote increased multi-disciplinary safety activities in statewide at least 40% of the state population and 33% of state traffic deaths and serious injuries.
2. To inform the general public and safety advocates of changes in law, new data, new studies, program opportunities, etc, and to reach high-risk audiences with informational and motivational safety messages.

Performance Objective Measures:

1. To provide outreach, technical assistance and guidance on no less than a quarterly basis to community representatives in Tennessee's 95 counties.
2. To encourage locally directed multi-disciplinary safety activities in the top most populated counties or communities by the end of 2006 and the top 25 most populated counties or communities by the end of 2010.
3. To provide training, technology transfer and technical assistance to at least 300 safety professionals and assist with the coordination of at least two volunteer organizations during 2006-07.
4. To evaluate the effectiveness of existing GHSO radio, television, and print media public information and education materials in changing knowledge, attitudes, behaviors, and to apply results to the development of the FFY 2007 HSPP.

Action Taken:

NHTSA's goal of developing the Safe Community program was to promote injury prevention at a local level by engaging multiple representations of advocates in health, education, business, public works, law enforcement and interested citizens. The thrust was to analyze community needs and design programs that met those needs through a 'best practices' perspective. The community practitioners involved implemented plans to address the problems primarily through education. Several members of the Tennessee GHSO staff were trained in the past on Safe Communities curriculum but only one is currently still a member.

On a National level, the Safe Community program is being re-written so the GHSO did not put the resources into it until the revised program was made available. The key areas that were concentrated on were in the area of Occupant Protection and Driving Education through the National TOPS program (Teen Occupant Protection Study), The University of Tennessee resources, Mount Juliet Young & Alive Project, Morristown's Hispanic Outreach, and Vanderbilt's Booster Seat Use project. (Due to some management issues, Vanderbilt chose not to move forward and dropped out of the program.)

The City of Morristown has a current census (2000) population of approximately 24,965, with police answering approximately 45,000 calls for service yearly. A study of the crash data for years 2002-2004 revealed that we have experienced an approximate 5% per year increase in the total number of reported traffic crashes. Additionally, there was a 15% increase in crashes that resulted in property damage from 2002 to 2003 and an additional 5% increase from 2003 to 2004. Traffic crashes in Morristown that involved bodily injury increased by 9% over the past two years. The number of fatalities in reported motor vehicle crashes increased by 100% from 2002 to 2003.

The Morristown Police Department sought to implement a Safe Communities program aimed at reducing the number of traffic crashes and related injuries and property damage within the City of Morristown. A comprehensive analysis of available data suggested that Hispanic drivers have the highest number of at-fault accidents within our jurisdiction.

The GHSO primary emphasis was on the culmination of the TOPS project, the distribution of information through the Tennessee Resource Center, and the diverse community approach of Morristown.

FFY 2006 Safe Community Grants

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
DTNH22-04-H-15111	Chandler Erlich	Media – 403	\$ 100,000	Teen Occupant Media
SA-06-01	Univ. of Tennessee	402	\$ 253,371	Safe Communities
SA-06-03	Univ. of Tennessee	402	\$ 170,018	TN Resource Center
SA-06-04	Mount Juliet	402	\$ 12,740	Young & Alive
SA-06-05	Morristown	163	\$ 10,000	Hispanic Outreach
OP-06-02	Vanderbilt Univ.	402	\$ 68,617	Booster Seat Use

Past Safe Community Projects listed on NHTSA Website

Grant Number	Grantee	Grant Year	Project Manager	Activity
SA-01-08	Alamo – Chamber of Commerce Crocket Co.	2001	Frankie McCord	Active sporadically, Seatbelt safety, Click It Campaigns
SA-01-06	Clarksville-Workforce Essentials	2001	John Wilcoxon	Still active in teen driver safety
SA-03-04	Cookeville – Upper Cumberland Devl.	2002,2003	Patty Jones	Not active, lack of funds
SA-01-01	Franklin – Franklin Transportation Mgmt. Association	2001	Diane Thorne (Diane Davidson now works at State)	Still doing some bicycle promotions, Be IN Click program
	Madison County Health Dept. Jackson		Chelsea Brandon	Not operational due to end of grant, still providing education, CPS
SA-03-01	Johnson City	2002,03	Scotty Carrier	Some functions are still operational, final activity 2005
SA-03-08	Vanderbilt Univ.	2003	Rhonda Phillippi	Not operational due to funding end

Highlights of Accomplishments:

1. Tennessee Traffic Safety Resource Center – This center provides safety materials for organizations across Tennessee through phone calls and its web site www.tntrafficsafety.org. This fiscal year, over 80,463 pieces of traffic safety materials were shipped to 596 individuals and/or agencies. These figures do not include the TN Highway Safety Conference where there were approximately 200 attendees and over 2500 pieces of materials were distributed.

It also does not include the TN Health and Safety Congress where approximately 2500 attended and over 5000 pieces of materials were distributed. The Vince & Larry costumes and the Drunk Buster impairment goggles were shipped 24 times to statewide agencies for use at safety events this past year. In addition to the materials distributed, the web site had an astounding 87,494 visitor hits this year.

2. Morristown Hispanic Safety Coalition -The Morristown Police Department sought to implement a Safe Communities program aimed at reducing the number of traffic crashes and related injuries and property damage within the City of Morristown. A comprehensive analysis of available data suggested that Hispanic drivers have the highest number of at-fault accidents within our jurisdiction.

With obtained grant monies, the department implemented a driver education program designed to educate the community, and specifically the targeted groups, in areas such as city and state traffic laws; vehicle safety; and crash reporting procedures and requirements.

As a result of this program the Morristown Police Department saw a 32% decrease in traffic crashes from a comparable time frame in 2004. Additionally, the number of Hispanic drivers involved in at-fault traffic crashes was reduced.

3. Teen Occupant Protection Project – TOPP is a pilot project that attempts to do a comparative analysis of 8 counties regarding creating an effective message to teens to increasing seatbelt usage. Two of the counties utilize the Safe Communities coalition strategy by engaging educators, law enforcement, judges and paid media as part of the campaign. With motor vehicle crashes being the leading cause of death for teens and 2004 data indicated that more than 60% of the teens in fatal crashes were not buckled, this project is an attempt to find a Best Practices plan for all states to replicate.

Challenges Encountered and Solutions Developed:

1. Past Safe Communities Projects: Using the past projects listed on the NHTSA website, we analyzed the participation and continuation factors of the projects. A number of them were started as a result to tragic deaths of students in crashes and funds were sought from the GHSO grants to develop them. Of those listed, only one (Clarksville) is still functioning in part due to the high number of continued crashes in the teen population, two are functioning sporadically on seatbelt functions, and the rest no longer function. Lack of continuation of funds, lack of continued community interest, and failure to bring in new advocates or programs were cited as causes for dissipation of support.
2. Program Changes: NHTSA is in the process of changing the scope, objectives and design of the Safe Communities projects. A revision team was formed in 2006 in order to update and improve the Safe Communities concept. With Safe Communities reaching a ten year anniversary along with weakened financial support from the Federal level, an attempt is being made to strengthen a vital grassroots level program that formed hundreds of new partnerships during the late 1990s.

The timeline for the revision team is to print the final recommended document, perform several pilot tests across the country and make a formal presentation at a National Lifesavers Conference.

3. Mt Juliet Project: Mt Juliet has the proper scope understanding by engaging all local disciplines and governments. However, due to some retirement issues and changes from elections they did not accomplish what was anticipated. They are continuing the project with GHSO informational support.

Integrated Communications Plan Earned and Paid Media

The Governor's Highway Safety Office has developed an integrated communications plan that works in tandem with the NHTSA National Communications Plan, as well as captures the unique opportunities that are available in the State of Tennessee. The plan focuses on occupant protection and impaired driving through techniques that integrate marketing i.e. brand recognition, method of delivery, target audience selection, demographic characteristics and law enforcement efforts in order to support state laws and encourage behavioral changes.

Paid and earned media, enforcement and partnerships will be the foundation of the integrated communications plan. Partnerships include agencies such as: Mother's Against Drunk Driving, O'Reillys Auto Stores, Tractor Supply Company, Tennessee Farm Bureau, The Tennessee Department of Safety, Vanderbilt Medical Center, Alcohol and Beverage Commission, Tennessee Trucking Association, NFL Titan's football, NHL Nashville Predators, NBA Memphis Grizzlies, the University of Tennessee (UT) football and basketball, the University of Memphis and many other sports venues that reach the desired target audience and are utilized to complement the Booze It and Lose, Click It or Ticket, and Buckle Up in Your Truck campaign messages.

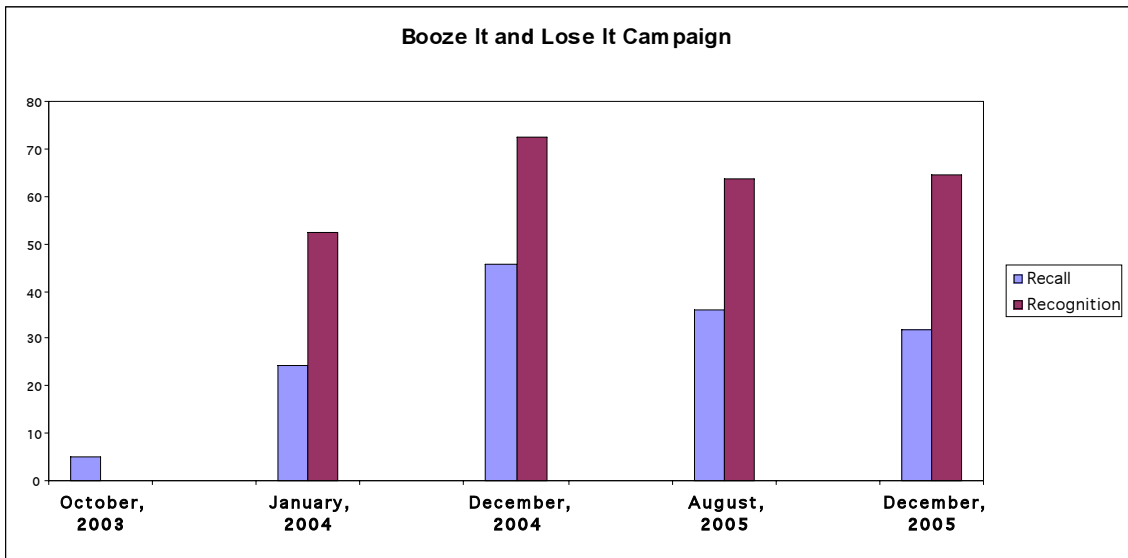
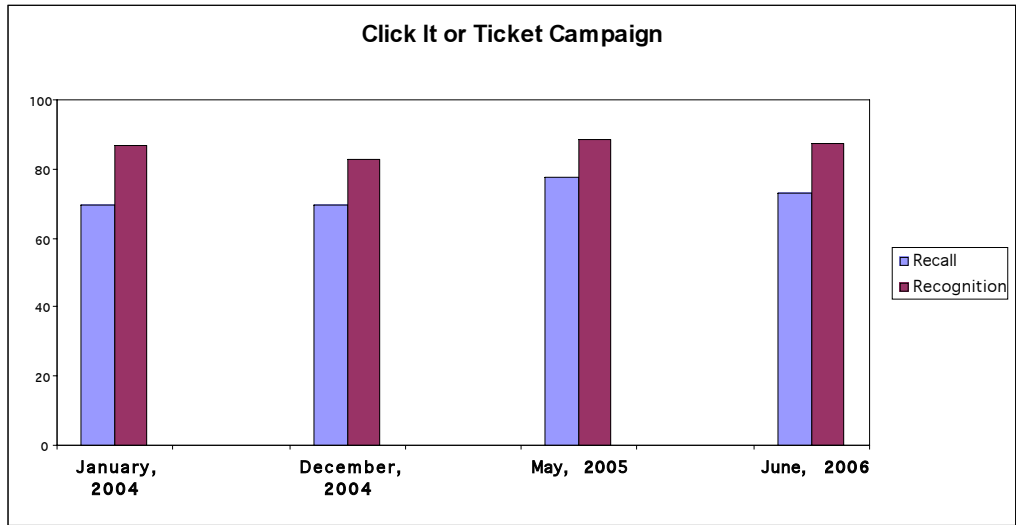
Goal: To increase awareness of the following highway safety messages for Booze It and Lose It, Click It or Ticket, 100 Days of Summer Heat and Buckle Up in Your Truck .

Objectives: Provide educational messages through brand association that may lead to social norm changes of behavior, thus resulting in a decrease in fatalities.

Evaluation: Attitudes and perceptions evaluation for each campaign over \$100,000 were conducted to determine if awareness had increased. Baseline evaluations have been conducted for each of these campaigns.

Tasks: Develop, plan and carryout the Booze It and Lose It, Holiday, Click It or Ticket, 100 Days of Summer Heat, Buckle Up in Your Truck and Teen Occupant Protection campaigns. Conduct attitudes and perceptions evaluations for each campaign period exceeding \$100,000.

The Social Science Research Institute has been conducting interviews with residents of the state of Tennessee over the past three years to measure driving habits and awareness of traffic safety slogans. Specifically, respondents have been asked about their recall and recognition of two slogans: *Click It or Ticket and Booze It and Lose It*. The timing of these interviews was scheduled to coincide with media campaigns sponsored by the Governor's Highway Safety Office. The findings of these surveys suggest that both campaigns have been successful in reaching the general public. Moreover, recall of the slogans has remained steady for the older, *Click It or Ticket*, slogan and has generally increased for the newer slogan, *Booze It or Lose It*.



Booze It and Lose It

The Booze It and Lose It campaign tag was utilized with an enforcement message during the holiday and Labor Day campaign periods and targeted “risk takers” (men 18-29) and “blue collars” (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners, posters and educational publications. Earned media included a news release and press conference at the onset of each campaign period, with local municipalities reporting in on progress, sobriety checkpoint locations, and other notable activities. The measure for advertising outreach was within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

A soft television spot was produced titled “Street Skier” and various radio spots were created, tailored to the sport that airs in conjunction with them. These spots will be featured with a majority of the sports contracts pre, post and during sports events and focus on the Booze It and Lose It campaign.

Holiday Campaign 2005-06

Flight Dates	Market	Media	GRP's	Reach	Frequency	Gross Impressions
11-24-	Chattanooga	TV & Radio	695	86%	8.1	336,000
1-1-06	Jackson	TV & Radio	450	80%	5.7	42,000
	Knoxville	TV & Radio	695	86%	8.1	532,000
	Memphis	TV & Radio	695	88%	7.9	963,000
	Nashville	TV & Radio	695	88%	7.9	977,000
	Tri-Cities	TV & Radio	695	88%	7.9	334,000
Television \$250,620		Radio \$111,078		Funds 154		
Television Spots 1,143 pd 915 free		Radio Spots 1,881 pd 1,921 free				

Booze It and Lose It Campaign 2006

Flight Dates	Market	Media	GRP's	Reach	Frequency	Gross Impressions
8-14	Chattanooga	TV & Radio	650	88%	7.4	581,000
9-3-06	Jackson	TV & Radio	650	88%	7.4	115,000
	Knoxville	TV & Radio	650	88%	7.4	809,000
	Memphis	TV & Radio	650	89%	7.3	1,194,000
	Nashville	TV & Radio	650	89%	7.3	1,594,000
	Tri-Cities	TV & Radio	650	90%	7.3	498,000
Television \$169,880		Radio \$77,018		Funds 154		
Television Spots 1,543 pd 1,414 free		Radio Spots 1,305 pd 1,224 free				

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques was conducted for these campaign periods.

The Booze It and Lose It tag was also utilized in a soft alcohol countermeasures message (non-enforcement) in the following sports marketing venues: University of Tennessee football and basketball, University of Memphis football and basketball, Tennessee Titans, Nashville Predators, Kats Arena Football, Music City Bowl, and 9 minor league baseball stadiums. Interior and exterior signage, radio and television spots, public address announcements, Jumbo-tron, LED rotational lighting and other unique signage were used to promote the Booze It and Lose It message.

Booze It and Lose It Marketing

Tennessee Titans	Tennessee Football, Inc.	Signage, television, psa's on jumbo-tron	236 television spots, 10 psa's on jumbo-tron, 20 logo on re-play, permanent signage	\$200,000.00
Nashville Predators	Nashville Hockey Club	Signage, television, logo on scoreboard rotations, print ad in Predator Press	Permanent signage, 103 pd 136 free radio spots, 77 pd 59 bonus free spots, jumbo, print ad	\$200,000.00
Minor League Baseball	Amerisports, Inc.	Signage, psa's, radio, jumbo-tron	Permanent signage,	\$150,000.00
Music City Bowl	Music City Bowl,	Signage, jumbo-tron, campaign logo on all print materials	Signage, psa's on jumbo-tron, campaign logo on all print materials	\$10,000.00
Kats Arena Football	Tennessee Football, LLC	Signage, jumbo-tron	Campaign logo on jumbo-tron rotations, arena signage	\$10,500.00
Titan's Radio Network	Citadel Broadcasting	Radio	2,449 pd	\$140,000.00
UT Football & Basketball	University of TN Athletics	Signage, jumbo-tron	Permanent signage, 39 psa's, logo rotation on scoreboard throughout each game	\$140,000.00
UT Football & Basketball	Host Communications, Inc	Television, radio	140 television spots, 2,380 radio spots	\$95,000.00
UT Football & Basketball	Various vendors	Television, radio	342 pd 400 free	\$48,143.00
Titans Football	Various vendors	Television, radio	46 pd 39 free	\$23,673.00
Marketing	Chandler Ehrlich	Production, media purchase, etc		\$221,105.00

Click It or Ticket

The Click It or Ticket campaign tag was utilized with an enforcement message during the month of May and targeted "risk takers" (men 18-29) and "blue collars" (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners, posters and educational publications. Earned media included a press release at the onset of the campaign period and the statewide "Hands Across the Border" press events were held during a two week period emphasizing an enforcement alliance for highway safety. Local municipalities reported in on progress, sobriety checkpoint locations, and other notable activities which were reported to NHTSA at the end of the campaign period. The measure for advertising outreach was within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

Flight Dates	Market	Media	GRP's	Reach	Frequency	Gross Impressions
5-15	Chattanooga	TV & Radio	1,000	93%	10.7	484,000
5-28-06	Jackson	TV & Radio	1,000	94%	10.5	93,000
	Knoxville	TV & Radio	1,000	94%	10.7	1,244,000
	Memphis	TV & Radio	1,000	94%	10.6	1,838,000
	Nashville	TV & Radio	1,000	94%	10.6	2,452,000
	Tri-Cities	TV & Radio	1,000	95%	10.5	767,000
Television \$312,702		Radio \$85,993		Funds 402, 163, 157 Innov		
Television Spots 2,564 pd 2,608 free		Radio Spots 1,602 pd 1,519 free				

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques was conducted for this campaign period.

A dual message of Click It or Ticket and Booze It and Lose It tags were utilized in a soft occupant protection/alcohol countermeasures message in the following sports marketing venues that focused on the African American demographics groups: the University of Memphis football and basketball, AutoZone Liberty Bowl, and Southern Heritage Classic Football. Interior and exterior signage, radio and television spots, public address announcements, Jumbo-tron, LED rotational lighting and other unique signage was used to promote the Click It or Ticket/Booze It and Lose It message.

Click It or Ticket/Booze It and Lose It Marketing

UofM Football & Basketball	Learfield Communications	Signage, video board, print ad	Permanent signage, rotating signage, print ad	\$187,638.00
Memphis Grizzlies	Hoops, LP	LED & Still Signage	Avg. 1hr11min per game/24 min per game	\$66,278.00
AutoZone Liberty Bowl	Liberty Bowl Festival	Signage, jumbo-tron, print ad	Signage, 856 radio spots, 40 television spots, print ad, 10 PSA's jumbo-tron	\$80,000.00
Southern Heritage Classic	Summitt Management Corp	Signage, jumbo-tron, print ad	10 PSA's during game, 900 radio mentions, print ad, signage	\$80,000.00
UofM of Memphis	Clear Channel	Radio	112 pd 112 free	\$10,690.00
Marketing	Chandler Ehrlich	Production, media purchase, etc		\$186,950.00

Buckle Up In Your Truck

Enforcement (Hard) Message

Tennessee participated for a second year in the Buckle Up in Your Truck campaign during the month of May and targeted men ages 18-34 who drive pick up trucks. Campaign periods included radio and television and the purchase of signage in the form of banners, posters and educational publications. Radio buys focused on counties that were known to have statistically low seatbelt rates for pick-up trucks and particular rural areas where high watt radio stations do not reach, utilizing local stations for coverage.

Earned media included a news release and a press conference at the onset of the campaign period, with local municipalities reporting in on progress, sobriety checkpoint locations, and other notable activities. The GHSO Director also participated in a live interview on WZTV Fox 17, the "Tennessee Mornings" show which featured a segment on Buckle Up in Your Truck. The measure for advertising outreach was higher than the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

Flight Dates	Market	Media	GRP's	Reach	Frequency	Gross Impressions
5-1/5-14-06	Chattanooga	TV & Radio	1,000	93%	10.7	484,000
1-3/4-2-06	Jackson	TV & Radio	1,000	94%	10.5	93,000
	Knoxville	TV & Radio	1,000	94%	10.7	1,244,000
	Memphis	TV & Radio	1,000	94%	10.6	1,838,000
	Nashville	TV & Radio	1,000	94%	10.6	2,452,000
	Tri-Cities	TV & Radio	1,000	95%	10.5	767,000

Television \$316,326
157Innovative

Radio \$179,461.00

Funds 163,402,

Television Spots 2,352 pd 1,925 free Radio Spots 3,531 pd 3,692 free

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques was conducted for this campaign period.

The Buckle Up in Your Truck tag also utilized a soft occupant protection message in fourteen of the motors ports parks in the State. Interior and exterior signage, public service announcements, and print ads will be used to promote the message. Radio ads were purchased to coincide with major race events such as NASCAR, NHRA and other prominent races.

Buckle Up In Your Truck Marketing

Motor sports	Baseball Alliance	Signage, PSA's, print ads	Signage 14 parks; min 2 PSA's per race	\$250,000.00
Motor sports	Citadel, South Central	Radio	42 pd 43 free	\$6,687.00
Marketing	Chandler Ehrlich	Production, media purchase, etc.		\$88,272.00

Teen Drivers

Two key messages were utilized to target teenage drivers 16-20. The first message was a radio spot that promoted seat belt use and an alcohol countermeasure message, entitled "Don't let a great time be the last time". This spot aired during the month of May during prom and graduation events. A second project focusing on teen driving utilizes the NHTSA teen occupant protection spots as part of a 403 demonstration project. The social marketing component of this project is to promote safety belt use and inform the audience of the related sanction for non-use. It includes both paid and earned media combined with interventions through law enforcement, educators, parents and the judiciary. Of course, in order to increase awareness of young drivers, there must be consequences when they violate the provisions of the GDL law. The judiciary and law enforcement are included in the social marketing campaigns to assure just this.

Messaging was based on focus group findings. The mission was to determine the most compelling message and then create advertising to initiate a change in habits.

A dual message of Click It or Ticket and Booze It and Lose It tag was utilized in 3 high school events. The first being the high school football championship games, held at a Middle Tennessee State University. High schools from across compete for the number one top ranking team based on school classification. The second is: the high school basketball championships with the same criteria mentioned for football. The third is the high school baseball, track, and soccer championships. These events collectively draw approximately 300,000 students, parents, grandparents and other interested visitors and capture an additional 1,000,000 television viewers.

Teen Governor Message 2006

Flight Dates	Market	Media	GRP's	Reach	Frequency	Gross Impressions
5-22/6-4-06	Chattanooga	TV & Radio	500	85%	5.4	218,000
	Jackson	TV & Radio	500	85%	5.3	42,000
	Knoxville	TV & Radio	500	85%	5.4	344,000
	Memphis	TV & Radio	500	86%	5.3	624,000
	Nashville	TV & Radio	500	85%	5.5	633,000
	Tri-Cities	TV & Radio	500	84%	5.5	87,000
Television \$115,203		Radio \$49,356.00		Funds 154,402		
Television Spots 1,022 pd 765 free		Radio Spots 933 pd 883 free				

Teen Occupant Protection 403 Demonstration Project 2006

Flight Dates	Market	Media	GRP's	Reach	Frequency	Gross Impressions
10-1/11-15-06	Chattanooga	TV & Radio	1,250	82%	15.3	511,000
2-27/5-28-06	Nashville	TV & Radio	1,250	90%	13.9	1,245,000
9-25/9-30-06	Tri-Cities	TV & Radio	1,250	91%	13.8	477,000
Television \$131,267.00 Incentive, 406		Radio \$128,451.00		Funds 403,163,157		
Television Spots 5,487 pd 612 free		Radio Spots 2,781 pd 2,752 free				

Teen Drivers Marketing

High School FB, BB, Other	TSSAA	Signage, PSA's, print ads, TV, radio	\$53,000.00
Marketing	Chandler Ehrlich	Production, media purchase, etc.	\$64,337.00

Multi-Message Promotions

The 100 Days of Summer Heat and a 4th of July message from the Governor was utilized with a dual (occupant protection and alcohol countermeasures) enforcement message during the month of June, July, August and early September, which targeted "risk takers" (men 18-29) and "blue collars" (men 25-34) demographic groups. Advertising during these periods included radio and television and earned media (press releases). The measure for advertising outreach was within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

4th of July Governor Message 2006

Flight Dates	Market	Media	GRP's	Reach	Frequency	Gross Impressions
6-26/7-4-06	Chattanooga	TV & Radio	200	50%	4.0	96,800
	Jackson	TV & Radio	200	48%	4.2	18,600
	Knoxville	TV & Radio	200	50%	4.0	153,000
	Memphis	TV & Radio	200	55%	3.6	277,200
	Nashville	TV & Radio	200	45%	3.7	281,200
	Tri-Cities	TV & Radio	200	55%	3.7	96,200
Television \$0			Radio \$56,896.00		Funds 154,406	
Television Spots 0 pd 0 free			Radio Spots 1,090 pd 1,066 free			

100 Days of Summer Heat Campaign 2006

Flight Dates	Market	Media	GRP's	Reach	Frequency	Gross Impressions
6-12/9-10-06	Chattanooga	TV & Radio	1,785	93%	19.1	1,065,000
	Jackson	TV & Radio	1,785	93%	19.2	207,000
	Knoxville	TV & Radio	1,785	93%	19.3	1,600,000
	Memphis	TV & Radio	1,785	94%	19.1	2,695,000
	Nashville	TV & Radio	1,785	93%	19.1	3,022,000

	Nashville	TV & Radio	1,785	93%	19.1	3,022,000
	Tri-Cities	TV & Radio	1,785	92%	19.4	627,000
Television \$309,944.00		Radio \$308,637.00		Funds 154,406,402		
Television Spots 3,989 pd 8,322 free		Radio Spots 5,305 pd 5,095 free				

Multi-Message Marketing

Marketing	Chandler Ehrlich	Production, media purchase, etc.	\$68,501.00
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Roadway Safety

Passage of the Move Over law prompted an awareness promotion that focused on motorist responsibility to move over for stopped emergency vehicles and highway workers. The promotion focused on daily commute times and rural communities. In addition to major the six major radio markets, 10 second spots were aired during traffic reports and 60 second spots on rural radio stations.

A work zone safety project titled "In the Zone" was developed to address teen driver awareness in work zones and to emphasize the steps for safe driving. This project will reach an estimated 7,200 students. This project includes a multimedia school assembly component consisting of a 5 minute video that will be shown to junior and senior students, school information packet with handouts, and other instructional materials to encourage teens to use seat belts, obey speed limit signs in construction zones, and to pay attention to the events occurring around them. A radio spot will be produced from the 5 minute video that can be used on school intercom systems and will be aired on radio stations in areas where the video will be used

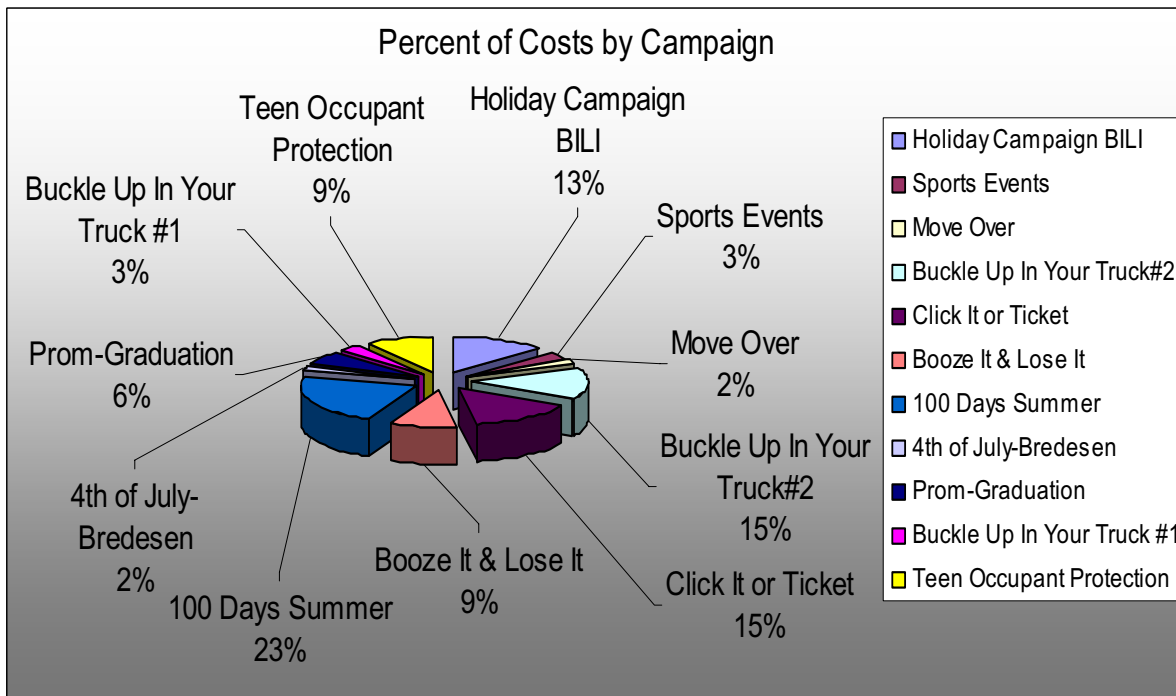
Move Over Promotion 2006

Flight Dates	Market	Media	GRP's	Reach	Frequency	Gross Impressions
7-7/7-14-06	Chattanooga	TV & Radio	300	54%	5.5	145,200
	Jackson	TV & Radio	300	53%	5.7	27,900
	Knoxville	TV & Radio	300	55%	5.4	229,500
	Memphis	TV & Radio	300	61%	4.9	415,800
	Nashville	TV & Radio	300	59%	5.1	421,800
	Tri-Cities	TV & Radio	300	59%	5.1	144,300
Television \$0		Radio \$85,139.00		Funds 402/163		
Television Spots 0 pd 0 free		Radio Spots 2,371 pd 2,434 free				

Move Over and In the Work Zone Marketing

Marketing	Chandler Ehrlich	Production, media purchase, etc.	\$52,048.00
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Media Purchase Analysis



Tennessee Legislation

Program Goals:

- To improve public vehicle safety through support of legislative issues that improves enforcement, adjudication, and education
- To assist the Governor, legislators, commissioners and public with supporting documentation as requested to improve vehicular safety laws and penalties;
- To maintain existing laws that has been proven effective in vehicular public safety operations that meet stated goals to reduce crashes, fatalities and injuries.

Performance Objective Measures:

- Provided documentation and testimony as requested to support the safety laws in effect and to support desired improvements,
- Conduct as requested any studies, commissions or task forces that improve Tennessee Traffic Safety Laws.

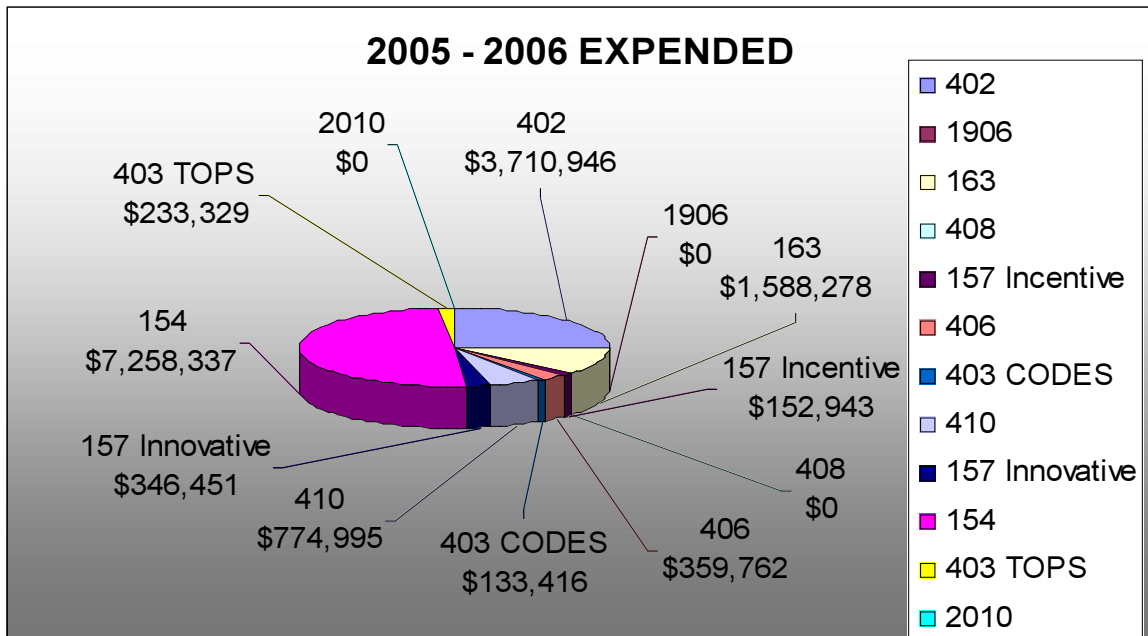
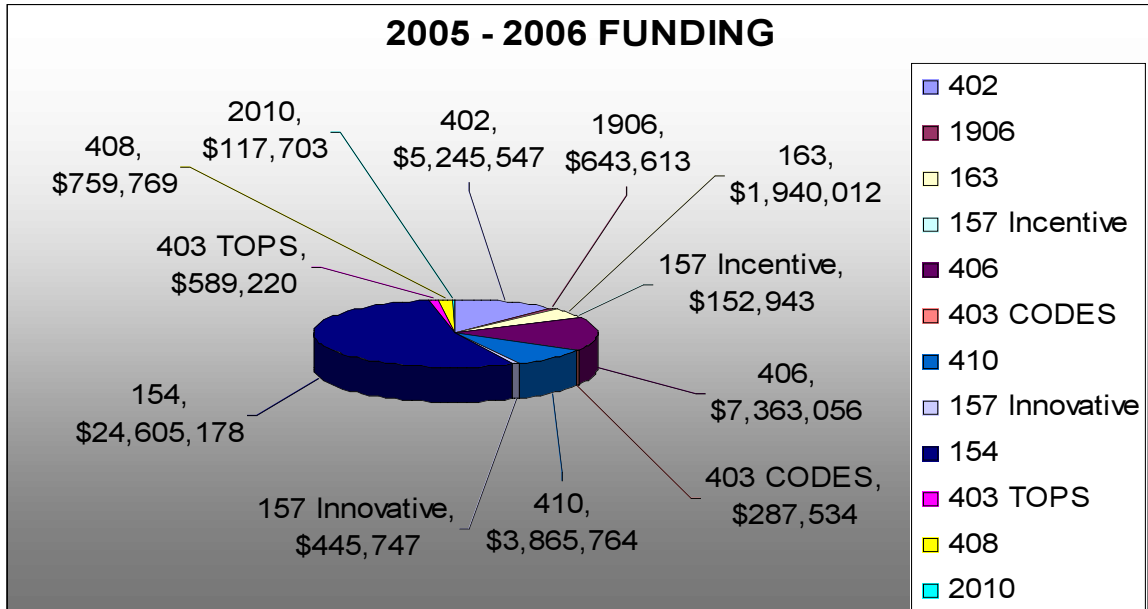
State of Current Highway Safety laws and NHTSA recommended:

Existing Laws	Future Considerations
1. .08 BAC DUI Law	1. Administrative License revocation
2. Child Endangerment	2. Anti- plea bargaining
3. Felony DUI	3. Happy hour laws
4. Graduated Driver License	4. Hospital BAC reporting
5. Booster Seat Law	5. Keg Registration
6. High BAC Law	6. Lower BAC for repeat offenders
7. Ignition interlock	7. Mandatory BAC testing for driver if someone is killed
8. Mandatory Alcohol assessment	8. Mandatory BAC testing if driver survives
9. Sobriety Checkpoints	9. Penalties for test refusal greater than test failure
10. Repeat Offender law	10. Open container law that is federally compliant
11. Primary seatbelt law	11. Preliminary Breath tester
12. All-rider Motorcycle Helmet law	12. Vehicle impoundment
13. Youth possession of alcohol, attempt to purchase, and consumption	
14. Vehicle Confiscation	
15. Social hosts and furnishing alcohol to a minor	

Accomplishments:

1. SB 0963 Improvements in school bus safety with requirement of vehicles to maintain 100 foot distance while moving and 50 foot while stopped and providing a sticker or notification on back of bus.
 2. SB 3433 Failure to yield right-of-way to emergency vehicles raises penalties to \$500 to encourage more defensive driving.
 3. SB 3212 Drug and alcohol assessments for DUI offenders as directed by the judges.
 4. SB 3268 Motorcycle education courses allows for tuition fees to increase number available.
 5. SB 3638 Crash Helmets, Corrected standard based on Consumer product safety commission designation.
6. Governor Started DUI task force to improve Laws, punishments, education and enforcement. Report provided to the Governor to be used in next session.
- Increase funding for probation or community corrections supervision. These entities will be responsible for monitoring offenders who opt for treatment sentencing and monitoring. They will also need to monitor compliance with ignition interlock requirements.
 - Include vehicular homicide in sentencing provisions for violent crime. This increases the period of time before parole eligibility to 85% from the current 30%.
 - Support legislation to create and Administrative License Revocation. This will eliminate delay in the Courts created by offenders who want to keep their license pending resolution of the DUI case. The Task Force recommends the use of telephonic hearings and the hearings be conducted by Administrative Law Judges with the Secretary of State.
 - Support legislation permitting the videotaping of DUI investigations of minors. All parties want to observe videotapes of field sobriety test performance by offenders regardless of the age of the driver.
 - Support legislation to require notification of law enforcement by emergency room personnel when patients are involved in crashes and are impaired.
 - Support legislation to amend the law concerning the Obstruction of Traffic lanes. Officers need to respond to vehicles stopped in a lane of traffic with emergency equipment for public safety purposes. If they discover an impaired driver, the driver may not be prosecuted after the decision in State v Williams.
 - Establish a permanent Task Force to monitor issues concerning traffic safety and the implementation of legislative changes.

Federal Funding Received and Expended



CHALLENGES FOR THE FUTURE

Planning and Administration

- The Tennessee GHSO looks forward to learning about the implementation guidelines for the newly passed SAFETEA-LU federal; legislation.
- Tennessee's Strategic Highway Safety Plan, once implemented will bring the state's many highway safety partners together for a focused project. Greater efforts will be made in FFY 2007 to include and engage the EMS community in the plan. Overseeing the plan and coordinating reports on the outcomes of the many associated projects will be challenging as the plan moves into the implementation phase.

Occupant Protection Program

- Recertification of law enforcement officers. Many of them have taken the CPS certification to gain POST credit.
- Legislative changes to allow some local funds to be generated for the writing of CPS tickets.
- Development of a statewide campaign for child passenger safety similar to "Click it or Ticket" or "Buckle Up in Your Truck".

ALCOHOL & OTHER DRUGS COUNTERMEASURES PROGRAM

- Open Container Law to include passenger.
- Change High BAC threshold from .20 to .15 to match Federal recommendations.
- Make all fines and fees equal statewide.
- Permit search warrants if defendant refuses breath or blood test.
- Support legislation to permit videotaping of DUI arrest of minors.

Police Traffic Service Program

- Tennessee's GHSO continues to support local law enforcement agencies that can identify specific needs as they relate to traffic enforcement in their jurisdictions and that do not have sufficient funding levels to purchase the equipment or training themselves. We continue to face the different needs between rural and urban areas and hope that we can continue to meet these needs proportionately.

Traffic Records Program

- Increase readily accessible, cross-referenced and current crash and judicial records.
- Create Tennessee Traffic Safety Data Users' Group.

Motorcycle Program

- Implementation of the motorcycle strategic plan will begin in FFY 2007. Obtaining support from motorcycle rider organizations and motorcycle-related businesses will be critical to the success of the various strategic plan components; the motorcycle community must be a part of the solution to the rising motorcycle fatalities.

Safe Community Program

- Although we were not able to expand our Safe Community projects in FFY 2006, the goal is to add at least two communities with high death and/or injury crash rates as funding levels permit and to continue expanding efforts to reach the growing Hispanic Community with education and public information.

List of GHSO Partners

- Tennessee Trucking Association,
- Be In The Click,
- Alcohol and Beverage Commission,
- Tennessee Department of Education,
- Tennessee Department of Safety,
- Vanderbilt University,
- O'Reilly's Auto Parts,
- Tractor Supply Company,
- The Tennessee Farm Bureau,
- TDOT Engineering,
- Mother's Against Drunk Driving – MADD,
- State Farm Insurance,
- AAA,
- National Safety Council,
- AARP,
- AASHTO,
- (TSSAA) Tennessee Secondary School Athletic Association,
- Students Against Destructive Decisions – SADD,
- Remove Intoxicated Drivers (RID),
- Governor's Highway Safety Association – GHSA
- Lemoyne Owen
- Tennessee State University
- Meharry University
- East Tennessee State
- Tennessee Sheriff's Association
- International Association Chiefs of Police - IACP

Appendix

Media Campaigns and Surveys

- Booze IT and Lose IT Media Campaign
- 100 Days of Summer Heat Media Campaign
- Don't Let A Great Time Be the Last Time Media Campaign
- Click IT or Ticket Media Campaign
- Buckle Up in Your Truck Media Campaign
- A Survey of Attitudes of Tennesseans About Traffic Safety Issues

BUCKLE UP IN YOUR TRUCK:
A SURVEY OF TENNESSEANS

MAY 2006

Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation

Submitted by:
The Center for Transportation Research
The University of Tennessee

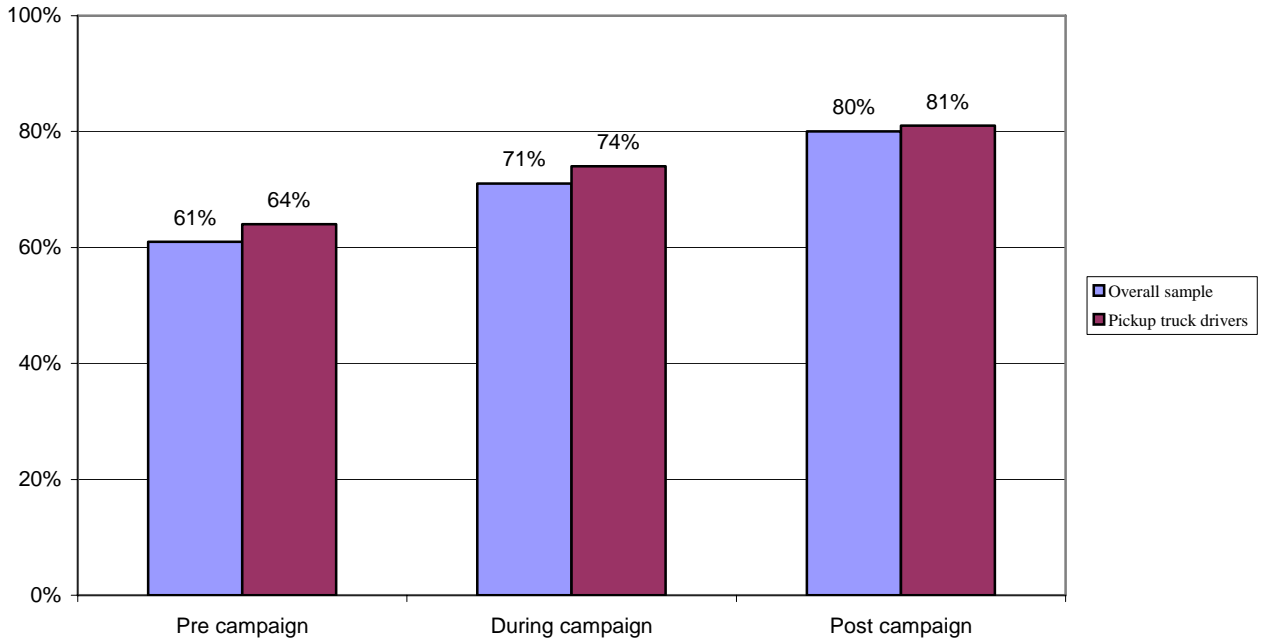
METHODOLOGY

The Center for Transportation Research at the University of Tennessee, conducted a study to measure the attitudes, perceptions and effectiveness of a media campaign in Tennessee, *Buckle Up In Your Truck*, sponsored by the Governor's Highway Safety Office. The Social Science Research Institute at the University of Tennessee administered a telephone survey to 1,200 individuals from randomly selected households in Tennessee between April 18, 2006 and May 25, 2006. Of the 1,200 individuals interviewed, 614 or 51% had driven a pickup truck in the past thirty days and 272 individuals or 22.6% of the sample indicated that a pickup truck was their primary vehicle. The dates of the survey coincided with the media campaign so that approximately 400 households were interviewed prior to the campaign (April 18 – April 28), 400 during the campaign (April 29 – May 13), and 400 after the campaign (May 14 – May 25). The results of this study have a margin of error of $\pm 3.5\%$ at the 95% confidence level.

BUCKLE UP IN YOUR TRUCK CAMPAIGN

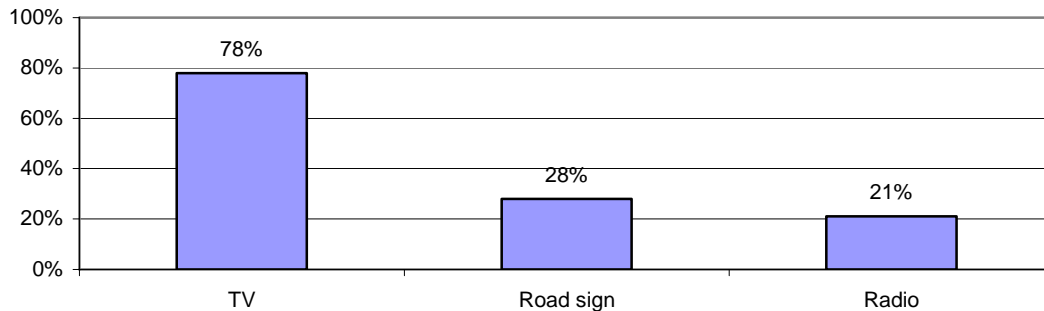
In order to measure exposure to the media campaign, respondents were asked to report if they had seen or heard any messages encouraging people to wear their seat belts in the past 60 days. Overall, 71% of all respondents and 73% of pickup truck drivers reported that they had seen or heard a message. This number increased from 61% of the general population before the campaign to 80% after the campaign and from 64% of the pickup drivers to 81%. This suggests that the campaign was effective, at least in the short term, by both the general population as well as the targeted population of pickup truck drivers.

Exposure to Seat Belt Use Message



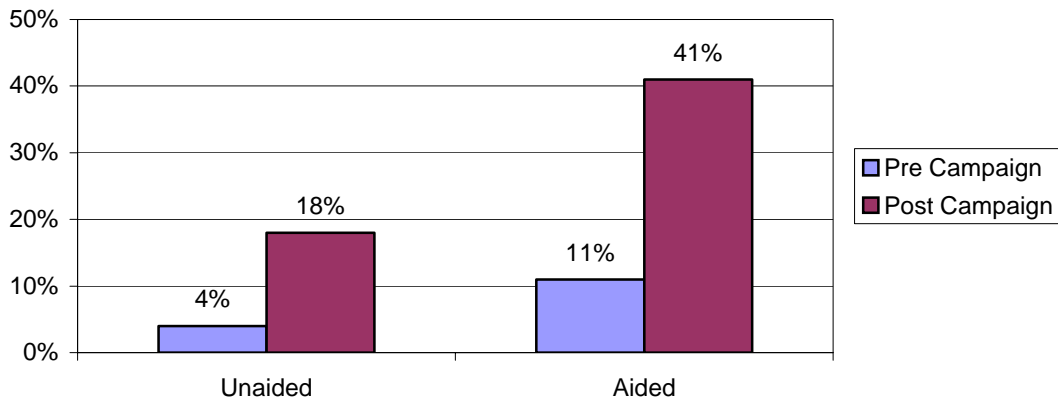
The media campaign utilized television as well as radio markets across the state. If respondents indicated that they had been exposed to a message concerning seat belt use, they were then asked about where they had seen or heard the message. Television was the most prevalent media identified followed by road signs and radio, respectively. The number of people reporting that they had heard a message on the radio increased from 15% prior to the campaign to 28% after the campaign had concluded.

Source of Message



Respondents who reported that they had seen or heard a message encouraging the use of seat belts were then asked whether they could recall a specific slogan or campaign. If the respondent could not recall a slogan, a list of slogans was read to determine recognition. Both aided and unaided, *Click It or Ticket* was the most familiar. Of those who could **recall** a slogan unaided, *Click It or Ticket* was mentioned by 73% of the respondents and 16% reported that they had seen or heard the *Buckle Up In Your Truck* slogan. More importantly, however, this number increased from 5% prior to the campaign to 18% after the conclusion of the campaign. These findings are consistent with those found when the respondents were read a list of campaign slogans. Again, *Click It or Ticket* had the highest recognition; with 87% indicating they had seen or heard this slogan and 27% reporting seeing or hearing *Buckle Up in Your Truck*. This number increased from 11% reporting **recognition** before the campaign began to 41% after the campaign was over.

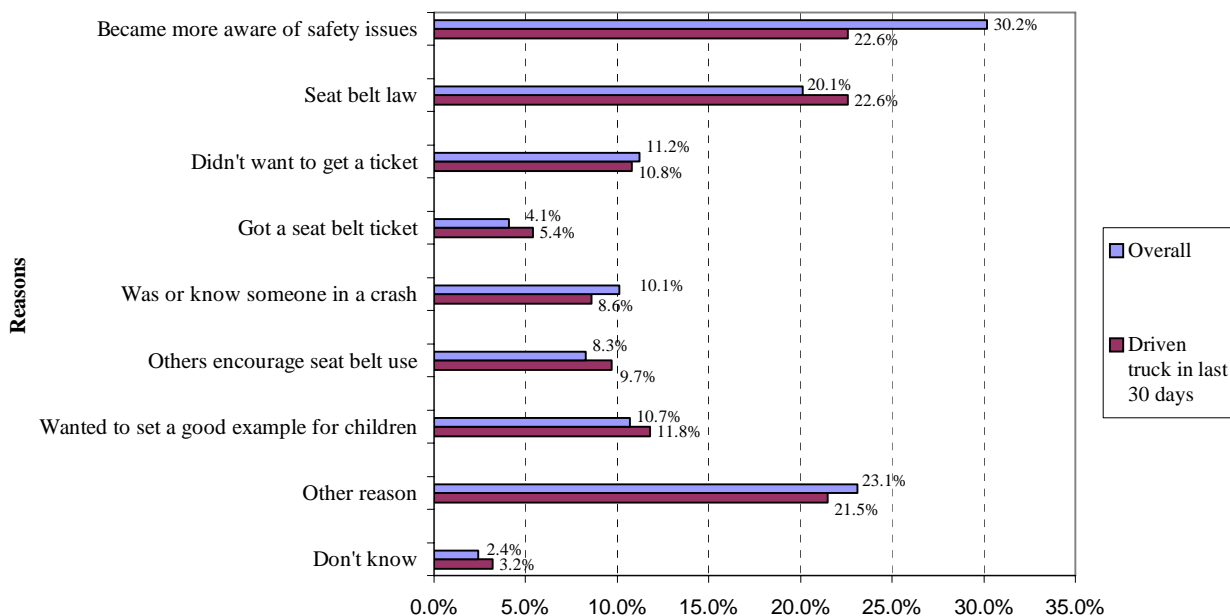
Recognition of Buckle Up in Your Truck Slogan



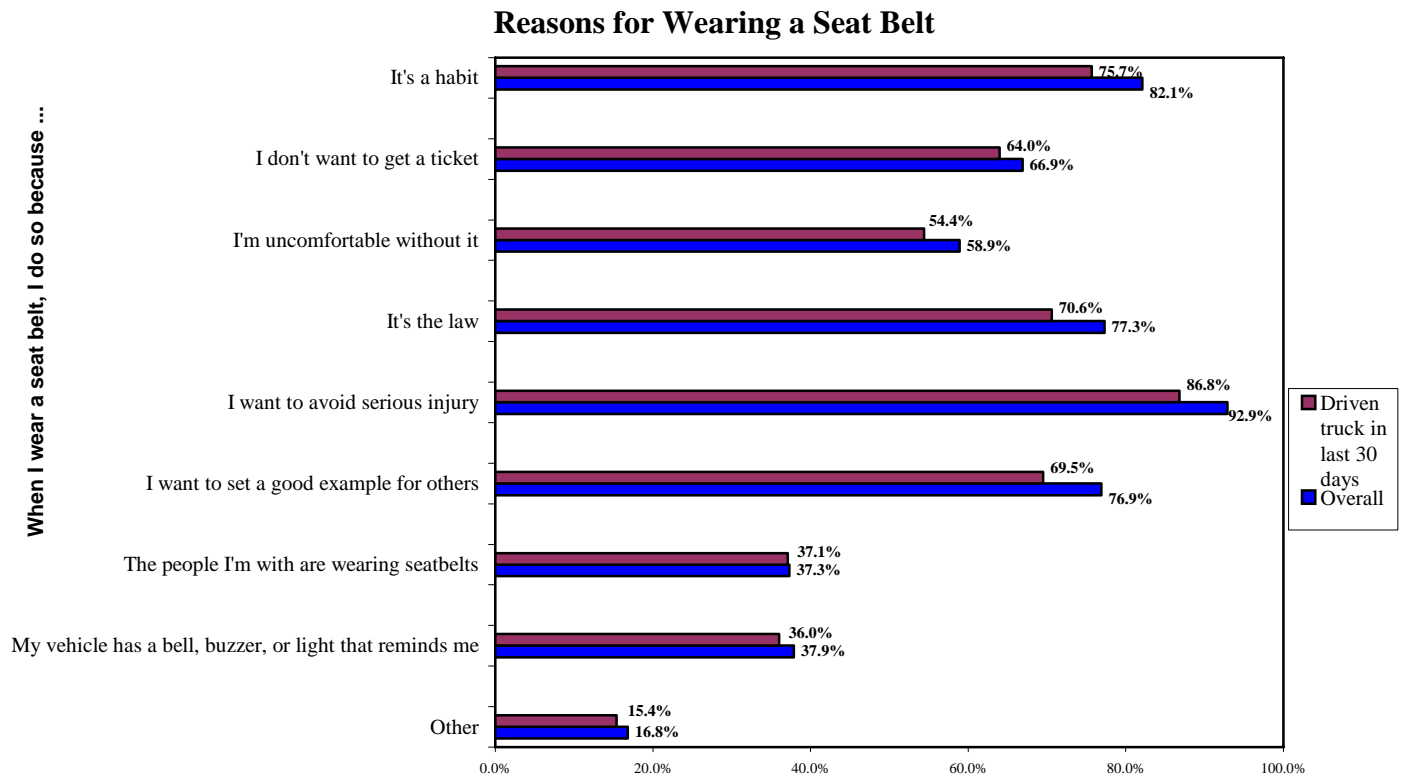
SEAT BELT USE

The vast majority of the respondents, 90% and 92%, respectively, indicated that they always or almost always wore their seat belt while driving or as a passenger. The respondents were asked to self-report if this usage had changed over the past 12 months. A large number, 85% indicated that this behavior had not changed. There was a slight increase in usage after the *Buckle Up in Your Truck* campaign – 12% reported that their seat belt usage had increased prior to the campaign and 17% reported an increase after the campaign. An increase of seat belt use was slightly higher among those who reported driving a pickup in the past thirty days. For those drivers, 14% reported an increase of usage prior to the campaign and 19% reported a higher usage after the campaign concluded. Of several reasons listed, awareness of safety issues and the seat belt law were the top two reasons cited by the respondents for this change in behavior, 30% and 20%, respectively. However, of those respondents who had driven a truck in the past thirty days cited these two reasons equally as an explanation for the changed behavior.

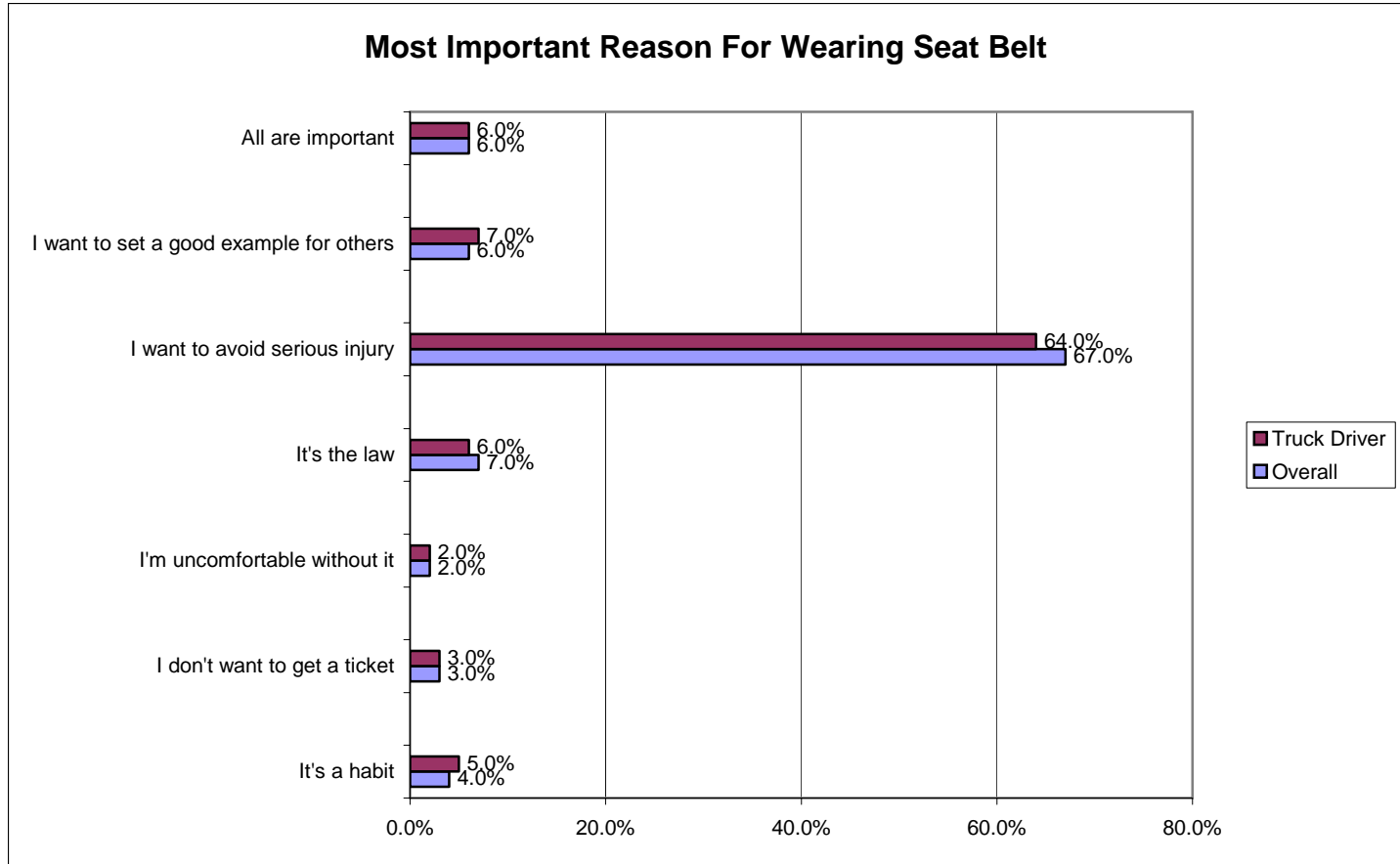
Reasons Belt Use Increased Over Past 12 Months



All respondents, regardless of whether their behavior had changed in the past 30 days, were read a list of statements about the reasons that they might wear a seat belt. The reasons presented to the respondent included safety reasons, legal reasons, and habitual behaviors. Avoiding personal injury and habit, 93% and 82%, were the two most prevalent reasons cited for wearing a seat belt. Respondents who indicated that a pickup truck was their primary vehicle generally did not differ from their car driving peers in their reasons for wearing a seat belt. However, pickup truck drivers were less likely to cite the law requiring seat belt use as a reason for their usage.



The respondents were then asked to identify the most important reason for this practice. Again, avoiding personal injury, 67%, was the most important reason cited for the overall respondents, as well as for those who drive a truck as their primary vehicle.



PERCEPTIONS OF SAFETY ISSUES

In addition to measuring the recognition of the *Buckle Up in Your Truck* campaign, this survey continued to measure the perceived significance of various safety issues on Tennessee roads and highways. The respondents were presented with seven traffic issues and asked to indicate how much of a problem each of them was perceived to be. To avoid a response set bias, the issues were presented in random order. Drunk drivers are reported to be the most dangerous problem facing drivers. However, if categories “very much a problem” and “severe problem” are combined to indicate a problem on Tennessee roadways, distracted drivers were perceived to be almost as much of a threat as drunk drivers, 66.7% and 68.5%, respectively.

	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT OF A PROBLEM	SMALL PROBLEM	NOT A PROBLEM
Drunk drivers	46.1%	20.6%	17.8%	6.6%	5.3%
Distracted drivers	36.6%	31.9%	22.4%	4.3%	3.8%
Aggressive drivers	30.0%	24.9%	28.5%	8.4%	7.2%
Drivers speeding	29.9%	28.0%	26.9%	7.0%	7.7 %
Numbers of large trucks on road	20.8%	15.7%	29.2%	10.4%	22.4%
Road construction	20.1%	16.7%	32.1%	13.8%	16.3%
Tired drivers	17.4%	16.2%	35.4%	14.3%	10.0%

DEMOGRAPHICS

The respondents in this survey closely resemble the Tennessee population and therefore can be viewed as a representative sample. Females are slightly overrepresented in the sample, however, the difference is not statistically significant. More importantly, the characteristics of the respondents who indicated that they had heard a message regarding seat belts in the last 60 days is not significantly different than the overall population. This suggests that all segments of the population were exposed to the media campaign.

	TOTAL SAMPLE (N = 1,200)	SEEN OR HEARD BELT USE MESSAGE (N = 848)
GENDER		
Male	42.9%	44.8%
Female	57.1%	55.2%
AGE		
16 – 25	6.4 %	9.7 %
26 – 35	16.2%	15.9%
36 – 45	18.5%	18.9%
46 – 55	21.6%	21.7%
56 – 65	18.0%	17.0%
65+	19.4%	16.9%
RACE/ETHNICITY		
White	84.7%	84.7%
Black	10.9%	11.4%
Asian	0.3%	0.2%
Native American	0.7%	0.7%
Hispanic	0.9%	0.8%
Other	1.9%	1.8%
EDUCATION		
Less than High School	12.9%	12.7%
High School	35.3%	35.6%
Some College	21.8%	24.1%
Bachelor’s Degree	16.9%	15.2%
Graduate Degree	13.1%	12.4%
INCOME		
< \$5,000	2.9%	2.7%
\$5,000 - \$15,000	7.7%	7.8%
\$15,001 - \$30,000	14.6%	16.1%
\$30,001 - \$50,000	22.2%	23.4%
\$50,001 - \$75,000	19.3%	20.3%
\$75,001 - \$100,000	12.6%	13.3%
\$100,000 +	12.0%	10.2%
Not sure	7.7%	6.1%
	TOTAL SAMPLE (N = 1,200)	SEEN OR HEARD BELT USE MESSAGE (N = 848)
REGION		
East	40.1%	41.2%
Middle	37.8%	37.0%
West	22.2%	21.8%

SIZE OF COMMUNITY			
Large City		24.7%	24.1%
Small City		24.5%	24.9%
Town		13.2%	13.2%
Small Town		17.9%	18.1%
Rural – Nonfarm		12.2%	12.2%
Rural - Farm		7.5%	7.5%

***DON'T LET A GREAT TIME
BE THE LAST TIME***

MAY 2006

Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation

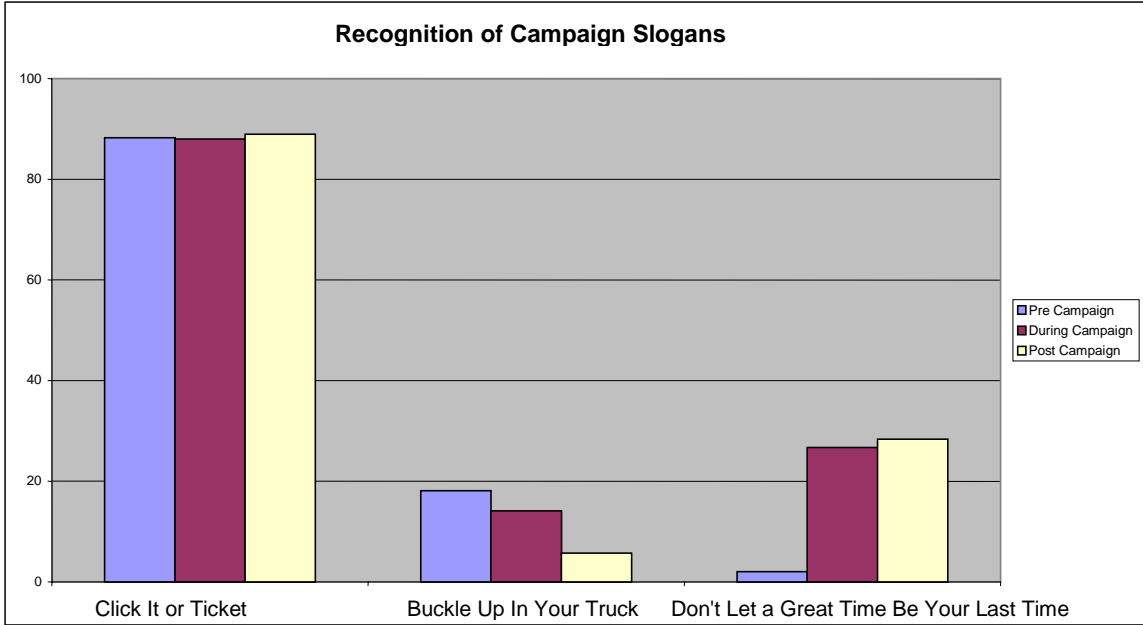
Submitted by:
The Center for Transportation Research
The University of Tennessee

METHODOLOGY

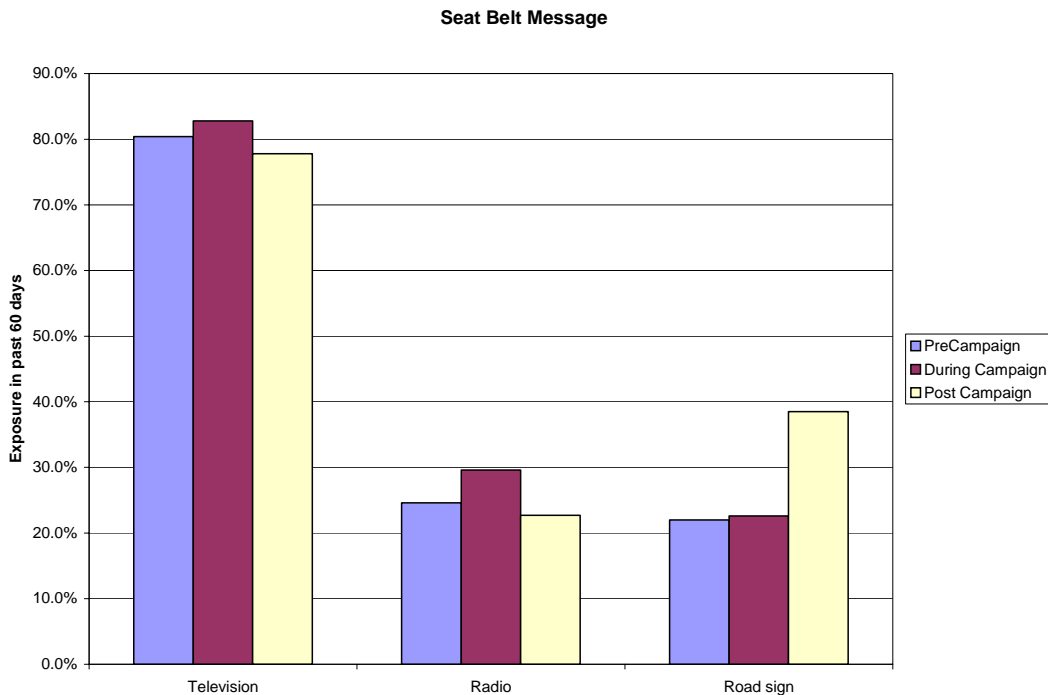
The Center for Transportation Research at the University of Tennessee, conducted a study to measure the reception and effectiveness of a media campaign in Tennessee, *Don't Let a Great Time Be Your Last Time*, sponsored by the Governor's Highway Safety Office. The campaign consisted of a message from Tennessee's Governor Bredesen encouraging young people to buckle up, to follow the speed limit, and to never ride with anyone who have been drinking. The Social Science Research Institute at the University of Tennessee administered a telephone survey to 1,088 individuals from randomly selected households in Tennessee between May 12, 2006 and June 30, 2006. The dates of the survey coincided with the media campaign so that approximately 400 households were interviewed prior to the campaign (May 12 – May 21), 300 during the campaign (May 22 – June 4), and 400 after the campaign (June 5 – June 30). The results of this study have a margin of error of $\pm 3.5\%$ at the 95% confidence level.

DON'T LET A GREAT TIME BE THE LAST TIME CAMPAIGN

The *Don't Let a Great Time Be the Last Time* media campaign immediately followed the *Buckle Up In Your Truck* and *Click It or Ticket* media campaign. The increase in those reporting exposure to a message promoting seat belt use can be attributed to this timing. When asked if they had seen or heard such a message, 79.7% of the respondents reported that they had, which is an increase from 71% during the previous campaign. *Click It or Ticket* continues to be the one slogan that most individuals can recall without any prompting from the interviewer. Of the respondents who indicated that they could recall a slogan used in these messages, 82.9% offered *Click It or Ticket*. All respondents were then read a list of seat belt slogans and asked to report if they recognized the slogan. Again, *Click It or Ticket* was recognized by the most of respondents, regardless of the timing of the interview in relation to a media campaign. *Don't Let a Great Time Be Your Last Time* was recalled without prompting by only 2.6% of the respondents. However, this number increased to 27.8% when it was read to the respondent. This increase is substantial and suggests the slogan was well received by the general public. This recognition continued after the conclusion of the campaign.



Both campaigns relied on various methods to distribute the message. Television was consistently the most cited mode of communication before, during, and after the campaign. However, respondents were more likely to recall seeing a message about seat belt use on a road sign after the *Don't Let a Great Time Be the Last Time* campaign had concluded.



DEMOGRAPHICS

The characteristics of the respondents in this survey are closely aligned with those found in the general population, with the exception of gender. Female respondents are slightly over represented in the sample, however, there is no statistical difference between the genders regarding exposure to the campaign. More importantly, the characteristics of the respondents who indicated that they had seen a seat belt message in the past 60 days closely resemble the overall sample. This suggests that the media campaign is effective in reaching all subgroups within the general population.

	TOTAL SAMPLE (N = 1,088)	SEEN OR HEARD BELT USE MESSAGE (N = 866)
GENDER		
Male	41.2%	42.8%
Female	58.8%	57.2%
AGE		
16 – 25	7.4 %	7.3 %
26 – 35	13.4%	14.6%
36 – 45	19.1%	19.4%
46 – 55	24.5%	25.1%
56 – 65	17.9%	17.7%
65+	17.8%	15.8%
RACE/ETHNICITY		
White	85.8%	85.5%
Black	11.0%	12.0%
Asian	0.3%	0.2%
Native American	0.4%	0.3%
Hispanic	0.6%	0.6%
Other	1.1%	0.9%
EDUCATION		
Less than High School	9.4%	8.9%
High School	37.1%	37.6%
Some College	22.4%	23.7%
Bachelor’s Degree	16.7%	16.1%
Graduate Degree	14.5%	13.7%
INCOME		
< \$5,000	1.8%	2.1%
\$5,000 - \$15,000	7.4%	7.0%
\$15,001 - \$30,000	14.5%	14.8%
\$30,001 - \$50,000	20.3%	21.1%
\$50,001 - \$75,000	15.8%	16.1%
\$75,001 - \$100,000	10.6%	11.2%
\$100,000 +	10.4%	9.8%
Not sure	7.9%	7.4%

100 Days of Summer Heat:
A SURVEY OF TENNESSEANS

September 2006

Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation

Submitted by:
The Center for Transportation Research
The University of Tennessee

METHODOLOGY

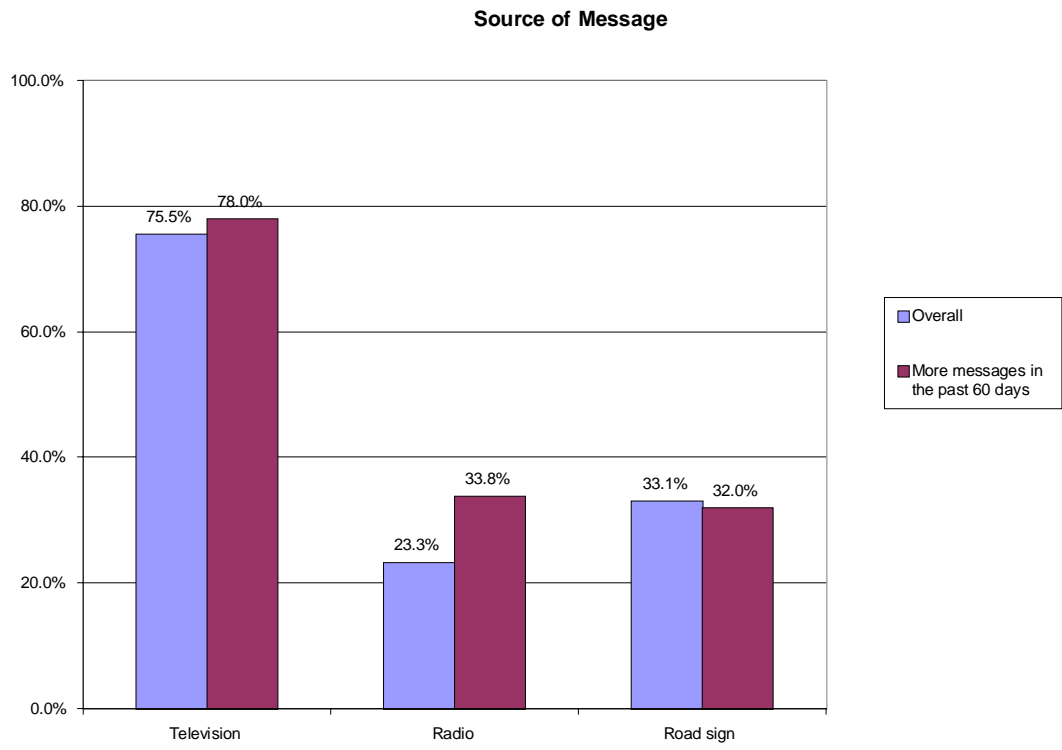
The Center for Transportation Research at the University of Tennessee, conducted a study to measure the reception and effectiveness of a media campaign to improve driving habits in Tennessee. The purpose of the *100 Days of Summer Heat* was to raise awareness about the dangers of speeding, driving without a seatbelt, and driving under the influence of alcohol. The campaign focused on law enforcement efforts to reduce accidents and fatalities during the summer months. The Social Science Research Institute at the University of Tennessee administered a telephone survey to 3,655 individuals from randomly selected households in Tennessee between June 1, 2006 and September 14, 2006. The results of this study have a margin of error of $\pm 3.0\%$ at the 95% confidence level.

100 DAYS OF SUMMER HEAT CAMPAIGN

The *100 Days of Summer Heat* immediately followed the *Buckle Up In Your Truck* and *Don't Let a Great Time Be Your Last Time* media campaigns. Consequently, the exposure to a media campaign emphasizing the importance of wearing a seat belt was constant throughout the summer months. This continued exposure is responsible for the large percentage of people who indicated they had heard or seen a message promoting seat belt use in the past 60 days. When asked if they had seen or heard such a message, 73.0% of the respondents responded positively. Respondents were also asked about the frequency of seeing such messages. At the beginning of the campaign, 29% indicated that the number of messages they had seen or heard in the past 60 days was more than normal. As could be expected with an extended campaign, this number dropped to 23% after the beginning of August. This finding suggests that the public had become accustomed to being reminded to wear a seat belt.

Recognition of one of the campaign slogans has become almost universal. Respondents who reported seeing or hearing a message pertaining to seat belt use were asked if they could name any of the slogans they heard. Without prompting, 83.3% of the respondents could name *Click It or Ticket*. However, when a list of possible campaign slogans were read to all respondents, regardless of whether they had seen or heard a message in the past 60 days, 90.2% responded positively to this choice. The *Buckle Up In Your Truck* slogan continued to be remembered throughout the summer months with 6.3% of the respondents offering this slogan without aid and 24.9% recognizing the slogan when hearing it from the interviewer. *One Simple Click* was added to the list of slogans and fared relatively well. Only 2.7% of the respondents could name the slogan without aid, however this number increased to 17.5% when it was read to them.

The *100 Days of Summer Heat* campaign relied on multiple media outlets to distribute the message. Overall, television was the most cited mode of communication, followed by road signs. Signs and banners encouraging seat belt use were prevalent along Tennessee roads and highways throughout the summer, which seems to have been noted by the public. However, for those respondents who felt that they had seen or heard more messages in the past 60 days, radio spots were more likely than road signs to be the source of the message.



SEAT BELT USE

The goal of the media campaign is to affect change in behavior by increasing the number of people who wear their seat belts. When asked, 13.2% of the respondents indicated that they had increased their use of seat belts over the past 12 months. When asked about their reasons for this change in behavior, 35.7% indicated that they had become more aware of the safety issues involved in not wearing a seat belt, and 16.5% indicated it was because of the law. Overall, personal safety and avoidance of serious injury are the primary reasons cited for wearing a seat belt. When all respondents were asked why they wear a seat belt, 92.7% indicated it was to avoid serious injury; 81.8% indicated it was because of the seat belt law; and 81.5% indicated it was due to habit. It should be noted that the number of people citing the seat belt law as a reason for wearing a seat belt slightly increased over the course of the summer. Prior to the *100 Days of Summer Heat* campaign, 77.3% of the respondents indicated they wore a seat belt because it was the law.

Respondents were then asked about first hand experience with and knowledge of the seat belt laws. When asked if they had ever received a ticket or a warning for not wearing a seat belt, only 6.5% had received a ticket and only 5.0% had received a warning. However, when asked the likelihood of receiving a ticket if a seat belt was never worn for the next six months, 29.5% of the respondents felt it was very likely they would receive a citation. Therefore, the perception that the seat belt laws are enforced is measurable, which suggests that the laws and campaigns are effective in encouraging seat belt use. Furthermore, the amounts of the fine people believe they would pay for a citation ranged from \$10 to \$500, with an average of \$83.

PERCEPTIONS OF SAFETY ISSUES

Safety on the roads is of concern to both the public and the law enforcement community. Respondents were provided with a list of safety hazards on the roads and asked to indicate how much of a problem each was. Drunk drivers are reported to be either very much a problem or a severe problem by more respondents, followed closely by distracted drivers.

	NOT A PROBLEM	SMALL PROBLEM	SOMEWHAT OF A PROBLEM	VERY MUCH A PROBLEM	SEVERE PROBLEM
Aggressive drivers	7.0%	9.0%	28.7%	23.1%	32.3%
Distracted drivers	3.6%	5.0%	22.9%	28.0%	40.5%
Drunk drivers	6.3%	6.7%	17.7%	17.7%	51.6%
Drivers speeding	6.8%	8.4%	25.8%	25.3%	33.7%
Numbers of large trucks on road	21.6%	11.6%	27.2%	16.2%	23.4%
Tired drivers	12.9%	14.2%	35.3%	18.1%	19.5%
Road construction	17.1%	14.1%	31.2%	15.4%	22.1%

This set of questions has been asked in statewide surveys conducted for the Governor’s Highway Safety Office since December 2004. Drunk drivers have consistently been reported as the most severe safety issue facing Tennessee drivers. However, the public’s perception of distracted drivers being a serious problem has grown to almost the same level as drunk drivers.

It is generally believed that the most prevalent distraction for drivers is the use of cell phones while driving. “Research shows that driving while using a cell phone can pose a serious cognitive distraction and degrade driver performance. The data are insufficient to quantify crashes caused by cell phone use specifically, but NHTSA estimates that driver distraction from all sources contributes to 25 percent of all police-reported traffic crashes.” (<http://www.nhtsa.dot.gov>; 9/19/2006) Only 9.3% of the respondents reported that they frequently talk on the cell phone while they are driving. The majority of the respondents surveyed, 62.0%, state that they rarely or never engage in this activity. However, there is a significant difference between those respondents who reported frequently using a cell phone while driving and those who did not with regard to the problem posed by distracted drivers. Of the respondents who indicated they rarely or never used a cell phone while driving, 48.4% felt that distracted drivers were a serious problem, yet only 32.4% of those who frequently used a cell phone while driving, held a similar opinion.

Comparison of safety issues

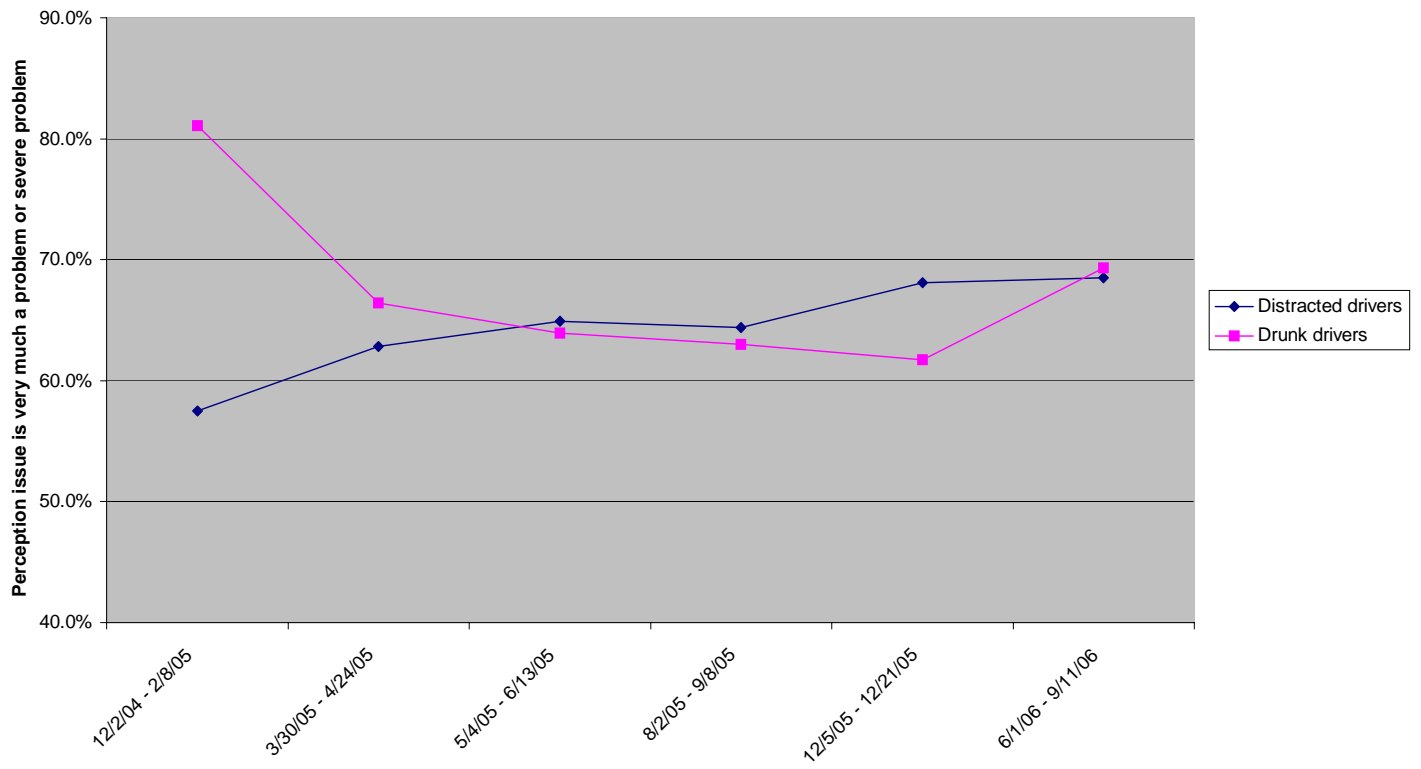


Figure 1

DEMOGRAPHICS

The demographic breakdown of the sample closely resembles the general population, with no group being significantly underrepresented. Moreover, the subpopulation of respondents who indicated hearing a message pertaining to seat belt use in the past 60 days is virtually identical to the overall sample. Any differences are slight and are not statistically significant. It can be concluded that the media campaign to increase seat belt use reached all segments of the population.

	TOTAL SAMPLE (N = 3,655)	SEEN OR HEARD BELT USE MESSAGE (N = 2,668)
GENDER		
Male	43.8%	46.1%
Female	56.2%	53.9%
AGE		
16 – 25	9.0%	9.5%
26 – 35	12.3%	13.0%
36 – 45	19.9%	20.4%
46 – 55	22.8%	23.3%
56 – 65	19.0%	18.7%
65+	17.0%	15.1%
RACE/ETHNICITY		
White	84.8%	84.6%
Black	12.3%	12.8%
Asian	.5%	.4%
Native American	.6%	.6%
Hispanic	.7%	.6%
Other	1.0%	1.0%
EDUCATION		
Less than High School	9.5%	9.1%
High School	35.7%	36.1%
Some College	25.4%	26.1%
Bachelor's Degree	17.7%	17.3%
Graduate Degree	11.7%	11.5%

	TOTAL SAMPLE (N = 3,655)	SEEN OR HEARD BELT USE MESSAGE (N = 2,668)
INCOME		
< \$5,000	2.5%	2.5%
\$5,000 - \$15,000	7.5%	7.1%
\$15,001 - \$30,000	16.5%	16.4%
\$30,001 - \$50,000	23.1%	23.2%
\$50,001 - \$75,000	20.3%	20.9%
\$75,001 - \$100,000	10.4%	10.9%
\$100,000 +	11.8%	11.2%
Not sure	7.8%	7.7%
REGION		
East	39.1%	39.6%
Middle	37.7%	37.7%
West	23.2%	22.7%
SIZE OF COMMUNITY		
Large City	28.5%	26.5%
Small City	22.5%	23.1%
Town	12.6%	12.8%
Small Town	14.5%	15.1%
Rural – Nonfarm	14.0%	14.5%
Rural - Farm	7.8%	7.9%

APPENDIX

Survey

Introduction:

Hello, this is [YOUR NAME], from The University of Tennessee calling on behalf of the Tennessee Governor's Highway Safety Office. We are conducting a study of opinions about traffic and safety issues in Tennessee. The interview is completely confidential and no identifying information will be released outside our organization. It only takes a few minutes. For statistical purposes, I would like to speak to the youngest male over the age of 16.

IF THERE IS NO MALE AVAILABLE OR WILLING TO DO THE SURVEY...

ASK... Are you over 16? IF YES, Would you mind if I asked you a few questions?

All your responses will be completely confidential. Your name will not be connected with any answers that you provide.

Question 1

Including yourself, how many members of this household are age 16 or older?

Question 2

RESPONDENT'S GENDER - DO NOT ASK

To begin, I would like to ask you a few questions about some driving safety issues. For each issue I read, I would like for you to tell me if you think it is not a problem, a small problem, somewhat of a problem, very much a problem, or a severe problem.

Question 3

How about aggressive drivers?

- 1 NOT A PROBLEM
- 2 A SMALL PROBLEM
- 3 SOMEWHAT OF A PROBLEM
- 4 VERY MUCH A PROBLEM
- 5 A SEVERE PROBLEM
- 8 NOT SURE
- 9 REFUSAL/MISSING

Question Q4

How about distracted drivers?

- 1 NOT A PROBLEM
- 2 A SMALL PROBLEM
- 3 SOMEWHAT OF A PROBLEM
- 4 VERY MUCH A PROBLEM
- 5 A SEVERE PROBLEM
- 8 NOT SURE
- 9 REFUSAL/MISSING

Question 5

How about drunk drivers?

- 1 NOT A PROBLEM
- 2 A SMALL PROBLEM

- 3 SOMEWHAT OF A PROBLEM
- 4 VERY MUCH A PROBLEM
- 5 A SEVERE PROBLEM
- 8 NOT SURE
- 9 REFUSAL/MISSING

Question 6

How about drivers speeding?

- 1 NOT A PROBLEM
- 2 A SMALL PROBLEM
- 3 SOMEWHAT OF A PROBLEM
- 4 VERY MUCH A PROBLEM
- 5 A SEVERE PROBLEM
- 8 NOT SURE
- 9 REFUSAL/MISSING

Question 7

How about the numbers of large trucks on the road?

- 1 NOT A PROBLEM
- 2 A SMALL PROBLEM
- 3 SOMEWHAT OF A PROBLEM
- 4 VERY MUCH A PROBLEM
- 5 A SEVERE PROBLEM
- 8 NOT SURE
- 9 REFUSAL/MISSING

Question 8

How about tired drivers?

- 1 NOT A PROBLEM
- 2 A SMALL PROBLEM
- 3 SOMEWHAT OF A PROBLEM
- 4 VERY MUCH A PROBLEM
- 5 A SEVERE PROBLEM
- 8 NOT SURE
- 9 REFUSAL/MISSING

Question 9

How about road construction sites along Tennessee highways?

- 1 NOT A PROBLEM
- 2 A SMALL PROBLEM
- 3 SOMEWHAT OF A PROBLEM
- 4 VERY MUCH A PROBLEM
- 5 A SEVERE PROBLEM
- 8 NOT SURE
- 9 REFUSAL/MISSING

Question 10

Next, I have some questions about your driving habits.

When driving how often do you talk on a cell phone?

[READ CHOICES]

- 1 FREQUENTLY
- 2 OCCASIONALLY
- 3 RARELY
- 4 NEVER
- 5 DON'T OWN OR HAVE ACCESS TO A CELL PHONE [DO NOT READ]
- 8 NOT SURE [DO NOT READ]
- 9 REFUSAL/MISSING [DO NOT READ]

Question 11

When driving a motor vehicle, how often do you wear your seatbelt?

[READ CHOICES]

- 1 Always
- 2 Nearly always
- 3 Sometimes
- 4 Seldom
- 5 Never
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

Question 12

How often do you wear your seatbelt when you are a front seat passenger?

[READ CHOICES]

- 1 Always
- 2 Nearly always
- 3 Sometimes
- 4 Seldom
- 5 Never
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

Question 13

About how many miles would you estimate that you drive on a typical week day?

USE 888 = NOT SURE

USE 999 = MISSING/REFUSED

Question 14

About how many minutes would you estimate that you spend driving on a typical week day?

USE 888 = NOT SURE

USE 999 = MISSING/REFUSED

Question 15

Now, I would like to ask you a few questions about educational or other types of activities. In the past 60 days have you seen or heard any messages that encourage people to wear their seat belts?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 16

Where did you see or hear these messages?

[CHECK ALL THAT APPLY]

- 1 TV
- 2 Radio
- 3 Road sign
- 4 Newspaper/magazine
- 5 Something else
- 6 Don't know
- 7 Refused
- 8 NO MORE CHOICES

Question 17

Was the message a commercial or advertisement, was it part of a news program, or was it something else?

- 1 Commercial/advertisements
- 2 News story
- 3 Something else
- 8 Don't know
- 9 Refusal/Missing

Question 18

Would you say that the number of these messages you have seen or heard in the past 60 days is more than usual, fewer than usual, or about the same as usual?

- 1 More than usual
- 2 About the same as usual
- 3 Fewer than usual
- 8 Don't know
- 9 Refusal/Missing

Question 19

Do you recall any slogans that were used in these messages?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refusal

Question 20

What were those slogans?

[DO NOT READ... CHECK ALL THAT APPLY]

- 1 Click It or Ticket
- 2 Dummies Don't Buckle Up
- 3 Buckle up for safety
- 4 Be in the Click Zone
- 5 Buckle Up In Your Truck
- 6 Don't Let a Great Time be the Last Time
- 7 One Simple Click
- 8 Other
- 9 DON'T KNOW
- 10 REFUSAL
- 11 NO MORE CHOICES

Question 21

Which of the following slogans do you recall seeing or hearing in the past?

[READ & ROTATE]

- 1 Click It or Ticket
- 2 Dummies Don't Buckle Up
- 3 Buckle up for safety
- 4 Be in the Click Zone
- 5 Buckle Up In Your Truck
- 6 Don't Let a Great Time be the Last Time
- 7 One Simple Click
- 8 Other
- 9 DON'T KNOW
- 10 REFUSAL
- 11 NO MORE CHOICES

Question 22

In the past 60 days, have you read, seen or heard any messages discouraging people from driving after drinking alcohol?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 23

Where did you see or hear these messages?

[CHECK ALL THAT APPLY]

- 1 TV
- 2 Radio
- 3 Road sign
- 4 Newspaper/magazine

- 5 Something else
- 6 Don't know
- 7 Refused
- 8 NO MORE CHOICES

Question 24

Was the message a commercial or advertisement, was it part of news program, or was it something else?

- 1 Commercial/advertisements
- 2 News story
- 3 Something else
- 8 Don't know
- 9 Refusal/Missing

Question 25

Would you say that the number of these messages you have seen or heard in the past 60 days is more than usual, fewer than usual, or about the same as usual?

- 1 More than usual
- 2 About the same as usual
- 3 Fewer than usual
- 8 Don't know
- 9 Refusal/Missing

Question 26

Do you recall any slogans that were used in these messages?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refusal

Question 27

What were those slogans?

[DO NOT READ... CHECK ALL THAT APPLY]

- 1 Booze it and Lose it
- 2 Think before you drink
- 3 Drinking and Driving equals death
- 4 Friends don't let friends drive drunk
- 5 Other
- 6 DON'T KNOW
- 7 REFUSAL
- 8 NO MORE CHOICES

Question 28

Which of the following slogans do you recall seeing or hearing in the past 60 days?

[READ & ROTATE]

- 1 Booze it and Lose it

- 2 Drive Responsibly
- 3 Think before you Drink
- 4 Drinking and Driving Equals Death
- 5 NONE OF THE ABOVE [DO NOT READ]
- 6 NO MORE CHOICES

Question 29

In the past 12 months, has your use of seat belts when driving increased, decreased, or stayed the same?

- 1 Increased
- 2 Decreased
- 3 Stayed the same
- 4 New driver
- 8 Don't know
- 9 Refused

Question 30

What caused the change?

(DO NOT READ CHOICES - CHECK ALL THAT APPLY)

1. You became more aware of safety issues
2. Because of the seat belt law
3. You didn't want to get a ticket
4. You got a seat belt ticket
5. You, or someone you know was in a crash
6. Other people encouraged or pressured you to use seat belts
7. You wanted to set a good example for children
8. Other
9. Don't know
10. Refused
11. NO MORE CHOICES

Now I'm going to read a list of reasons why you might wear your seat belt. As I'm reading, tell me yes or no whether each reason applies to you.

Question 31

When I wear a seat belt, I do so because it's a habit.

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 32

When I wear a seat belt, I do so because I don't want to get a ticket.

- 1 Yes
- 2 No
- 8 Don't know

9 Refused

Question 33

When I wear a seat belt, I do so because I'm uncomfortable without it.

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 34

When I wear a seat belt, I do so because it's the law.

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 35

When I wear a seat belt, I do so because I want to avoid serious injury.

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 36

When I wear a seat belt, I do so because I want to set a good example for others.

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 37

Have you ever received a ticket for not wearing seat belts?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 38

Have you ever received a warning for not wearing seat belts?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Transition

This next set of questions is about drinking habits.

During the last twelve months, how often did you usually drink any alcoholic beverages, including beer, light beer, wine, wine coolers, or liquor?

Would you say you usually drank alcoholic beverages every day, nearly every day, three or four days a week, one or two days a week, two or three days a month, once a month or less, or never?

- 1 Every day
- 2 Nearly every day
- 3 Three or four days a week
- 4 One or two days a week
- 5 Two or three days a month
- 6 Once a month or less
- 7 Never drank alcoholic beverages in last twelve months
- 8 Not sure
- 9 Refused

Question 39

In the past twelve months, have you ever driven a motor vehicle WITHIN TWO HOURS AFTER drinking alcoholic beverages?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 40

In the past twelve months, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?

NOT SURE = -88
REFUSAL = -99

Question 41

In the past twelve months, have you ever deliberately avoided driving a motor vehicle after drinking alcoholic beverages?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

I'm going to read a list of reasons why you might deliberately avoid driving a motor vehicle after drinking alcoholic beverages. For each statement, please tell if the reason is very important, somewhat important, not very important, or not at all important to you.

Question 42

I want to avoid serious injury to myself.

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 8 Don't know
- 9 Refused

Question 43

I want to avoid seriously injuring other people.

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 8 Don't know
- 9 Refused

Question 44

I don't want to be stopped by police.

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 8 Don't know
- 9 Refused

Question 45

I want to set a good example for others.

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 8 Don't know
- 9 Refused

Question 46

The people I'm with would not approve.

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 8 Don't know
- 9 Refused

Question 47

It is wrong to drive after drinking any alcohol at all.

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 8 Don't know
- 9 Refused

Question 48

In your opinion, how effective are current laws and penalties at reducing drinking and driving. Would you say they are

[READ CHOICES]

- 1 Very effective
- 2 Somewhat effective
- 3 Somewhat ineffective
- 4 Very ineffective
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

Question 49

Do you think police in your area enforce drinking-and-driving laws ...

[READ CHOICES]

- 1 Very strictly
- 2 Somewhat strictly
- 3 Not very strictly
- 4 Rarely
- 5 Not at all
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

Question 50

In the past twelve months, while you were either driving or riding in a car, have you seen a sobriety checkpoint where drivers are stopped briefly by police to check for alcohol-impaired driving?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Question 51

Do you think sobriety checkpoints should be used more frequently, about the same as they are now, or less frequently?

- 1 More frequently
- 2 About the same
- 3 Less frequently
- 8 Don't know
- 9 Refused

Question 52

Now, I have just a few last questions ONLY to help us make sure we have included enough people from different backgrounds so that our poll will be accurate.

First, what is your age?

USE 999 = REFUSED

Question 53

How many people currently live in your household?

USE 99 = REFUSED

Question Q54

How many children, under 18 years of age, currently reside in your household? Please do not count students living away from home or boarders.

USE 88 = DON'T KNOW

USE 99 = REFUSED

Question Q55

Which racial category best describes you?

- 1 White
- 2 Black
- 3 Asian
- 4 Native American or Alaskan Native
- 5 Hispanic
- 6 Other
- 8 Don't know
- 9 Refused

Question 56

What is the highest grade or year of school you have completed?

High School Diploma / GED = 12

Associate's Degree = 14

Bachelor's Degree = 16

Graduate Degree = 19

USE 88 = DON'T KNOW

USE 99 = REFUSED

Question 57

Are you currently married, divorced, separated, widowed, or single?

- 1 Married
- 2 Divorced
- 3 Separated
- 4 Widowed
- 5 Single
- 8 Don't know
- 9 Refused

Question 58

What radio station do you listen to most frequently?

Question 59

Which of the following categories best describes your total household income before taxes in 2005? Your best estimate is fine. Would it be ...

- 1 Less than \$5,000
- 2 \$5,000 to less than \$15,000
- 3 \$15,000 to less than \$30,000
- 4 \$30,000 to less than \$50,000
- 5 \$50,000 to less than \$75,000
- 6 \$75,000 to less than \$100,000
- 7 \$100,000 or more
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

Question 60

What county do you currently live in? [USE 888 NOT SURE/ 999 REFUSAL]

Question 61

Which of the following best describes where you live? Do you live in a large city (over 100,000 people), a small city (between 20,000 and 100,000 people), a town (between 5,000 and 20,000 people), a small town (Fewer than 5,000 people), or in a rural area?

- 1 LARGE CITY
- 2 SMALL CITY
- 3 TOWN
- 4 SMALL TOWN
- 5 RURAL
- 8 DON'T KNOW
- 9 REFUSED

Question 62

Do you live on a farm?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

CLOSE

Thank you. That's all of our questions and have a great day.

**BOOZE IT AND LOSE IT
MEDIA CAMPAIGN**

A SURVEY OF TENNESSEANS

**AUGUST/SEPTEMBER
2006**

Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation

Submitted by:
The Center for Transportation Research
The University of Tennessee

METHODOLOGY

The Center for Transportation Research at the University of Tennessee, conducted a study of attitudes and perceptions about traffic safety issues held by Tennesseans. A telephone survey was administered by the Social Science Research Institute at the University of Tennessee, employing a random digit dialing sampling technique. The telephone interviews were conducted during the period of August 6-September 1, 2006. The survey was administered to a household member in 1,338 households across the State, and has a margin of error $\pm 2.7\%$ at the 95% confidence level.

This survey was timed to gather data before, during and after the Booze and Lose It media campaign. Thus much of the data reported here are based on questions that focused on drinking & driving and even the specifics of the campaign. However, it is also instructive to understand the general perspectives and attitudes of the survey participants regarding highway safety issues. To provide this broader context the participants were also as a series of questions related to highway safety, but not directly focused on drinking and driving or the Booze and Lose It Campaign. This report first discusses the findings regarding general highway safety issues, then turns to seat belt issues and finally transitions into a discussion of alcohol related issues and the associated media campaign.

SAFETY ISSUES

The first survey items that respondents were presented pertain to the perceived importance of seven traffic safety issues. To avoid a response set bias, the issues were presented in random order. Of these issues, the danger posed by drunk drivers is regarded to be the most severe problem. This is followed by the dangers posed by distracted drivers, aggressive drivers, and drivers speeding. The issue least likely to have been seen by respondents as a problem was the number of large trucks on the road, followed by road construction and tired drivers.

...I would like to ask you a few questions about some driving safety issues. For each issue I read, I would like for you to tell me if you think it is not a problem, a small problem, somewhat of a problem, very much a problem, or a severe problem.

	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT OF A PROBLEM	SMALL PROBLEM	NOT A PROBLEM	N
Drunk drivers	49.6%	19.3%	17.6%	6.2%	7.3%	1265
Distracted drivers	39.1%	30.1%	23.1%	4.7%	3.0%	1317
Aggressive drivers	31.8%	21.7%	29.9%	8.2%	8.4%	1316
Drivers speeding	30.9%	27.2%	25.2%	8.8%	8.0%	1322
Numbers of large trucks on road	21.0%	15.2%	28.5%	11.4%	23.9%	1312
Road construction	19.4%	14.5%	32.2%	15.0%	18.8%	1306
Tired drivers	18.4%	17.7%	34.8%	14.9%	14.2%	1187

DRIVING HABITS

Respondents were also asked about their driving habits, specifically cell phone use and seat belt use. With respect to cell phone usage, less than one-third indicated they ‘frequently’ or ‘occasionally’ talked on a cell phone when driving, while almost two-thirds (64.1%) said they ‘rarely’ or ‘never’ talk on a cell phone when driving. Only about seven percent said they did not have a cell phone.

When driving how often do you talk on a cell phone?

Frequently	8.6%
Occasionally	20.0%
Rarely	33.4%
Never	30.7%
No Cell Phone	7.3%
N	1318

With respect to seat belt use, half of the sample were asked about their behavior when driving and the other half about seat belt use when a front seat passenger in a motor vehicle. About 93% reported ‘always’ or ‘nearly always’ using a seat belt when driving a vehicle, while almost 94% reported the same behavior when they are a front seat passenger.

When driving a motor vehicle, how often do you wear your seatbelt?

Always	83.0%
Nearly Always	10.2%
Sometimes	4.0%
Seldom	.9%
Never	1.9%
N	648

How often do you wear your seatbelt when you are a front seat passenger?

Always	85.4%
Nearly Always	8.3%
Sometimes	3.1%
Seldom	1.3%
Never	1.9%
N	685

AWARENESS OF SEAT BELT USE

Respondents were asked a series of questions designed to measure their awareness of media campaigns encouraging seat belt use. About 70% recalled seeing or hearing such messages within the previous 60 days. The most common source for these messages was television, followed by road signs and radio. Fewer than five percent reported being exposed to seatbelt

messages through print media. With respect to the form of the message, over 88% reported seeing or hearing a commercial. Finally, about 70% said the number of messages they had seen or heard in the previous 60 days was about the same as usual.

In the past 60 days have you seen or heard any messages that encourage people to wear their seat belts?

Yes	70.8%
No	29.2%
<i>N</i>	1313

Where did you see or hear these messages? (Multiple responses allowed)

Television	73.9%
Radio	22.6%
Road Signs	31.3%
Newspapers/Magazines	4.4%
Other	2.9%
<i>N</i>	930

Was the message a commercial or advertisement; was it part of a news program, or was it something else?

Commercial	88.1%
News Program	7.1%
Other	4.8%
<i>N</i>	732

Would you say that the number of these messages you have seen or heard in the past 60 days is more than usual, fewer than usual, or about the same as usual?

More Than Usual	23.4%
Same As Usual	69.9%
Fewer Than Usual	6.7%
<i>N</i>	911

RECALL OF CONTENT OF SEATBELT CAMPAIGN (CLICK IT OR TICKET)

Over one-half of respondents who recalled seeing or hearing a seatbelt use message said they recalled at least one slogan used in these messages. The most- commonly recalled slogan, by a huge margin, was “Click It or Ticket”, with 82% recall. This was followed by “Buckle Up for Safety”, recalled by just under 17% of the sub-sample.

Do you recall any slogans that were used in these messages?

Yes	56.2%
No	15.8%
<i>N</i>	936

What were those slogans?

Click It or Ticket	82.3%
Buckle up for Safety	16.6%
Other	9.1%
Buckle Up In Your Truck	4.2%
Don't Let a Great Time be the Last Time	3.2%
Be in the Click Zone	1.7%
Dummies Don't Buckle Up	1.3%
One Simple Click	1.3%
<i>N</i>	525

When presented with a list of slogans and asked what slogans they recalled from the past, over 90% of the full sample said “Click It or Ticket”. About one-fourth of respondents recalled “Buckle Up in Your Truck” and “Don’t Let a Great Time be the Last Time”. Only about 5% said they could not recall any slogans from the past.

Which of the following slogans do you recall seeing or hearing in the past?

Click It or Ticket	90.7%
Don't Let a Great Time be the Last Time	27.5%
Buckle Up In Your Truck	24.8%
One Simple Click	18.7%
Be in the Click Zone	16.2%
Seat Belts are Cool	12.3%
None	5.3%
<i>N</i>	1337

SEAT BELT USE

When asked if their use of seat belts had changed over the previous twelve months, 86% said that it had not. Those who reported a change, almost all of whom reported an increase in usage, cited reasons such as becoming more aware of safety issues; a desire to avoid being ticketed; and setting a good example for children as the motivation for making the change.

In the past 12 months, has your use of seat belts when driving increased, decreased, or stayed the same?

Increased	12.9%
Decreased	.4%
Stayed the same	86.4%
New Driver	.2%
<i>N</i>	1316

What caused the change? (Responses were not read; includes multiple responses)

You became more aware of safety issues	39.5%
Other	21.5%

You didn't want to get a ticket	13.0%
You wanted to set a good example for children	11.9%
Because of the seat belt law	9.6%
You, or someone you know was in a crash	7.9%
Other people encouraged or pressured you to use seat belts	7.9%
You got a seat belt ticket	3.4%
Don't Know	4.0%
N	177

Respondents were next asked why they might wear a seat belt; several reasons were read, and respondents could chose more than one reason. The most common reasons cited were to avoid serious injury; habit; and because wearing a seat belt is the law. The least common reasons cited were that others in the car wear one; and being reminded to do so by a warning signal in the vehicle.

I'm going to read a list of reasons why you might wear your seat belt. As I'm reading, tell me yes or no whether each reason applies to you.

	YES	NO	DON'T KNOW	N
Avoid serious injury	94.3%	5.2%	0.5%	630
Habit	83.4%	16.0%	0.4%	652
It's the law	80.4%	19.4%	0.2%	634
Set example	75.9%	25.3%	0.8%	1328
Avoid a ticket	66.0%	33.6%	0.3%	642
Uncomfortable without one	58.8%	40.3%	0.9%	653
Others in car wear one	32.6%	66.9%	0.5%	656
Reminder signal in car	40.7%	58.5%	0.8%	661

Finally, when asked if they had received either a ticket, or a warning, for failure to wear a seat belt, over 90 % said they had not.

Have you ever received a ticket for not wearing seat belts?

Yes	6.7%
No	93.1%
Don't Know	0.2%
N	1334

Have you ever received a warning for not wearing seat belts?

Yes	4.0%
No	95.6%
Don't Know	0.4%
N	1334

EXPOSURE TO DRINKING AND DRIVING MEDIA CAMPAIGN (BOOZE IT AND LOSE IT)

Respondents were asked a variety of questions concerning the “Booze It And Lose It” campaign, including questions measuring exposure; sources and types of messages; estimates of the frequency of these messages compared to the past; and recall of the content of anti-drinking and driving media campaigns.

With respect to exposure, over 80% said they had seen or heard an anti-drinking and driving message over the previous 60 days. Among these respondents, 84% cited television as the source of these messages, followed by radio at just under 23%. Print media were the least-frequently cited source of the messages. In turn, 87% said the messages were in the form of advertisements, as opposed to fewer than 8% citing news stories as the form of the messages they received. Two-thirds of these respondents said the number of messages during the previous 60 days was about the same as usual, with about one-quarter perceiving more messages during the time period than in the past.

In the past 60 days, have you read, seen or heard any messages discouraging people from driving after drinking alcohol?

Yes	81.3%
No	17.2%
Don't Know	1.5%
<i>N</i>	1335

Where did you see or hear these messages? (Multiple responses allowed)

Television	84.1%
Radio	22.7%
Road Signs	14.7%
Newspapers/Magazines	7.4%
Other	2.3%
<i>N</i>	1085

Was the message a commercial or advertisement; was it part of a news program, or was it something else?

Commercial	87.1%
News Program	7.7%
Other	5.2%
<i>N</i>	925

Would you say that the number of these messages you have seen or heard in the past 60 days is more than usual, fewer than usual, or about the same as usual?

More Than Usual	24.6%
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Same As Usual	67.8%
Fewer Than Usual	7.5%
<i>N</i>	1060

Among respondents who recalled seeing or hearing an anti-drinking and driving message, three-quarters said they could not recall a slogan from these messages, while only about 23% said they could. When asked to recall a slogan, almost 42% said “Booze it and Lose It”, followed by “Friends Don’t Let Friends Drive Drunk”. Another one-third of these respondents mentioned one or more slogans in number too few to break out individually.

All respondents, including those who said they did recall a message from the previous 60 days, were read a list of four anti-drinking and driving slogans used in the ongoing media campaign. “Drive Responsibly” was recognized by about 65%, while 55% recognized “Think Before You Drink”. “Booze it and Lose It” was recognized by just over one-third of all respondents.

Do you recall any slogans that were used in these messages?

Yes	22.7%
No	75.9%
Don’t Know	1.4%
<i>N</i>	1080

What were those slogans? (Respondent recall)

Booze It and Lose It	41.6%
Friends Don’t Let Friends Drive Drunk	35.9%
Other	33.5%
Think Before You Drink	12.7%
Drinking and Driving Equals Death	6.1%
<i>N</i>	245

Which of the following slogans do you recall seeing or hearing in the past 60 days? (Respondent recognition from a provided list)

Drive Responsibly	65.4%
Think Before You Drink	55.2%
Booze It and Lose It	34.7%
Drinking and Driving Equals Death	23.6%
None of the Above	9.3%
<i>N</i>	1137

DRINKING AND DRIVING

Respondents were asked a series of questions concerning their drinking, and drinking and driving, habits. When asked how often they consumed any alcoholic beverage during the previous 12 months, 58% said they had had no drinks during the time period. The second most

common response was ‘once a month or less’, at 18%. Just over 3% reported drinking an alcoholic beverage ‘every day’ or ‘nearly every day’.

During the last twelve months, how often did you usually drink any alcoholic beverages, including beer, light beer, wine, wine coolers, or liquor? Would you say you usually drank alcoholic beverages every day, nearly every day, three or four days a week, one or two days a week, two or three days a month, once a month or less, or never?

Nearly every day	1.0%
Every day	2.3%
Three to four days a week	3.7%
One or two days a week	8.5%
Two or three days a month	8.3%
Once a month or less	18.3%
No drinks in past year	58.0%
N	1330

Over three-quarters (77.4%) of “drinkers” (i.e., excluding respondents who reported no alcohol consumption during the previous year), said they had not operated a motor vehicle within two hours of consumption. Among those who said they had operated a vehicle within two hours of consuming alcohol, one-half said they had done so only one, or two, times during the previous year. About one-fifth said they had consumed alcohol and then driven three-to-five times, with another 10% reporting having done so 6-10 times.

In the past twelve months, have you ever driven a motor vehicle (WITHIN TWO HOURS) after drinking an alcoholic beverage?

Yes	22.6%
No	77.4%
N	557

In the past twelve months, how many times have you driven a motor vehicle within two hours after drinking an alcoholic beverage?

1	24.1%
2	25.9%
3-5	19.4%
6-10	10.2%
11-20	7.4%
21-50	4.6%
51-356	8.3%
N	108

Drinkers in the sample were asked if they had ever deliberately avoided driving after consuming alcohol. They reported an almost even split with respect to drinking and driving, with almost 51% saying they had avoided driving after drinking, while just over 49% said they had not avoided operating a motor vehicle after consuming an alcoholic beverage.

In the past twelve months, have you ever deliberately avoided driving a motor vehicle after drinking an alcoholic beverage?

Yes	50.7%
No	49.3%
N	550

All drinkers were read a list of reasons for avoiding driving after drinking, and asked how important each reason was to them. By far the most important reasons were to avoid injury to others and to oneself, with 97% and 92% respectively saying these reasons were ‘Very Important’. On the other hand, avoiding disapproval by others (‘Others Not Approve’ in the table below) was the least important, with about one-third of drinkers saying the fact that others would not approve was ‘Not Very Important’ or ‘Not at all Important’.

I’m going to read a list of reasons why you might deliberately avoid driving a motor vehicle after drinking an alcoholic beverage. For each statement, please tell me if the reason is very important, somewhat important, not very important, or not at all important to you.

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT	N
Avoid Injury to Self	91.8%	4.0%	2.6%	1.6%	549
Avoid Injury to Others	96.6%	2.7%	0.2%	0.5%	552
Avoid Being Stopped	79.1%	12.5%	3.3%	5.1%	551
Set Good Example	72.1%	15.4%	5.1%	7.4%	552
Others Not Approve	44.4%	21.5%	11.4%	22.8%	545
It is Wrong	73.9%	14.3%	5.0%	6.8%	545

EFFECTIVENESS OF DRINKING AND DRIVING LAWS

Finally, respondents were asked a series of questions to measure their perceptions of the effectiveness of efforts to curb drinking and driving. Respondents were generally positive, but certainly not overwhelmingly so, about enforcement of drinking-and-driving laws. About 60% said current laws and penalties were ‘Very Effective’ or ‘Somewhat Effective’; however almost 40% said such laws and penalties were ineffective to some degree. About 80% said that their local police enforce drinking-and-driving laws ‘Very Strictly’ or ‘Somewhat Strictly’, while only about 8% said police enforce these laws ‘Rarely’ or ‘Not At All’.

In your opinion, how effective are current laws and penalties at reducing drinking and driving. Would you say they are...

Very Effective	17.8%
Somewhat Effective	42.5%
Somewhat Ineffective	21.4%
Very Ineffective	18.2%

N 1255

Do you think police in your area enforce drinking-and-driving laws ...

Very Strictly	35.8%
Somewhat Strictly	44.3%
Not Very Strictly	12.1%
Rarely	5.4%
Not At All	2.5%
<i>N</i>	1213

With respect to sobriety checkpoints, less than one quarter of all respondents said they had seen a checkpoint during the past year. Not surprisingly, given this result, about two-thirds of respondents said that sobriety checkpoints should be used more often than they are now.

In the past twelve months, while you were either driving or riding in a car, have you seen a sobriety checkpoint where drivers are stopped briefly by police to check for alcohol-impaired driving?

Yes	23.3%
No	76.7%
<i>N</i>	1324

Do you think sobriety checkpoints should be used more frequently, about the same as they are now, or less frequently?

More Frequently	67.3%
About the Same	23.7%
Less Frequently	4.4%
Don't Know	4.4%
<i>N</i>	1338

DEMOGRAPHICS

The demographic breakdown of the sample closely resembles the general population, with no group being significantly underrepresented. The survey respondents did have a slight over representation of females and the group was somewhat better educated than the general population. However, these differences were not large enough to have a meaningful impact on the survey results.

	<i>TOTAL SAMPLE (N=1338)</i>	<i>SEEN OR HEARD ANTI- DRINKING AND DRIVING MESSAGE (N=1085)*</i>	<i>SEEN OR HEARD SEAT BELT USE MESSAGE (N=930)*</i>
GENDER			
Male	45.2%	82.7%	71.4%
Female	54.8%	80.1%	68.1%
AGE			
16-25	9.7%	76.6%	78.1%
26-35	12.2%	76.4%	72.0%
36-45	20.1%	83.5%	71.4%
46-55	22.3%	85.7%	73.2%
56-65	19.3%	81.2%	66.4%
65+	16.4%	79.2%	60.6%
RACE/ETHNICITY			
White	82.5%	83.1%	69.6%
Black	13.9%	69.6%	70.1%
Asian	0.7%	66.7%	55.6%
Native American	0.9%	75.0%	66.7%
Hispanic	0.7%	88.9%	55.6%
Other	1.3%	94.4%	72.2%
EDUCATION			
Less than High School	11.9%	73.1%	65.6%
High School	32.7%	80.9%	70.6%
Some College	26.0%	82.3%	70.8%
College Degree	19.5%	85.0%	69.2%
Graduate Degree	9.8%	83.2%	67.9%
INCOME			
Less than \$5,000	3.1%	78.1%	75.0%
\$5,000-\$15,000	7.7%	67.1%	58.2%
\$15,001-\$30,000	16.2%	83.1%	71.7%
\$30,001-\$50,000	24.8%	81.4%	72.3%
\$50,001-\$75,000	22.4%	83.8%	71.6%
\$75,001-\$100,000	11.1%	87.6%	77.0%
Over \$100,000	14.7%	86.0%	68.7%
REGION			
East Tennessee	38.9%	81.2%	70.6%
Middle Tennessee	38.0%	83.8%	69.4%
West Tennessee	23.0%	77.2%	68.1%

	<i>TOTAL SAMPLE (N=1338)</i>	<i>SEEN OR HEARD ANTI-DRINKING AND DRIVING MESSAGE (N=1085)*</i>	<i>SEEN OR HEARD SEAT BELT USE MESSAGE (N=930)*</i>
COMMUNITY SIZE			
100,000+	28.9%	76.9%	66.0%
20,000-100,000	22.9%	85.6%	70.5%
5,000-20,000	12.2%	84.4%	67.7%
Less than 5,000	14.8%	80.4%	74.6%
Rural-Nonfarm	14.0%	83.1%	73.6%
Rural-Farm	7.1%	81.1%	69.2%

***Cell Entries are percentages of each group responding “Yes”**

**A SURVEY OF THE ATTITUDES
OF TENNESSEANS ABOUT
TRAFFIC SAFETY ISSUES**

DECEMBER 2005

**Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation**

**Submitted by:
The Center for Transportation Research
The University of Tennessee**

METHODOLOGY

The Center for Transportation Research at the University of Tennessee, conducted a study of attitudes and perceptions about traffic safety issues held by Tennesseans. A telephone survey was administered by the Social Science Research Institute at the University of Tennessee, employing a random digit dialing sampling technique. The telephone interviews were conducted during the period December 5-21, 2005. The survey was administered to a household member in 781 households across the State, and has a margin of error of $\pm 3.5\%$ at the 95% confidence level.

Since 1981, every U.S. President has designated December to be National Drunk and Drugged Driving (3D) Prevention Month. In 2005, the Tennessee Governor's Highway Safety Office (GHSO) sponsored a media campaign discouraging drinking-and-driving that ran throughout the holiday period from November 14, 2005, to January 2, 2006. Thus, the survey dates were chosen to correspond to the GHSO media campaign during 3D Prevention Month. A similar survey of Tennesseans was conducted during the holiday media campaign that GHSO sponsored in December 2004.

PERCEPTIONS OF SAFETY ISSUES

The first survey items that respondents are presented pertain to the severity of seven traffic safety issues. To avoid a response set bias, the issues were presented in random order. Of these issues, the danger posed by drunk drivers is regarded to be the most severe problem. This is followed by the dangers posed by distracted drivers, drivers speeding, and aggressive drivers. The item that respondents are most likely to not have an attitude about is tired drivers, as 1-in-10 respondents offer "not sure" when asked about this issue.

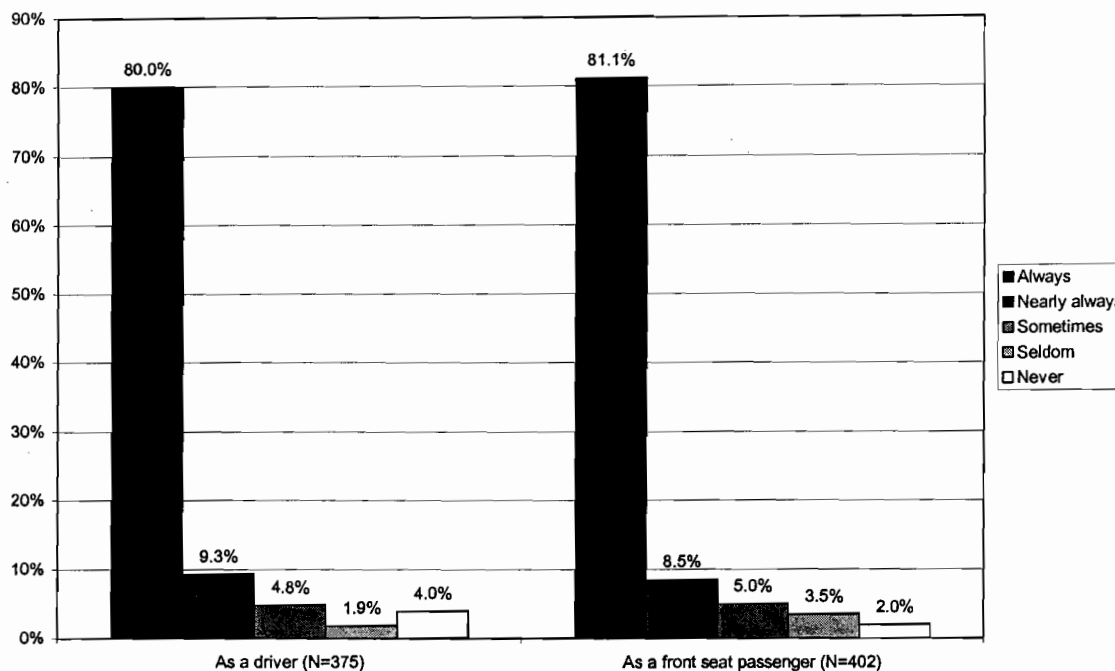
	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT OF A PROBLEM	SMALL PROBLEM	NOT A PROBLEM
Drunk drivers	46.7%	18.7%	19.4%	8.0%	7.2%
Distracted drivers	38.9%	29.9%	24.3%	4.7%	2.2%
Drivers speeding	32.4%	26.3%	28.4%	6.6%	6.3%
Aggressive drivers	32.2%	23.7%	30.1%	7.1%	6.9%
Road construction	22.4%	14.5%	30.9%	13.8%	18.3%
Numbers of large trucks on road	21.3%	16.0%	27.7%	12.9%	22.1%
Tired drivers	16.5%	14.2%	37.3%	16.5%	15.5%

"Not sure" responses omitted. Number of responses to each item range from 703 to 775.

DRIVING HABITS

Respondents were then asked about several habits when driving or riding in a motor vehicle. One half of respondents were asked about their seat belt use while driving and the other half was asked about their belt use when riding as a passenger. Most respondents report to be in the habit of “always” using their seat belt whether they are driving (80.0%) or are a front seat passenger (81.1%). When asked about their frequency of cell phone use while driving a motor vehicle, 56 respondents (or 7.2%) indicate that they do not have a cell phone. Of the 771 that offered a response to this question, 8.3% admit to “frequently” talking on a cell phone when driving and 22.8% admit doing so “occasionally.” Most respondents indicate that they “rarely” or “never” do so (30.1% and 31.6%, respectively).

Frequency of Seat Belt Use by Seating Position



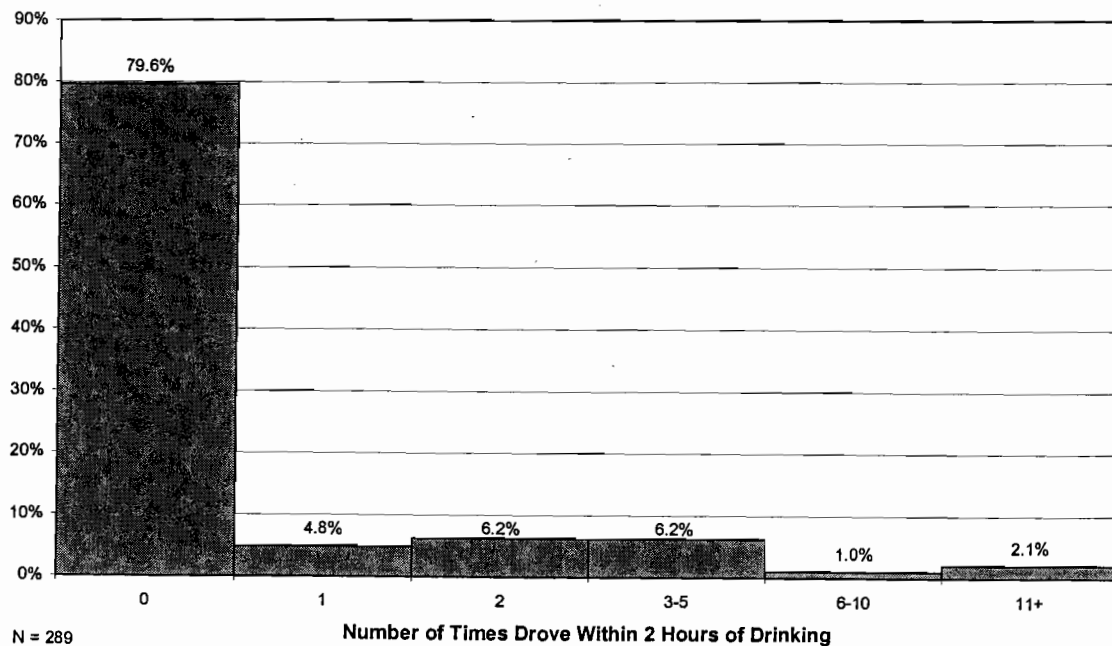
Survey participants were also asked about the amount of travel they do on a typical week day. One half of the sample was asked to estimate the distance they travel while the other half was asked to estimate the amount time spent traveling. In terms of distance, the average response was 59.6 miles. In terms of time, the average response was 96.5 minutes. However, more appropriate measures of travel on a typical weekday as estimated by respondents are represented by the medians (or middle responses) of 30 miles and 60 minutes, respectively. The median indicates that 50% of the respondents offered higher estimates while the other 50% offered lower estimates.

DRINKING-AND-DRIVING BEHAVIOR

Included in the survey were questions asking respondents about their drinking and drinking-and-driving behavior. Most (61.2%) indicate that they had not had any alcoholic beverages to drink during the past 12 months. Of those who did admit to consuming alcohol, 25.7% stated that they drank on no more than one or two days a week, while only 2.9% drank every day or nearly every day.

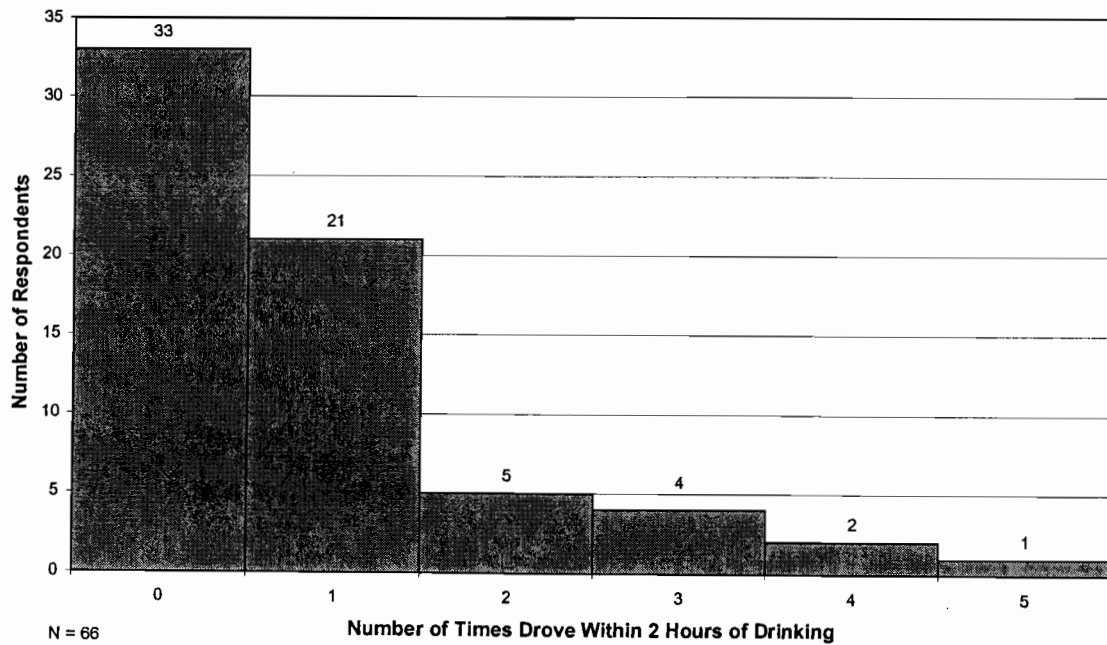
Respondents that had consumed alcohol during the past year were then presented the question: "In the past 12 months, have you ever driven a motor vehicle within two hours of drinking any alcoholic beverages?" Of the 299 individuals that responded to this question, 69 (or 23.1%) answered "yes." While 32 (or 11.0% of all drinkers) reported they had done so on 1 or 2 occasions over the past year, 9 (or 3.1% of all drinkers) indicated that they drove within two hours of drinking alcohol at least 6 times. While responses to this question do not indicate that these individuals were impaired while driving, the emphasis of most media campaigns has been to discourage anyone from getting behind the wheel after consuming alcohol. At the very least, these individuals are engaged in a risky behavior. The following demographic groups are the most likely to report having driven within two hours of drinking alcohol at least once in the past year: men, whites, middle aged, 16+ years of education, and live in small/large city. Additionally, respondents in West Tennessee (13.0%) are more likely to reporting driving after drinking than are those in the rest of the State (Middle Tennessee, 7.2%; East Tennessee, 6.4%).

Frequency of Drinking-and-Driving in Past 12 Months
(Drinkers Only)



Respondents that indicated they had driven within 2 hours of consuming alcohol sometime in the past 12 months were also asked how often they had done so in the past 30 days. Most of the 66 drinking-drivers that responded to this question indicated that they had not done so recently, while 7 reported that they had on 3 or more occasions.

**Frequency of Drinking-and-Driving in Past 30 Days
(Drinking-Drivers Only)**



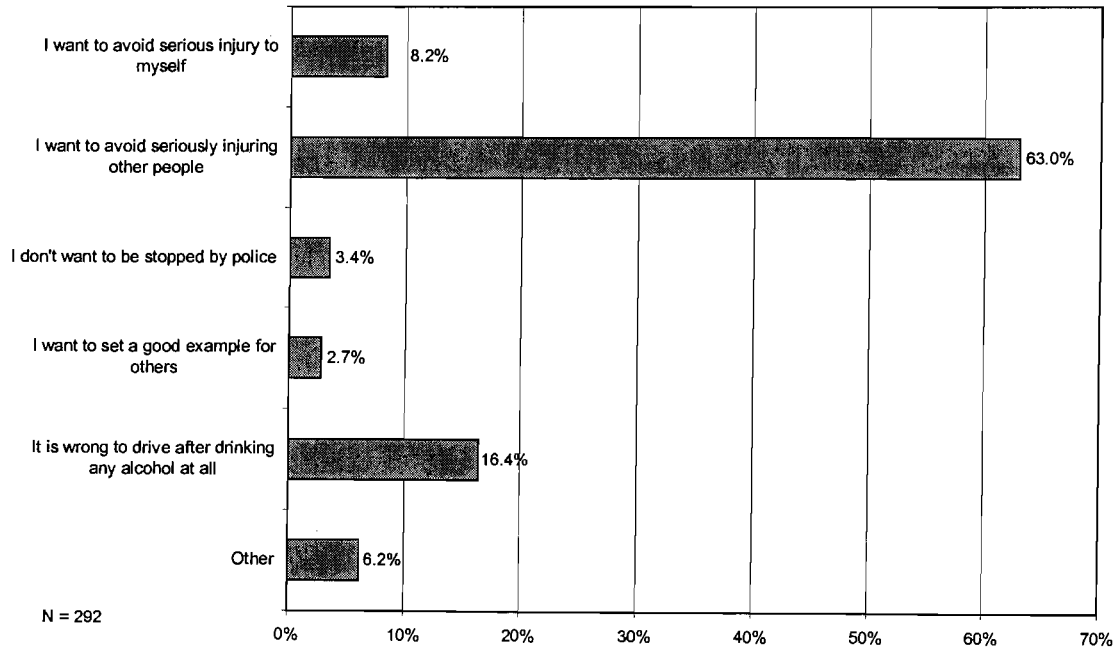
All respondents who had consumed some alcohol during the past year were then asked: "In the past twelve months, have you ever deliberately avoided driving a motor vehicle after drinking alcoholic beverages?" Of the 293 drinkers that responded to this item, 181 (or 61.8%) answered "yes." All those who had consumed alcohol over the past year were then asked to indicate how important six reasons are to them for deliberately avoiding driving a motor vehicle after drinking alcoholic beverages. Concerns about safety for themselves and others were deemed to be "very important" to over 90% of these respondents, while for 80.8% not wanting to be stopped by police is a "very important" reason.

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT
I want to avoid serious injury to myself	91.9%	5.7%	1.7%	0.7%
I want to avoid seriously injuring other people	97.0%	2.7%	0.0%	0.3%
I don't want to be stopped by police	80.8%	11.4%	2.7%	5.1%
I want to set a good example for others	73.1%	18.2%	4.0%	4.7%
The people I'm with would not approve	57.4%	22.0%	7.4%	13.2%
It is wrong to drive after dinking any alcohol at all	70.3%	18.6%	7.8%	3.4%

"Not sure" responses omitted. Number of responses to these items range from 296 to 298.

These individuals were then asked to indicate which of these reasons is the *most* important to them for deliberately avoiding driving after drinking. The response cited by 63% of drinkers is the desire to “avoid seriously injuring other people.” Only 3.4% identify fear of a police stop to be the most important motivation.

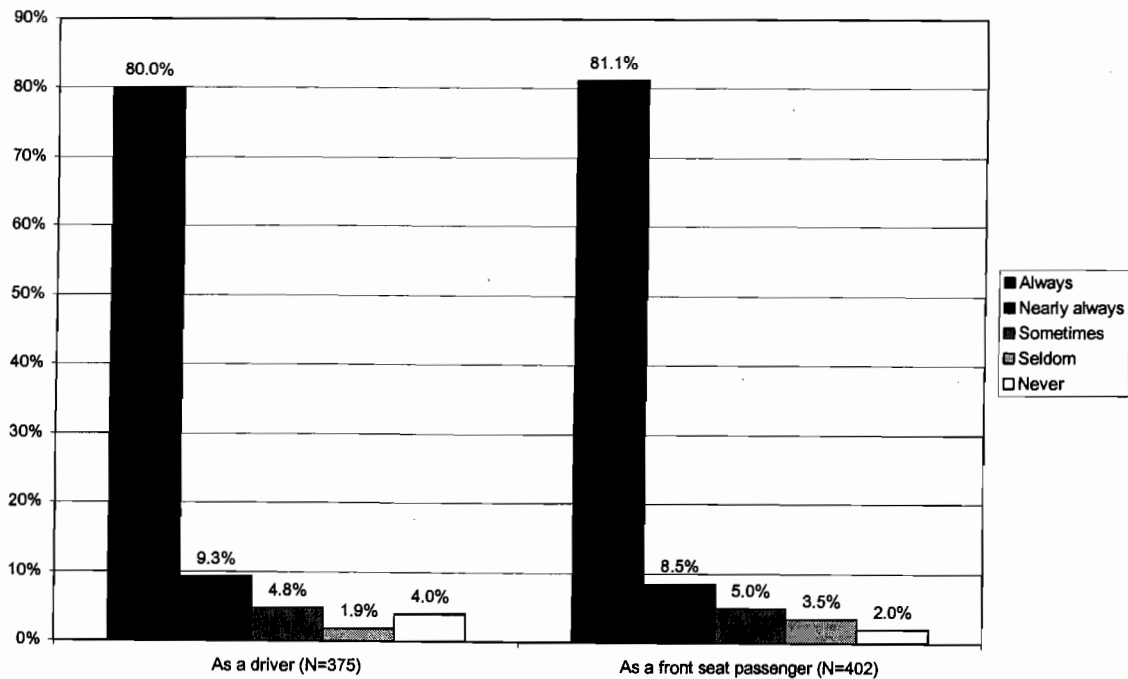
**Most Important Reason for Not Driving After Drinking
(Drinkers Only)**



DRIVING HABITS

Respondents were then asked about several habits when driving or riding in a motor vehicle. One half of respondents were asked about their seat belt use while driving and the other half was asked about their belt use when riding as a passenger. Most respondents report to be in the habit of “always” using their seat belt whether they are driving (80.0%) or are a front seat passenger (81.1%). When asked about their frequency of cell phone use while driving a motor vehicle, 56 respondents (or 7.2%) indicate that they do not have a cell phone. Of the 771 that offered a response to this question, 8.3% admit to “frequently” talking on a cell phone when driving and 22.8% admit doing so “occasionally.” Most respondents indicate that they “rarely” or “never” do so (30.1% and 31.6%, respectively).

Frequency of Seat Belt Use by Seating Position



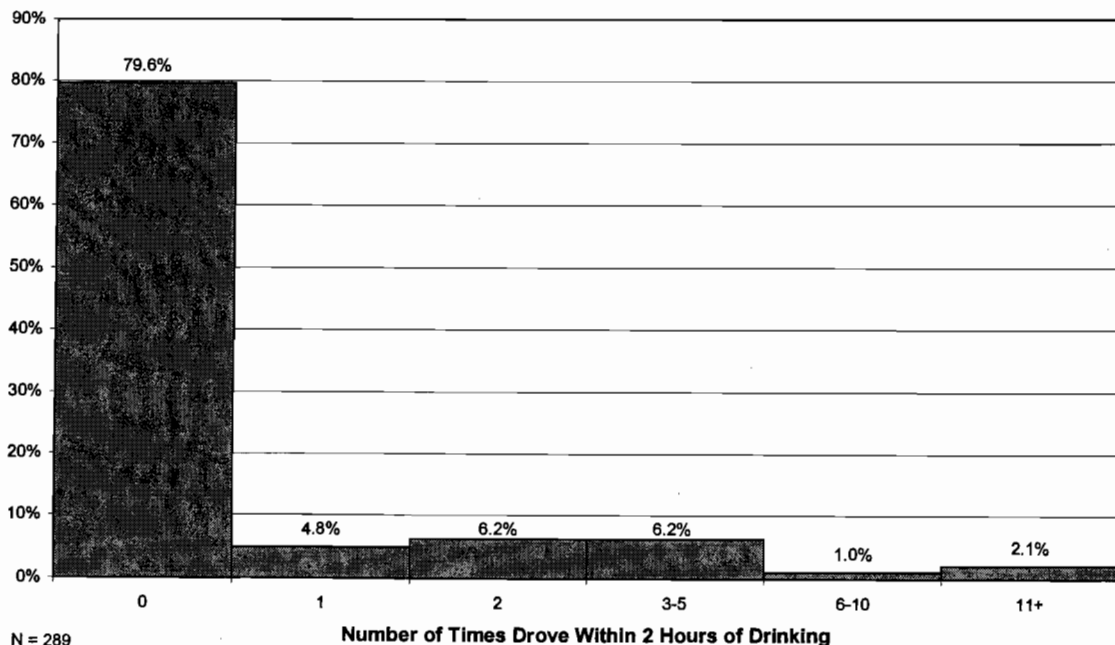
Survey participants were also asked about the amount of travel they do on a typical week day. One half of the sample was asked to estimate the distance they travel while the other half was asked to estimate the amount time spent traveling. In terms of distance, the average response was 59.6 miles. In terms of time, the average response was 96.5 minutes. However, more appropriate measures of travel on a typical weekday as estimated by respondents are represented by the medians (or middle responses) of 30 miles and 60 minutes, respectively. The median indicates that 50% of the respondents offered higher estimates while the other 50% offered lower estimates.

DRINKING-AND-DRIVING BEHAVIOR

Included in the survey were questions asking respondents about their drinking and drinking-and-driving behavior. Most (61.2%) indicate that they had not had any alcoholic beverages to drink during the past 12 months. Of those who did admit to consuming alcohol, 25.7% stated that they drank on no more than one or two days a week, while only 2.9% drank every day or nearly every day.

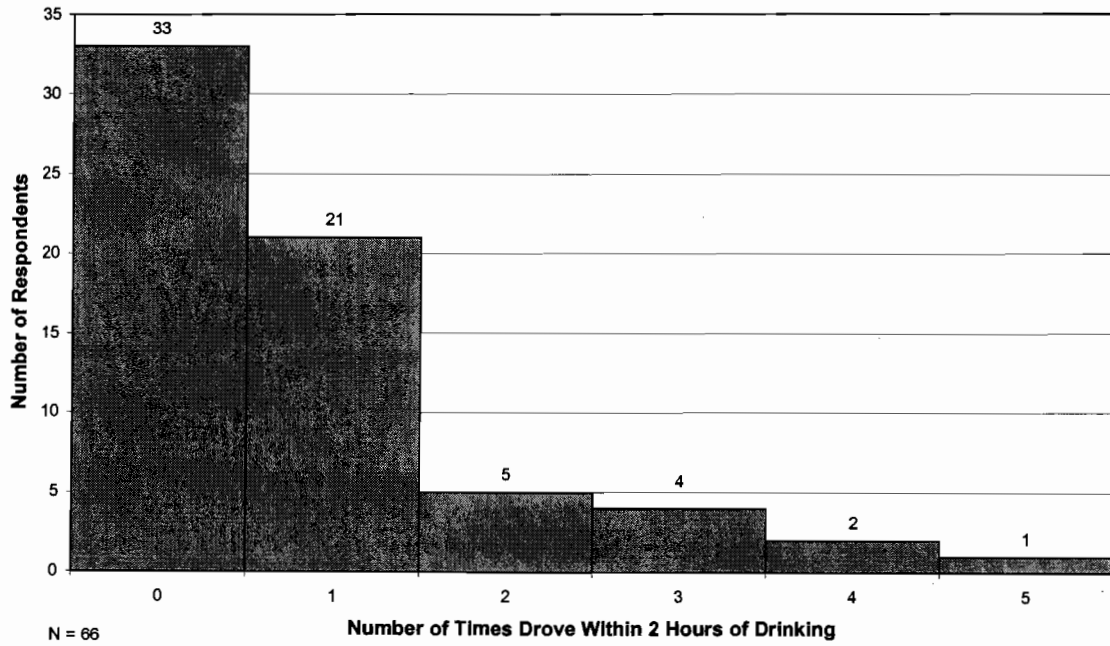
Respondents that had consumed alcohol during the past year were then presented the question: "In the past 12 months, have you ever driven a motor vehicle within two hours of drinking any alcoholic beverages?" Of the 299 individuals that responded to this question, 69 (or 23.1%) answered "yes." While 32 (or 11.0% of all drinkers) reported they had done so on 1 or 2 occasions over the past year, 9 (or 3.1% of all drinkers) indicated that they drove within two hours of drinking alcohol at least 6 times. While responses to this question do not indicate that these individuals were impaired while driving, the emphasis of most media campaigns has been to discourage anyone from getting behind the wheel after consuming alcohol. At the very least, these individuals are engaged in a risky behavior. The following demographic groups are the most likely to report having driven within two hours of drinking alcohol at least once in the past year: men, whites, middle aged, 16+ years of education, and live in small/large city. Additionally, respondents in West Tennessee (13.0%) are more likely to reporting driving after drinking than are those in the rest of the State (Middle Tennessee, 7.2%; East Tennessee, 6.4%).

**Frequency of Drinking-and-Driving in Past 12 Months
(Drinkers Only)**



Respondents that indicated they had driven within 2 hours of consuming alcohol sometime in the past 12 months were also asked how often they had done so in the past 30 days. Most of the 66 drinking-drivers that responded to this question indicated that they had not done so recently, while 7 reported that they had on 3 or more occasions.

**Frequency of Drinking-and-Driving in Past 30 Days
(Drinking-Drivers Only)**



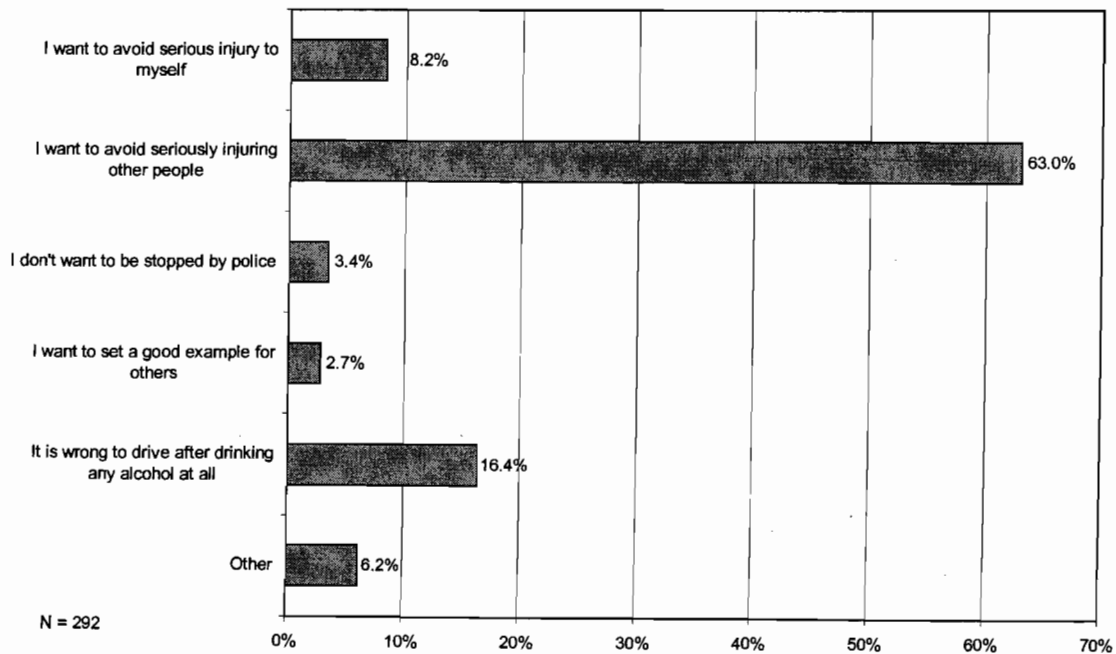
All respondents who had consumed some alcohol during the past year were then asked: "In the past twelve months, have you ever deliberately avoided driving a motor vehicle after drinking alcoholic beverages?" Of the 293 drinkers that responded to this item, 181 (or 61.8%) answered "yes." All those who had consumed alcohol over the past year were then asked to indicate how important six reasons are to them for deliberately avoiding driving a motor vehicle after drinking alcoholic beverages. Concerns about safety for themselves and others were deemed to be "very important" to over 90% of these respondents, while for 80.8% not wanting to be stopped by police is a "very important" reason.

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT
I want to avoid serious injury to myself	91.9%	5.7%	1.7%	0.7%
I want to avoid seriously injuring other people	97.0%	2.7%	0.0%	0.3%
I don't want to be stopped by police	80.8%	11.4%	2.7%	5.1%
I want to set a good example for others	73.1%	18.2%	4.0%	4.7%
The people I'm with would not approve	57.4%	22.0%	7.4%	13.2%
It is wrong to drive after dinking any alcohol at all	70.3%	18.6%	7.8%	3.4%

"Not sure" responses omitted. Number of responses to these items range from 296 to 298.

These individuals were then asked to indicate which of these reasons is the *most* important to them for deliberately avoiding driving after drinking. The response cited by 63% of drinkers is the desire to “avoid seriously injuring other people.” Only 3.4% identify fear of a police stop to be the most important motivation.

**Most Important Reason for Not Driving After Drinking
(Drinkers Only)**



DRINKING-AND-DRIVING LAWS AND PENALTIES

Respondents were questioned about their perceptions of drinking-and-driving laws in Tennessee, as well as perceptions of drinking-drivers. More than half of respondents (53.4%) think that current laws and penalties are either “very effective” or “somewhat effective” at reducing drinking-and-driving. When asked for their perceptions of police enforcement, 76.9% responded that police in their area either “very strictly” or “somewhat strictly” enforce these laws.

EFFECTIVENESS OF CURRENT LAWS		ENFORCEMENT OF CURRENT LAWS	
Very effective	15.9%	Very strictly	31.1%
Somewhat effective	37.5%	Somewhat strictly	45.8%
Somewhat ineffective	25.2%	Not very strictly	16.5%
Very ineffective	21.4%	Rarely	4.8%
		Not at all	1.8%

N = 738

“Not sure” responses omitted.

N = 708

“Not sure” responses omitted.

A series of questions tap into perceptions that respondents hold about the profile of the drinking-driver. In general, respondents are in agreement that “drinking-drivers don’t care about the risk they impose on others” and that “people should not be allowed to drive if they have been drinking any alcohol at all.” However, there is less agreement as to whether drinking-drivers are problem drinkers, although more than half (61.4%) think that this is the case. Respondents are even more split on whether “good people don’t drink and drive.” Forty-four percent agreed with this latter statement, while about 56% disagreed.

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
People who drive after drinking too much are problem drinkers	30.3%	29.1%	28.6%	11.9%
People should not be allowed to drive if they have been drinking	56.1%	21.2%	16.5%	6.1%
Good people don’t drink and drive	26.8%	17.4%	28.6%	27.2%
Drinking drivers don’t care about the risk they impose on others	53.5%	29.9%	12.6%	4.1%

“Not sure” responses omitted. Number of responses to these items range from 755 to 768.

Respondents were then asked about the likelihood of certain consequences occurring if people, like themselves, drove after having too much alcohol to drink. While only 11.2% perceive a crash to be “almost certain” to occur when driving after drinking too much alcohol, an additional 33.5% think this outcome is “very likely.” Respondents perceive the chance of being stopped by police to be even less than that of a crash. Only 10.5% think it is “almost certain” that they would be stopped by police if they drove after drinking too much, and 28.4% think it is “very likely.” In contrast, more than a fourth of respondents perceive a police stop to be “somewhat unlikely” or “very unlikely.” However, if stopped by police most respondents perceive that chances are fairly high that they will be arrested and subsequently convicted of a drinking-and-driving offense.

	ALMOST CERTAIN	VERY LIKELY	SOMEWHAT LIKELY	SOMEWHAT UNLIKELY	VERY UNLIKELY
Likelihood of crash	11.2%	33.5%	28.4%	4.7%	22.3%
Stopped by police	10.5%	22.1%	38.9%	16.0%	12.4%
Likelihood of arrest	40.4%	36.0%	13.7%	3.5%	6.4%
Likelihood of conviction	29.5%	33.0%	20.8%	6.9%	9.8%

“Not sure” responses omitted. Number of responses to these items range from 722 to 750.

These perceptions do vary across some demographic groups in the State. For instance, perceptions of crash likelihood when driving after drinking too much are highest among those with lower levels of education and income, and women. The likelihood of being stopped by police is judged to be highest by non-whites, women, those with lower levels of education and income, and to a lesser extent, those that are young. Only two demographic attributes are correlated with perception of the likelihood of arrest for DWI if stopped by police. African Americans and men are more likely to perceive that arrest is “almost certain.” If arrested, the likelihood of being convicted of a DWI offense is judged to be highest among those with less education and income, and to a lesser extent, men.

Respondents were asked about the likely punishment that would be handed out for a first impaired driving offense. The most common punishments offered are: going to jail (38.9%), receiving a fine/ticket (35.6%), and having a driver's license suspended (35.0%).

LIKELY PUNISHMENTS FOR A FIRST DWI OFFENSE	
Jail	38.9%
Fine/ticket	35.6%
License suspended	35.0%
DWI class	12.5%
Probation	10.8%
Community service	7.6%
Reprimand/warning	6.3%
License restricted	4.2%
Higher insurance	3.1%
Points	2.0%
Treatment program	1.3%
Vehicle impounded	0.8%
Ignition interlock installed	0.1%
Other	5.8%
Nothing	4.2%
Don't know	11.4%

N = 781. Percents do not add to 100.0%; multiple responses possible

An additional question asked survey participants if they knew someone that had been arrested for a drinking-and-driving violation in the past two years. Slightly more than one-quarter of respondents (27.6%) responded that they do. Knowing someone that has been arrested is unrelated to perceptions of the effectiveness and enforcement of drinking-and-driving laws, and also is unrelated to perceptions about the likelihood of being stopped by police, arrested for DWI, and convicted for DWI.

Two questions covered sobriety checkpoints in Tennessee. First, respondents were asked: "In the past twelve months, while you were either driving or riding in a car, have you seen a sobriety checkpoint where drivers are stopped briefly by police to check for alcohol-impaired driving?" A total of 215 respondents (or 27.8%) answered "yes." When asked about the frequency with which these checkpoints should be used, 73.1% responded "more frequently," while 22.9% stated "about the same," and only 4.0% answered "less frequently."

Several survey items address awareness of Tennessee drinking-and-driving laws. First, respondents were asked if they had “ever heard of blood alcohol concentration or BAC levels.” The 647 respondents (or 83.6% of the sample) that responded “yes,” were then asked what the specific BAC limit is in Tennessee at which a person would be considered legally intoxicated. Of these respondents, 49.1% correctly offered BAC 0.08 as the legal limit in Tennessee. The majority of respondents think that “all” or “most” drivers would be dangerous at the legal limit.

LEGAL BAC LIMIT IN TENNESSEE		PERCENT OF DRIVERS DANGEROUS WITH A BAC AT THE LEGAL LIMIT	
0.02	12.4%	All	44.2%
0.05	7.1%	Most	27.5%
0.08	49.1%	Some	18.1%
0.10	10.8%	Few	6.0%
0.15	2.9%	None	0.9%
Not sure	17.6%	Not sure	3.2%

N = 646 N = 647

Respondents were also asked if the legal BAC limit for drivers under 21 is the same as it is for drivers 21 years of age or older. Of the 646 respondents asked this question, only 19.7% correctly responded “no.” Over half (53.7%) of respondents incorrectly answered “yes,” while 26.6% indicated that they didn’t know. In Tennessee, the legal limit for drivers under the age of 21 is BAC 0.02.

Two additional questions addressed an open container law in Tennessee. First, respondents were asked if Tennessee had a law prohibiting the possession of an open container of alcohol in a moving motor vehicle. Of all 781 respondents, 79.8% correctly responded “yes.” Second, those aware that an open container law exists were asked who the law covers. Only 14.3% are aware that in Tennessee only the driver is prohibited from possessing an open container of alcohol, while 81.5% are mistakenly under the impression that drivers and passengers are both restricted.

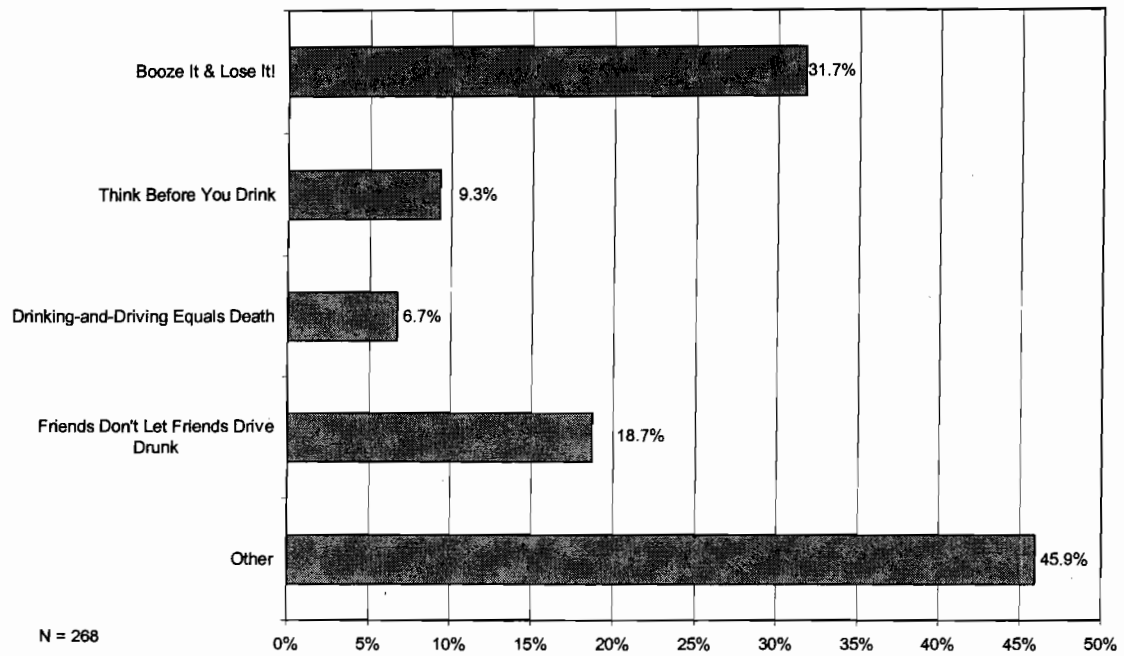
BOOZE IT & LOSE IT! MEDIA CAMPAIGN

A series of survey items addressed exposure to the *Booze It & Lose It!* media campaign that encourages individuals to refrain from driving a motor vehicle after drinking alcohol. Respondents were asked: "In the past 60 days, have you read, seen or heard any messages discouraging people from driving after drinking alcohol?" Seventy-five percent responded "yes." There are just a few differences among subgroups of the population in recalled exposure to these messages. Men and those with incomes over \$30,000 are the most likely to recall hearing or seeing an anti-drinking-and-driving message. Additionally, the younger an individual is, the more likely they are to recall such a message.

Respondents most commonly recalled a message on broadcast television (85.9%), with exposure via radio, road signs, and newspapers or magazines being less frequent (22.6%, 19.2%, and 11.0%, respectively). Furthermore, these messages were most commonly in the form of a commercial (85.9%). Almost a fourth of respondents (23.5%) thought that these messages were more frequent than usual over the past 60 days.

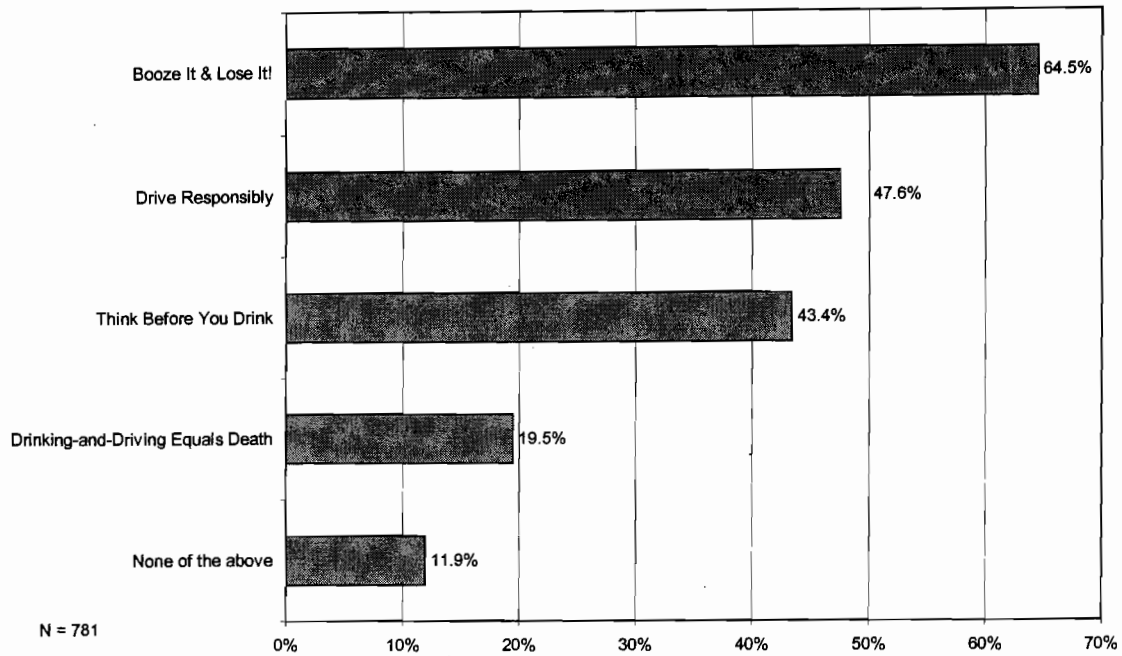
When asked if they could recall any slogans used in these messages, 268 respondents (or 45.5%) indicated "yes." These respondents were then asked: "What were those slogans?" The two most commonly recalled slogans are *Friends Don't Let Friends Drive Drunk* and *Booze It & Lose It!*, the latter of which was used in media campaigns throughout Tennessee during 3D Prevention Month. *Booze It & Lose It!* was offered by 85 respondents and *Friends Don't Let Friends Driver Drunk* was offered by 50 respondents. The only statistically significant differences in recall of the *Booze It & Lose It!* slogan was that recall was higher among whites and those that are young.

**Anti-Drinking-and-Driving Slogans Recalled
(Only Those Indicating They Could Recall a Slogan)**



All respondents were then read a list of four anti-drinking-and-driving slogans and were asked: "Which of the following slogans do you recall hearing or seeing in the past 60 days?" The most commonly "recognized" slogan was *Booze It & Lose It!* which was recognized by 64.5% of respondents.

**Recognition of Anti-Drinking-and-Driving Slogans
(All Respondents)**



Recognition of the *Booze It & Lose It!* slogan was highest among younger respondents and men. While race is statistically correlated with recalling the *Booze It & Lose It!* slogan without prompting, race is unrelated to a respondent's recognition of the slogan when it is read to them. More importantly, exposure to the media campaign is correlated with the increased likelihood that a respondent recognizes this slogan. Among those that recalled seeing or hearing an anti-drinking-and-driving message in the past 60 days, 71.8% recognize hearing or seeing the slogan *Booze It & Lose It!* over the past 60 days, as compared to 42.2% of those that did not recall exposure to a message.

DEMOGRAPHICS

The demographic characteristics of the respondents for this survey are generally closely aligned with the general population. Therefore, concerns about non-response bias can be minimized. The most notable difference being that non-whites are slightly underrepresented in the sample, which is consistent with similar studies that have employed random digit dialing telephone surveys.

	TOTAL SAMPLE (N = 781)	SEEN OR HEARD ANTI-DRINKING- AND-DRIVING MESSAGE (N = 589)
GENDER		
Male	43.4%	46.9%
Female	56.6%	53.1%
AGE		
16 - 25	12.5%	13.4%
26 - 35	13.8%	13.9%
36 - 45	16.9%	17.5%
46 - 55	21.2%	21.8%
56 - 65	19.0%	18.6%
66+	16.5%	14.8%
RACE/ETHNICITY		
White	82.9%	83.1%
Black	13.4%	13.4%
Asian	0.7%	0.5%
Native American	0.7%	0.7%
Hispanic	1.4%	1.4%
Other	0.9%	0.9%
EDUCATION		
Less than High School	11.2%	9.6%
High School	36.3%	36.5%
Some College	22.9%	23.8%
Bachelor's Degree	18.7%	19.1%
Graduate Degree	10.9%	11.0%

	TOTAL SAMPLE (N = 781)	SEEN OR HEARD ANTI-DRINKING- AND-DRIVING MESSAGE (N = 589)
INCOME		
< \$5,000	4.2%	3.4%
\$5,000 - \$15,000	10.1%	9.0%
\$15,001 - \$30,000	17.8%	16.8%
\$30,001 - \$50,000	24.0%	26.0%
\$50,001 - \$75,000	21.2%	21.8%
\$75,001 - \$100,000	13.2%	14.0%
\$100,000 +	9.5%	9.0%
STATE REGION		
East	32.5%	32.3%
Middle	35.5%	34.5%
West	32.0%	33.3%
SIZE OF COMMUNITY		
Large City	29.7%	31.7%
Small City	23.1%	22.0%
Town	12.9%	13.0%
Small Town	15.2%	13.7%
Rural - Nonfarm	13.3%	13.7%
Rural - Farm	5.7%	5.7%

Note: Missing data were omitted for computing percent distributions for these variables.