



STATE OF TENNESSEE FEDERAL FISCAL YEAR
2007 ANNUAL REPORT

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Governor of Tennessee**

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Department of Transportation Commissioner**

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Director,
Governor's Highway Safety Office**

December 31, 2007



GOVERNOR'S HIGHWAY SAFETY OFFICE

TENNESSEE STATE GOVERNMENT
DEPARTMENT OF TRANSPORTATION



HIGHWAY SAFETY PERFORMANCE PLAN
ANNUAL REPORT
FEDERAL FISCAL YEAR 2007

“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.”

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Executive Summary

As the Federal Fiscal Year (FFY) 2007 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 2006-07 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 2006-07 Highway Safety Performance Plan were not funded or significantly reduced programs 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 we focused on included:

- Occupant Protection
- Impaired Driving
- Youth Drivers
- Police Traffic Services
- Traffic Records
- Motorcycle Safety
- Safe Communities
- Emergency Medical Services

In FFY 2006-07, the GHSO awarded over \$ 32 million for 463 grants (includes 322 High Visibility) and 13 media contracts to 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.

Obstacles and problems in the traffic safety area tend to be the same from year to year. The state, city, and county law enforcement agencies have all suffered with budget decreases in recent years. In many cases, this has resulted in fewer officers. However, it did not create a significant impact on Tennessee's Highway Safety Program in FFY2006-07. Overall GHSO was very successful with continued reduction in highway fatalities with the lowest portion of fatal crashes that are alcohol related, and a high observed seat belt use rate of 80.20%.

Overall, the Tennessee law enforcement community and the public identify with and support the efforts we at GHSO are providing for the highway traffic safety programs. Evidence strongly supports that the combination of paid and earned media and increased enforcement can have a significant impact on improving driver behavior.

Introduction

The Tennessee Highway Safety Office is pleased to present the Annual Report on our activities for Federal Fiscal Year 2007. The Mission Statement in our FFY 2007 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 and injury crashes by 10 percent from 1270 fatalities and 78,139 injury crashes in 2005 by the close of calendar year 2008.

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

- Improve the traffic safety environment in the local law enforcement agencies' jurisdiction 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 2007 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 18, 2007

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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 highway safety plans and performance documentation in a timely manner.
2. To deliver programs that are effective in changing knowledge, attitude and behavior and in reducing crashes, injuries and deaths.
3. To lead transportation safety programs regarding driver behavior for the Department of Transportation and for the State of Tennessee.
4. To incorporate a competitive grant online application processes into the development and implementation of the FFY 2007 Highway Safety Performance Plan.

Action Taken:

In keeping the program goals and objectives in mind, GHSO maintained a 10% budget of 402 funds for planning and administering functions of the FFY 2007 Highway Safety Performance Plan. Additionally, the University of Tennessee received grant funds to assist with monitoring and educating grantees in highway safety issues.

Grant Number	Grantee	Funding Source	Grant Amount
PA-07-01	GHSO	402	\$420,000.00
OP-07-02/ 154AL-07-79/ K9-07-3/DTNH22-04-H-05111	University of Tennessee	402, 154, 408, 403	\$1,159,718.00

Here is a summary of the achievements:

Objective 1: GHSO prepared FFY 2007 Highway Safety Performance Plan and submitted to NHTSA on time.

Objective 2: GHSO developed and deployed effective programs to educate drivers and enforce the TN State driving laws in order to reduce fatality, crashes and injury crashes.

Objective 3: GHSO coordinated traffic safety and injury control programs with various safety partners of TN State Government.

Objective 4: GHSO instituted online competitive Highway Safety Grant application and evaluation process forwarding the traffic safety grants to various law enforcement agencies and its safety partners.

Using the national goal for 2008 as a basis for the problem identification process, for FFY 2007, 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 program areas that have been identified as high priority and where the programs may have the most impact on a statewide level.

The GHSO had some major changes in the organization. Three new program managers were recruited during the FFY 2007 since two program managers left GHSO. A new program manager was recruited to address Child Passenger Safety and diversity program issues.

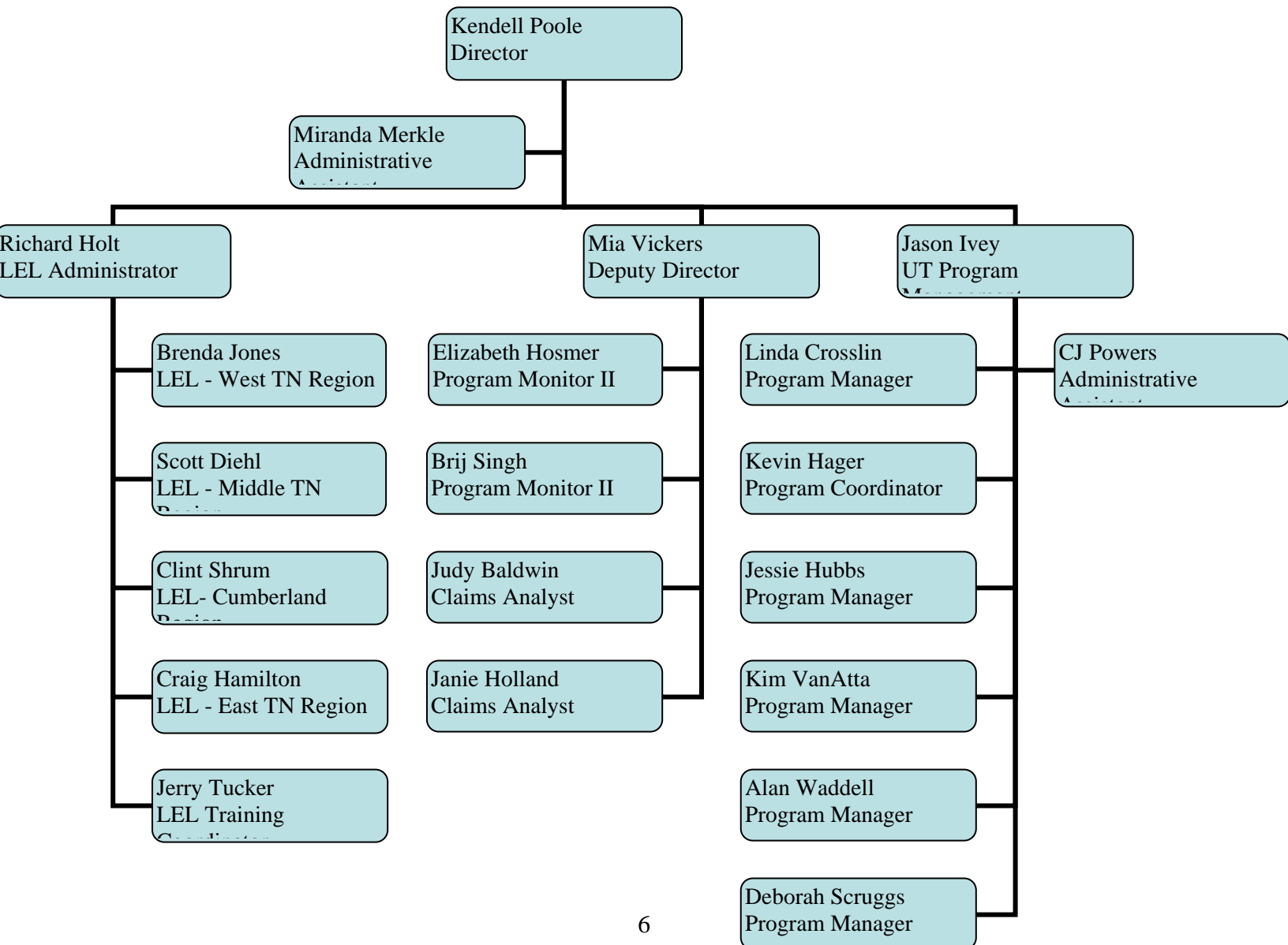
Tennessee GHSO had already established a Law Enforcement Training Program headed by a Law Enforcement Liaison Trainer. This position is responsible for scheduling and conducting statewide certified law enforcement training.

The GHSO conducted Traffic Records Coordinating Committee meetings to address the tasks in the 408 project focusing on budget, activities, progression of goals and objectives, and any new items that needed to be addressed.

The GHSO staff members have continued to develop their professional development through active participation in NHTSA offered courses, attending the National Governor’s Highway Safety Association annual meeting, National Lifesavers conference 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 the office staff, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety.

ORGANIZATION CHART



Highlights of Calendar Year 2007 Accomplishments

1. The number of people killed in motor vehicle crashes increased by 17 from 1270 in 2005 to 1287 in 2006. It was the first increase after a tremendous decrease in 2005 from 2004.
2. The number of people injured in motor vehicle crashes dropped to 77,385 in 2006 from 78,139 in 2005.
3. The motor vehicle fatality and injury rates per 100 million vehicle miles of travel declined to 111.3 in 2006 from 112.3 in 2005.
4. Overall Tennessee State population increased to 6,038,803 in 2006 from 5,962,959 in 2005.
5. The motor vehicle fatality rate per 100K population increased to 21.31 in 2006 from 21.30 in 2005.
6. The motor vehicle fatality and injury rates per 100K population declined to 1,302.8 in 2006 from 1,331.7 in 2005.
7. Motorcycle rider fatalities continued to increase. This was the 7th year in a row that motorcycle fatalities increased.
8. More than half (50%) of passenger vehicle occupants killed were unrestrained. This proportion is unchanged from 2005.
9. The number of people killed in all alcohol-related crashes and in crashes where at least the driver had a blood alcohol concentration equal to or greater than .08 grams per deciliter increased to 509 in 2006 from 473 in 2005.
10. The proportion of alcohol related fatality rate increased to 43.7% in 2006 from 40.8% in 2005.
11. The alcohol related fatality rate increased to .72 percent in 2006 from .67 percent in 2005.
12. The number of fatalities declined for children of all ages below 15. The number of young drivers (aged 16 to 20) involved fatal crashes declined slightly. However, the number of young drivers (between 18 - 20 of age) killed increased slightly.
13. The percentage of population using seat belts increased to 78.6 in 2006 from 74.4 in 2005.
14. In summary, overall there were 17 higher fatalities in 2006 than in 2005. Contributing to this increase were increase in urban passenger vehicle occupant fatalities and an increase in motorcycle rider fatalities.
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16. According to a statewide observational safety belt use survey in July 2007, Tennessee reached a historical high in safety belt usage of 80.20 percent, up from 78.57 percent observed in 2006.
17. According to a statewide observational safety belt use survey in July 2007, Tennessee reached a historical high in Motorcycle Helmet usage of 99.43 percent.

SPECIAL ACCOMPLISHMENT

Progress Made in Calendar Year (CY) 2007 over CY 2006

**TENNESSEE DEPARTMENT OF SAFETY
FATALITY ANALYSIS REPORTING SYSTEM (FARS) UNIT
DAILY TRAFFIC FATALITY REPORT
CRASH YEAR 2007**

INFORMATION AS OF: **NOVEMBER 26, 2007**

MONTH	2003 FINAL	2004 FINAL	2005 FINAL	THREE YEAR AVERAGE	*2006		**2007		2007 TO DATE			
					TO DATE		TO DATE		URBAN		RURAL	
					MONTH	YEAR	MONTH	YEAR	MONTH	YEAR	MONTH	YEAR
JANUARY	68	90	91	83	89	89	68	68	41	41	27	27
FEBRUARY	82	89	81	84	83	172	80	148	35	76	45	72
MARCH	96	108	99	101	93	265	103	251	40	116	63	135
APRIL	92	102	95	96	95	360	96	347	35	151	61	196
MAY	104	134	130	123	106	466	108	455	46	197	62	258
JUNE	101	119	110	110	122	588	113	568	40	237	73	331
JULY	124	129	131	128	131	719	115	683	40	277	75	406
AUGUST	88	118	111	106	123	842	104	787	37	314	67	473
SEPTEMBER	114	102	107	108	106	948	101	888	33	347	68	541
OCTOBER	114	134	121	123	127	1,075	83	971	24	371	59	600
NOVEMBER	114	107	110	110	101	1,176	54	1,025	19	390	35	635
DECEMBER	96	107	84	96								
TOTAL	1,193	1,339	1,270	1,267								

YEAR-TO-DATE TOTALS	2006	2007	CHANGE
TOTAL	1,176	1,025	- (151)
URBAN	522	390	- (132)
RURAL	654	635	- (19)

MONTH-TO-DATE TOTALS	2006	2007	CHANGE
TOTAL	101	54	- (47)
URBAN	39	19	- (20)
RURAL	62	35	- (27)

HOURS IN CURRENT REPORTING PERIOD 24
 NUMBER OF FATALITIES (INCLUDING DELAYED) 6
 DELAYED FATALITIES 3
 2007 PRELIMINARY TOTAL
 FATALITIES IN ALCOHOL INDICATED CRASHES 205

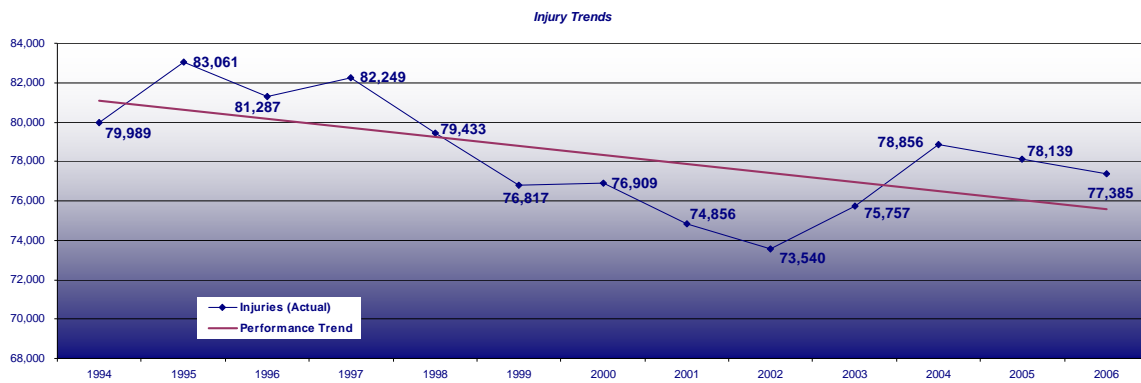
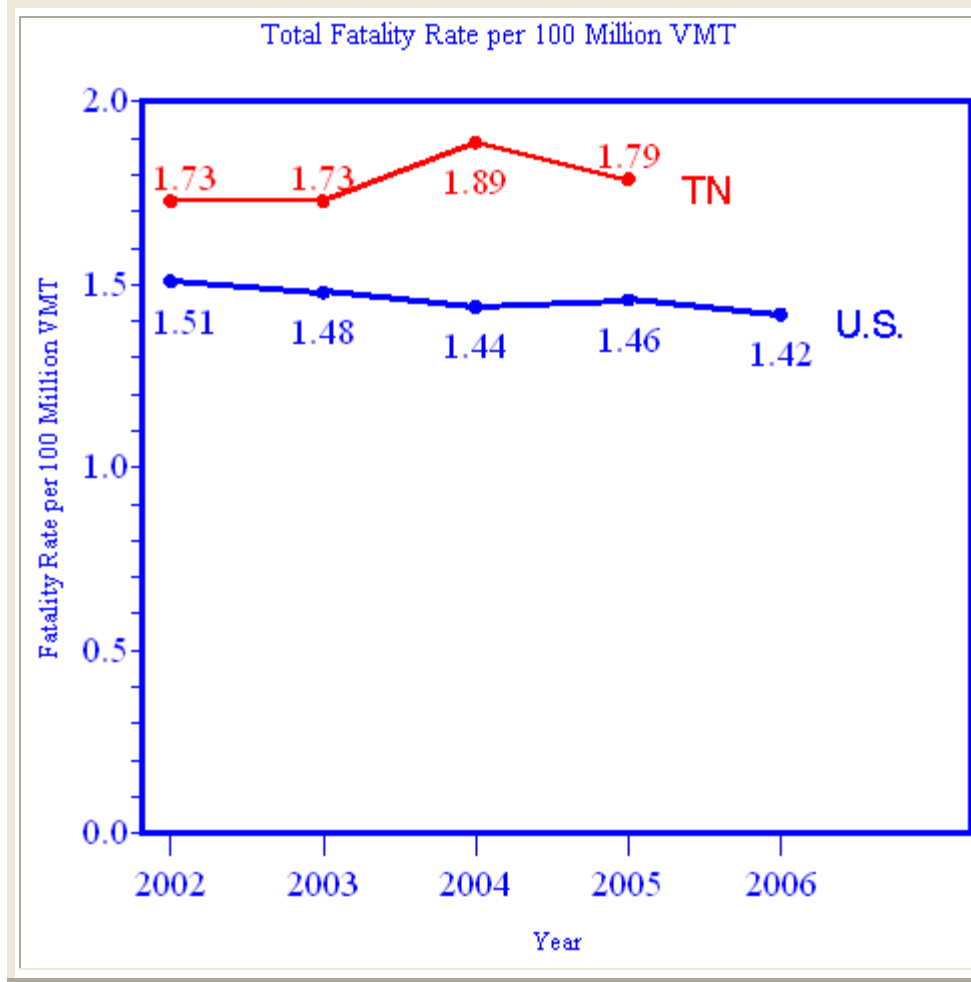
**2007 figures are Preliminary-they include information reported as of the date of this report.
 *2006 figures are Preliminary-they include information reported as of the date of this report.

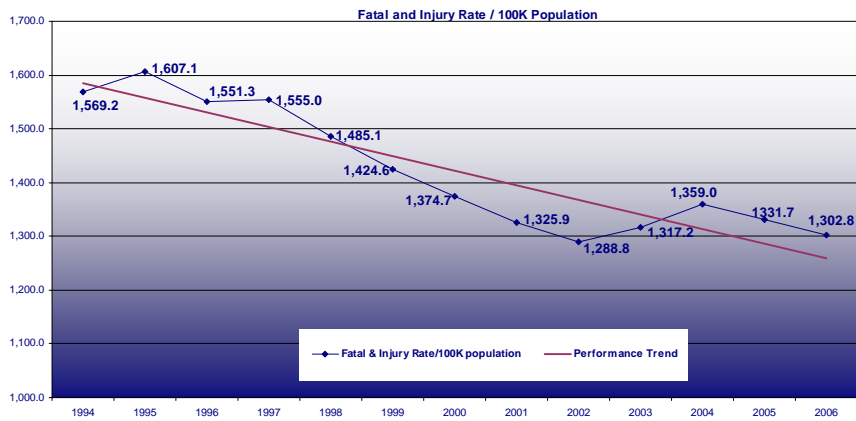
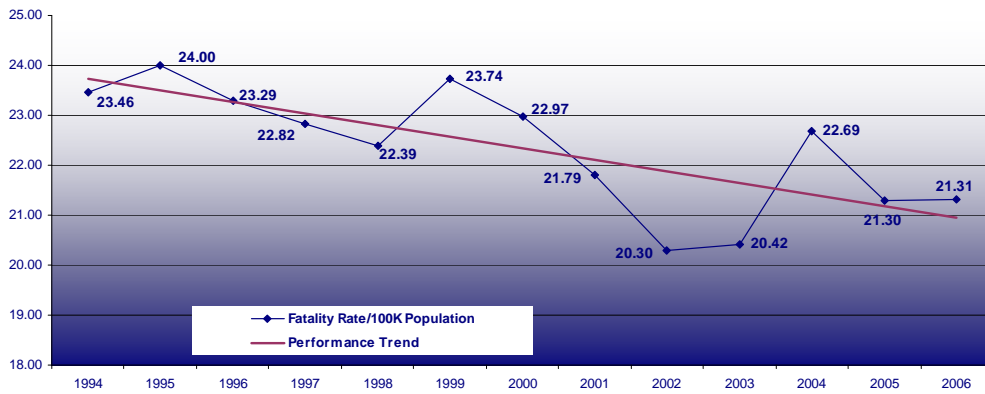
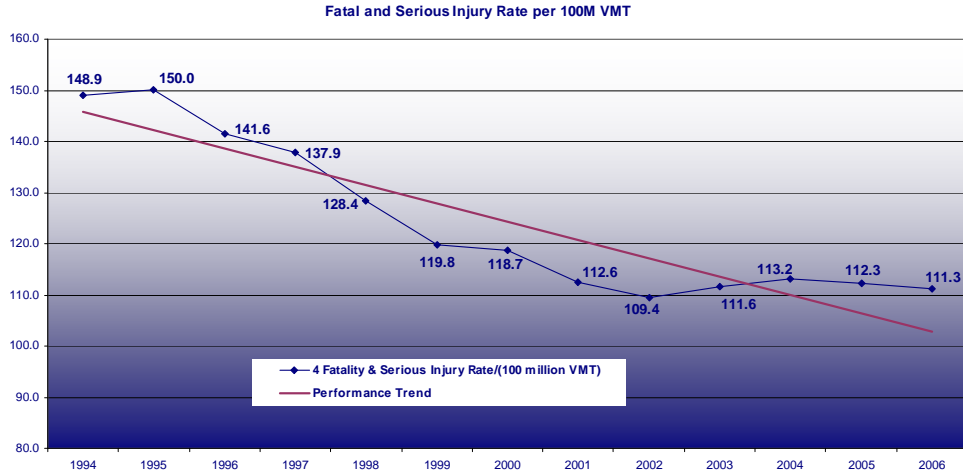
Prepared by: **DOTTIE BABITS** Date: **NOVEMBER 27, 2007**

Overall Performance Trends



Trend Chart of Traffic Fatality Rate per 100 Million VMT





Highlights of Accomplishments:

- 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. In FFY 2007 the online system reached an all time use rate of 85% of all grant agencies.
- Hosted the 20th Annual Tennessee Lifesavers Conference. Attendance was at an all time high. There were 350 registrants to develop strategies, build alliances and communicate agendas towards reducing the tragic toll of deaths and injuries on Tennessee's roadways.
- The Reality vs. Perception radio PSA won a PRSA Gold Award.
- Two Telly Awards have been won – Street Skier TV PSA and the "Shattered" motorcycle documentary/training video.
- Catapult was named a Silver Winner in the Fourth Annual Service Industry Advertising Awards.

OCCUPANT PROTECTION PROGRAMS

Program Goals:

- To increase statewide average safety belt use to 82% in 2008 from the baseline of 80.2% in 2007.
- To decrease the number of fatalities due to being unrestrained to 59% from 61.8% in 2005.
- To reduce child fatalities by 20% with proper use of child passenger safety restraints.

Performance Objective Measures:

- To increase statewide average safety belt use to 82% by the end of CY 2008.
- To reduce fatalities ages 16-20 by 5% by CY 2006
- To increase the usage of restraints by pick-up Truck Drivers to 67% in CY 2006.
- To reduce fatalities ages 25-34 by 5% in CY 2006.
- 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 Centers (TCPSC) support this goal as they plan and implement statewide programs to train, certify and re-certify Child Passenger Safety Technicians. The centers also assist technicians in carrying out Child Safety Check Points throughout the state, and interpret collected data to help develop improved educational materials and strategies. In addition, the Centers work 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 Centers 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 2006-07 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
K4-07-205	Meharry Medical College	402	\$ \$180,251.18
K4-07-313	TN State University	402	\$ 248,524.00
K4-07-93	ETSU	402	\$ 366,303.98
K4-07-173	Lemoyne-Owen College Shelby County	402	\$ 262,186.00

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 2007 and showed that 80.2 percent of motor vehicle drivers and front seat passengers wear their safety belts. This demonstrates an almost 2 percent increase from the 2006 usage rate of 78.57 percent.

A major shift in Child Passenger Safety occurred in Tennessee with the establishment of 3 Child Passenger Safety Centers. One each in East, Middle, and West Tennessee. Services offered by each of these sites will be more easily accessed by citizens across the state.

The Middle Tennessee Center Certified 68 CPS Technicians and 750 safety seats were distributed. Also, a van for the center was purchased and a Health Educator hired.

The West Tennessee Child Passenger Safety Center has been one of the leading forces in the state promoting the correct use of child safety seats. In the past year, the center has greatly expanded efforts to encourage the use of child safety seats in local communities by establishing child passenger safety technicians in the West Tennessee area. These recently certified technicians are providing child safety seat information and training in their local areas and have the potential to influence local use of child safety seats and expand local support for the child safety seat program.

The center provides direct support to these CPS technicians and serves to coordinate activities to maximize resources and enhance overall effectiveness. The West Tennessee Child Passenger Safety Center has developed audience - specific child safety seat training programs and periodically offers the standardized child passenger safety technician course.

The center continues to receive regular requests for these training services. The Center has established eight permanent fitting stations so parents and caregivers can make appointments to have their child safety seats checked for correct installation. Additionally, the individuals who have become certified have permanent fitting stations in place. The Center has established a database to maintain information on the activities of the certified child safety seat technicians throughout the state.

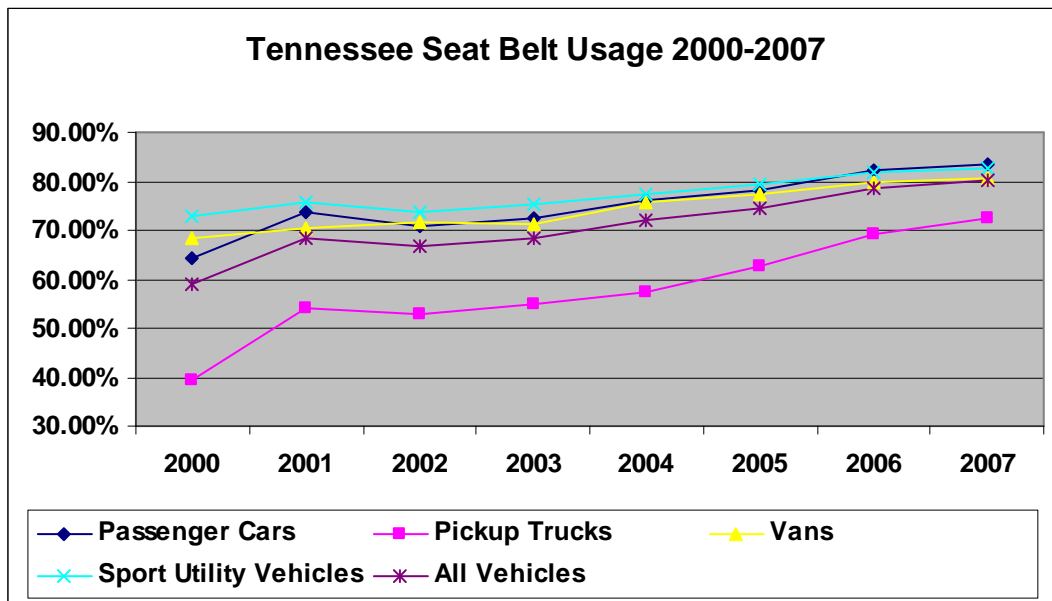
The information provided by technicians has allowed for collection of valuable data, information dissemination and shared resources. Coordinated statewide efforts to promote child safety seat use are dependant on the maintenance of this information system. The Center receives regular requests to conduct child safety seat checks throughout the state. The Center has successfully partnered with day care centers, law enforcement agencies, retail outlets, automobile dealers, insurance agencies and other entities to provide this life-saving service. Satisfaction surveys completed by families attending the West Tennessee Safety Center sponsored checks indicate that 99% of the participants were very pleased with the service.

Performance Trend Chart:

Safety Belt Use

Tennessee Occupants of Passenger Cars and Light Trucks Killed in Crashes by Restraint Use 1995-2006

Year	Restraint Used		Restraint Not Used		Restraint Use Unknown		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
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
2006	371	37.7	551	55.9	63	6.4	985	100.0



Year	Motorcycle Rider Deaths 2002-2006			
	Total	Helmeted	Unhelmeted	Unknown
2006	140	118	21	1
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.

Methods

1. The WTCPSC work with agencies and organizations throughout the West Tennessee area to build a strong coalition that was committed to child passenger safety. The center built a relationship between interested groups, people in law enforcement, fire and emergency services, health care, community health care centers, public health departments, day care centers, Head Start programs, community centers, churches, and other interested groups to deliver educational programs, build community support, and advocate to public policy to ensure appropriate and consistent use of child passenger safety restraints in motor vehicles.
2. The WTCPSC increased the number of child passenger safety technicians in the West Tennessee area. Our mission to certify more cps technicians in the area created a ripple effect. As an increase number of CPS technicians were educated, they were able to share their knowledge with people in their communities and their organizations.

The cps technicians were given the tools and resources to maintain their certification and become sources of reliable CPS information within the West Tennessee area and the area for several years to come. Each CPS technician that was certified has the capability to conduct workshops and short trainings. The WTCPSC provided assistance to those cps technicians by providing them with educational materials, other CPS resources, and additional CPS counseling.

3. The WTCPSC worked closely with law enforcement officers in the West Tennessee area to reduce the misuse rate in their area. The center tracked how many law enforcement officers were certified, the number of CPS checkpoint events conducted with law enforcement, how many hours the officers worked, and what was the misuse rate in their area. The information collected was used to help law enforcement conduct their own CPS checkpoint event, start their own data, determine if more law enforcement officers needed to be certified in their area, and act as a CPS resource center for their community.

Results

The West Tennessee Child Passenger Safety Center successfully conducted 8 child passenger safety checkpoints servicing over 100 children in the West Tennessee area. In addition 10 health fairs/presentations were conducted, reaching out to over 1000 people. At the 8 child passenger safety checkpoints 101 car seats were checked of those 86 car seats were misused. Fifteen of those car seats had no misuse. Sixty-three car seats were given out at checkpoints.

Twenty-four car seats were either deemed unsafe or on the recall list. Thirty-nine children arrived without any car seats.

Child passenger safety checkpoints were held across the West Tennessee area servicing parents in cities such as Memphis, Jackson, Covington, Brownsville, Millington, Atoka, Brighton, Drummonds, Bartlett, and Hall. A total of five National Highway Traffic Safety Administration Child Passenger Safety Courses were taught, certifying a total of 46 child passenger safety technicians in the West Tennessee area.

Technicians were certified in areas such as Jackson, Memphis, Brownsville, Trenton, Paris, Germantown, Covington, Bartlett, and Millington, TN. Of those certified technicians there nurses, law enforcement officers, fireman, emergency personnel, and day care providers.

ALCOHOL & OTHER DRUGS COUNTERMEASURES

Program Goal: To decrease the number of alcohol- and drug-related motor vehicle crashes to 35% in CY 2007 from the baseline of 41% in 2000.

Performance Objective Measures:

- To decrease the number of alcohol related fatalities to 35% in CY 2007.
- To decrease the number of alcohol or drug-related crashes by 5%.
- To decrease the number of driver fatalities with BACs of .08 or greater to by 10% by the end of 2007.
- To provide the “Booze It and Lose It” message statement statewide reaching 50% of our target audience in 2007.
- To train 500 traffic enforcement officers in SFST, 50 officers in mobile video camera technology, 25 officers as Drug Recognition Experts, DREs, and to expand judges and prosecutor training to 100 by September 2007.

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
- Continued funding 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

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
K8-07-279	Tennessee District Attorneys General Conference	410	\$530,442.98	DUI Specialized Training/TN Traffic Safety Resource Prosecutor
154AL-07-23	Tennessee District Attorney General – First District	154	\$125,717.10	DUI Special Prosecutor (There are 18 grants total with this type of focus.)
154AL-07-70/PT-07-22	Metro Nashville Police Department	154/402	\$941,743.83	Highway Safety Initiative
154AL-07-18	Morristown Police Department	154	\$44,100.51	DUI Traffic Reduction Program
154AL-07-06	Dover Police Department	154	\$35,571.89	Alcohol and Accident Reduction Education

Highlights of Accomplishments:

Tennessee District Attorneys General Conference – Traffic Safety Resource Prosecutors

- The TSRPs spoke at various conferences and meetings to over 1,600 people involved in traffic safety. These groups included advocates like MADD and the Hamilton County Traffic Safety Council, Prosecutors in Tennessee and other states, law enforcement officers in various classes like the Drug Recognition Expert School, the Advanced SFST classes, SFST classes, crash reconstruction classes and others, and Traffic Safety Advocates on the state and national level.
- The TSRP continued to serve as an advisor to a DUI Task Force, which was formed through an executive order by the Governor.

- The publishing of the DUI NEWS quarterly newsletter. This twelve page newsletter is mailed to every prosecutor, Judge, Sheriff and Police Chief in the state and to the Governor's office and key legislators as well as public interest groups totaling over 5,600 individuals.
- This year the division was expanded by the addition of a second Traffic Safety Resource Prosecutor. The new TSRP has had a great impact on training received by members of the Tennessee Highway Patrol. He has also assisted in training prosecutors and other officers in the State. With Jim Camp's instruction the officers on the scene of such fatal crashes have more knowledge about how to react to preserve evidence for future prosecutions in addition to all the other knowledge they have received in their training.
- The Training Division conducted three major trainings this year for prosecutors, law enforcement officers and victim witness coordinators. These trainings were rated on a scale of 1-7 at 6.1 by the 287 participants who attended. The Trainings were diverse including Cops in Court, training for law enforcement officers to improve skills as witnesses, Vehicular Homicide, a training for prosecutors and victim witness advocates to promote better working relationships with victims and Trial Advocacy, intended to improve prosecutor trial skills.
- Distributed another 100 copies of the DUI Trial Manual and increased the number of prosecutors using the Yahoo List Serve site. The site permits prosecutors to post questions to their colleagues for advice and assistance. It is also filled with files concerning numerous issues and is available to prosecutors 24 hours a day seven days a week.

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)

- The University of Memphis' Department of Psychology continues to gather data from Tennessee Prosecutors who are funded by grants from the GHSO. These prosecutors tend to be the prosecutors who most often receive information and training from this unit. Since the inception of the Training division in 2002, many good and positive things have occurred.
 - In 2002 the statewide conviction rate was 64%. In 2007 it is 74%. Convictions in the Tracker only count as convictions if an offender is found guilty as charged. Thus cases in which an offender is charged as a second offender, but convicted as a first offender do not count as convictions.
 - In 2002 the average B.A.C. of the convicted offender was .17. In 2007 it is .09.
 - In 2002 the average BAC of an offender found not guilty or who received a reduction was .13. In 2007 it is .05.
 - To date, there is a case log of over 32,000 entries that provide data for evaluation.
- Last three years the rate of arrests for DUI related offenses continues to decline in some of the districts
- DUI Prosecutors have become more involved with local organizations in the development of programs aimed toward substance abuse prevention and treatment.

Metropolitan Nashville Police Department

- Total of 1086 blood alcohol tests BATs (exceeded goal of 400)
- Total of 99 felony arrests (exceeded goal of 75)
- Total of 1487 DUI arrests made (exceeded goal of 350)
- Fatal crash data
 - October 1, 2005 through September 30, 2006 - There were 93 fatal crashes; 43 or 46% of the drivers involved were driving while impaired.
 - October 1, 2006 through September 30, 2007 - There were 70 fatal crashes; at the time of this report 24 or 34% of the drivers involved were driving while impaired.

DUI arrests skyrocketing; credit given to state funds

By Amanda N. Maynard, amaynard@nashvillecitypaper.com



Metro Police officers like Robert Davenport are being more vigilant of suspected drunken drivers thanks to a Governor's Highway Safety Office grant. *Josh Anderson/File/The City Paper*

This year, Metro Police officers have made over 1,000 more drunken driving arrests than last year, the department reported Thursday.

Officials said the more than 100 percent increase in the number of arrests of suspected drunken drivers can be attributed to extra work by officers and extra funding from the state.

"We put a lot of pressure on the officers to work, and to look for the impaired drivers — and if they're not doing that for us... there's other officers that want to come work and want to find the drunk drivers," said Sgt. Jeff Keeter, supervisor with the Metro Police Department's traffic unit.

Keeter said the department has been able to arrest more drunken drivers through a grant from the Governor's Highway Safety Office, which he said has provided the department with nearly \$1 million to pay for officer overtime.

With the funding, the department bumped up the number of shifts during the peak potential drunken driving hours of 10 p.m.- 4 a.m., Keeter said, and recently rearranged shifts to cover that entire time frame.

Morristown Police Department

- Total of 59 DUI arrests
- Reduced DUI related crashes by 16% from previous year

Dover Police Department

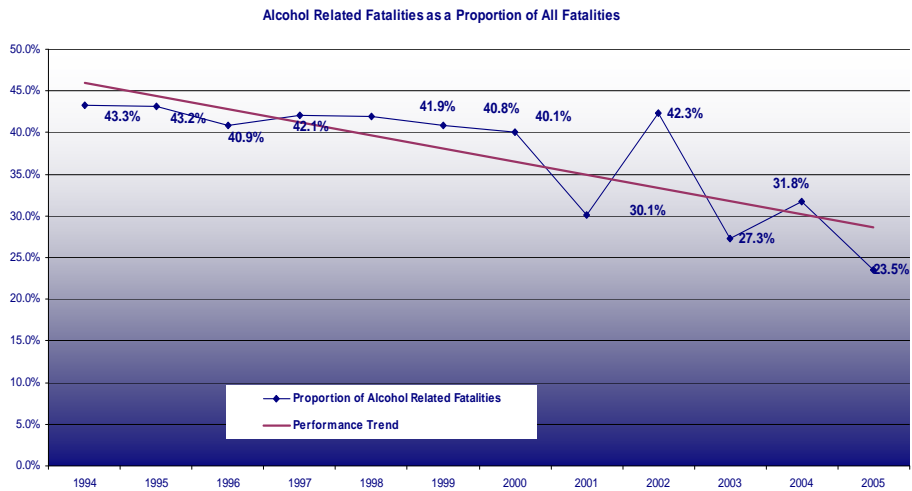
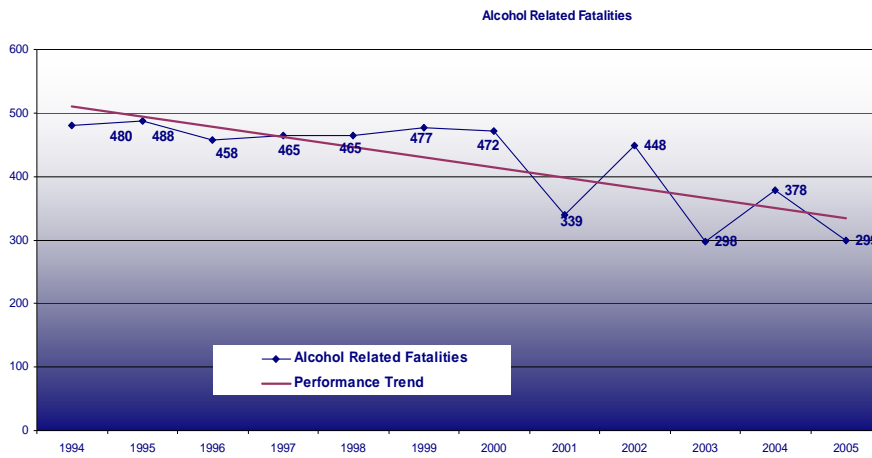
- Reduced DUI related arrests by 40%

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
- 756 physical misdemeanor arrests (exceeded goal of 400)
- 662 citation misdemeanor arrests (exceeded goal of 500)
- 455 DUI arrests (exceeded goal of 350)

Performance Trend Chart:



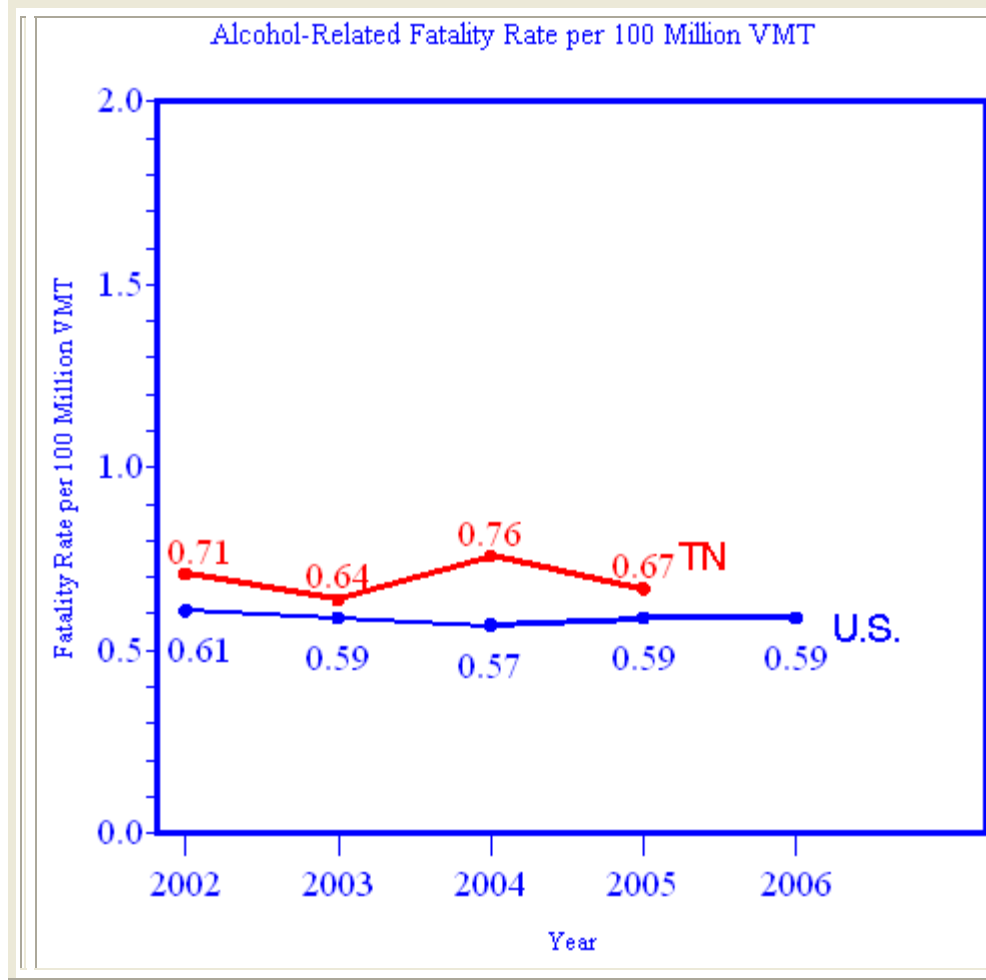
Fatalities in Motor Vehicle Traffic Crashes by Alcohol Involvement 2002 – 2006

Crash Year	Total Fatalities	Total Alcohol-Related Fatalities (BAC=.01+)		Fatalities Where the Highest BAC in the Crash Was .08+*		Fatalities Where the Highest Driver BAC in the Crash Was .08+**	
		Number	Percent	Number	Percent	Number	Percent
2002	1,177	485	41%	412	35%	384	33%
2003	1,193	443	37%	398	33%	370	31%
2004	1,339	542	40%	469	35%	439	33%
2005	1,270	473	37%	400	32%	376	30%
2006	1,287	509	40%	439	34%	408	32%

*Includes BAC Level of All Involved Drivers/Motorcycle Operators, Pedalcyclists and Pedestrians

**Includes BAC Level of All Involved Drivers/Motorcycle Operators Only

**Percents are Calculated From Total Fatalities in Crashes in Which There Was a Driver or Motorcycle Operator Coded



2006 State Vehicle Miles Traveled (VMT) Data is Currently Not Available. 2006 National VMT is a Preliminary Estimate and Subject to Change

YOUTH DRIVERS PROGRAMS
Including
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 CY 2007.

Performance Objective Measures:

- To decrease the number of Youth ages 15-20 killed or seriously injured in motor vehicle crashes 5% by the end of CY 2007.
- To decrease the number and percent of 21-24 year olds drinking drivers involved in fatal crashes by 5% by the end of CY 2007.
- To decrease the number and percent of 25-34 yr olds drinking drivers involved in fatal crashes by 5% by the end of CY 2007.

Action Taken:

- Executed year round impaired driving enforcement
- Provided special enforcement emphasis during national enforcement campaign periods
- Increased alcohol awareness on college and high school campuses across the state.
- Conducted beer stings on local retail owners selling alcohol
- Monitored bars in town and conducted frequent “walk through” of establishments to determine if under-aged patrons were present.
- Provided drunk driver simulation using SIDNE vehicle to high schools
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Continued training of law enforcement on DUI laws
- Purchased instructional equipment and materials to be distributed to schools.
- 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

Grantee	Grant Amount	Grant Name
TDOS, Shelby County, and three other cities' LEAs	\$555,645.45	Youth Safety- Alcohol Impaired Enforcement
TSSAA- Statewide	\$80,000.00	Youth Community Empowerment
Lafayette Police Dept	\$58,375.00	Tenn. Novice Driver
MADD- Davidson County	\$65,335.00	Youth Safety- Elem and Secondary Schools

Highlights of Accomplishments:

- Youth Alcohol usage was aggressively targeted in this grant year.

Tennessee Secondary School Athletic Association - TSSAA

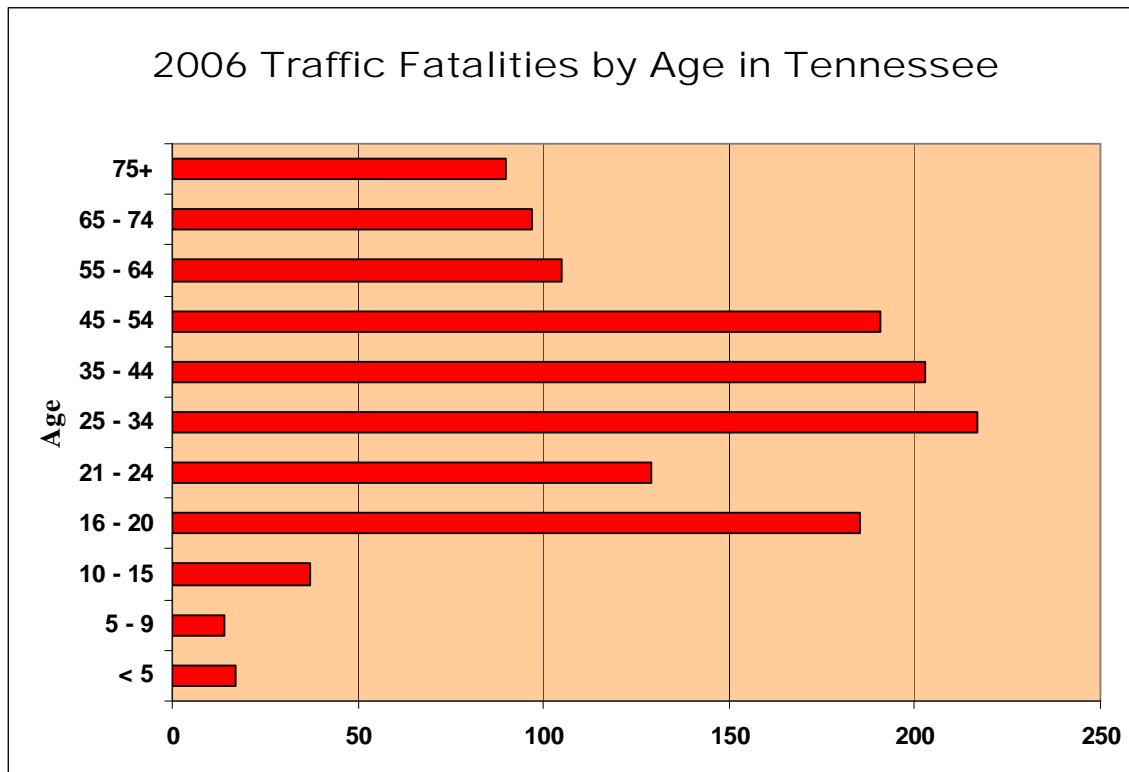
- A DUI Education Team (called The Right Team) was established to educate students about the dangers of drinking and driving. The goal of the Education Team was to establish a program that not only focused on awareness but also prevention for high school and middle school students. Administrators and Athletic Directors at member schools were sent Public Service announcements and encouraged to read them during their regular and post season events.

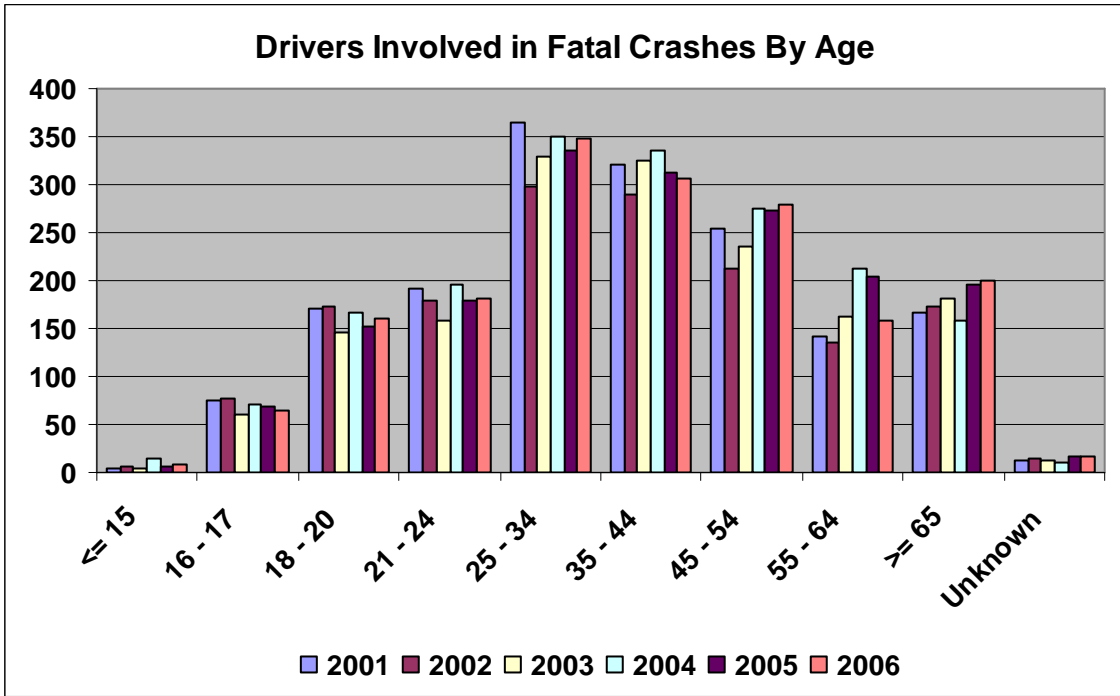
- The Right Team also presented the “Magic of Stephen”. Stephen Bargatze, the Director of Student Services, is a professional magician that utilizes magic to capture students’ attention. Once he has gained the respect and attention of the students, he takes the opportunity to talk about the dangers of drugs and alcohol on the road, the importance of seat belts and the importance of following the rules of the road. Stephen presented his message to over 10,890 students in 44 presentations. This was well over the estimate of 10,000 students scheduled for 33 presentations.
- The TSSAA distributed a newsletter that highlighted all preventative efforts and the “Right Team” programs to approximately 1000 principals, athletic directors and VIPs. A website was also established in an effort to continue the teams reach to schools throughout the year.

Martin Police Department

- Routine bar checks for underage drinking were conducted at local establishments and fraternity parties. Over 50 arrests were made during these “Walk Through”. Undercover operations were also conducted for the sale of alcohol to underage youth by vendors. There were 5 establishments cited out of 27 attempts.
- 130 local middle-school students completed and graduated from the DARE program.

Performance Trend Chart:





POLICE TRAFFIC SERVICES

Program Goal

- To decrease the number of motor vehicle fatal crashes related to speed and aggressive driving by 10% by CY 2007; and
- To reduce the number of fatal motor vehicle crashes in rural areas by 10% in CY 2007.

Performance Objective Measures:

- To decrease the number of speed-related crashes by 10% by the end of 2007 and decrease fatalities and incapacitating injuries resulting from these crashes by 10% by the end of CY 2007.
- To decrease the number of rural fatal crashes by 10% by the end of CY 2007.

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 by 10%, 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.

GHSO awarded several types of grants to various LEAs throughout the State. Examples of grants are shown below:

- Law Enforcement Liaisons Grant
- High Visibility Grants
- Police Traffic Services Enforcement Grants
- Network Coordinator Grants
- Law Enforcement Training Grants
- Law Enforcement Language Training Grant

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. Following are the sample Grants in this:

Grantee	Grant Amount	Grant Title
University of Tennessee	\$1,158,906.75	UT Law Enforcement Liaison Project
Various LEAs	Over \$1.5 M	High Visibility Grants
Various LEAs	\$ 600 K	Network Grants
Blount County Sheriff	\$169,837.46	Multiple Violations Enforcement
Clarksville PD	\$117,095.97	Multiple Violation Enforcement
Columbia State Community College	\$193,745.00	Law Enforcement language Training
Tennessee Law Enforcement Training Officers Association	\$327,060.00	Law Enforcement Training

Blount County Sheriff

During the period from July 1, 2007 thru September 30, 2007, the Blount County Sheriff's Office issued 427 citations and 292 warning citations for a total of 719 citations on a section of highway know as the "Dragon" 129/Calderwood highway.

During the same period the Blount County 911 center reported 48 traffic crashes on this section of the roadway.

Three Fatalities resulted from two crashes during the first two weeks of the period. During the period from July 1, 2006 thru September 30, 2006 the Blount County 911 center reported 64 traffic crashes on US 129/Calderwood Highway.

Due to extensive and aggressive saturation of this section of Highway by the Blount County Sheriff's office and the Tennessee Highway Patrol the traffic crashes dropped by 25% and Life Flight visits to UT Medical Center by 99%. Not only was there a substantial drop in crashes, there has been a lot of positive feedback from local citizens.

The Blount County Sheriff's office dedicated approximately 1700 man hours to this dangerous section of highway, which was only possible due to the grant from the Governors Highway Safety Office.

Program Highlights:

The Blount County Sheriff's office had the following statistics from October 1, 2006-September 30, 2007.

- Citations 4658
- Arrests 244
- Traffic Crashes 703
- Dispatched calls 3235
- Traffic Stops 7116
- Warning Citations 2888
- Verbal warnings 1267

Clarksville Police 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:

The Clarksville Multiple Enforcement Program was dedicated to improve traffic safety on the roadways within the City of Clarksville, TN.

To achieve this goal, they followed a mixture of enforcement options: Sobriety checkpoints, saturation patrols, child restraint installation and inspection, community awareness sessions (traffic safety school sessions for court ordered participation), continued daily selective enforcement activities, daily/weekly review of incident locations and trends, and participation in state campaigns.

Statistically, it was difficult to measure the effectiveness of one intervention method over another for several reasons: the project was short-term (one year), the driver population varied significantly due to the spiraling upward growth of community population (uncounted, but recognizable) and the change in

numbers of drivers due to Iraq and Afganistan deployment movements of military personnel in the community.

Uncontrollable variables also included a set of unusual climatic conditions, and significant efforts of other law enforcement agencies to impact negative traffic scenarios. From a professional perspective, we consider the project to have been successful.

High Visibility Grants

Program Highlights

The main goals and objectives were:

- To increase safety belt use to 80% by the end of CY 2008
- To maintain STEP Wave of concept of enforcement, participate in national mobilization periods
- To increase DUI arrests

Agencies submitted enforcement campaign data to [WWW.TN TrafficSafety.org](http://WWW.TN.TrafficSafety.org) website. The result of the campaign data is listed below in the Performance Chart section.

Network Law Enforcement Grants

Program Highlights

The main goals and objectives were to reduce injuries, fatalities, and economic losses on TN roadways. The most important factors in the success of state-wide highway safety programs are the involvement of law enforcement agencies on the local level and their enthusiasm and interest in the programs. One time special award grants are awarded to the highest score by the state four regional agencies.

The success of the program was measured by:

- Number of agencies participating in the monthly Network meetings;
- Number of LEAs participating in planned enforcement initiatives;
- Participation level of the agencies in the Network in the national campaign;
- Number of LEOs within the network receiving training; and
- Implement crash data collection by electronic systems.

Law Enforcement Training Grants

The Governor's Highway Safety Office is proud to report **the following achievements** in training grants.

- Standardized Field Sobriety Training at the Tennessee Law Enforcement Training Academy (TLETA) Total Recruits trained for 2007 was 380.
- GHSO Training Program 2007: 90
- Child Passenger Safety: 214
- Standardized Field Sobriety Testing: 348
- Officer Spanish Communication: 317
- Traffic Crash Investigation Courses: 278
- Verbal Judo: 34
- Strategies & Tactics for Patrol Stops: 121
- Instructor Development: 22
- RADAR/LIDAR: 49
- Vehicular Homicide for Prosecutors: 55
- DUI Trial Advocacy for Prosecutors: 25

- COPS in Court: 216
- Grant Writing: 58
- TOTAL OFFICERS TRAINED: 2,037
- TOTAL PROSECUTORS TRAINED: 80

University of Tennessee

Program Highlights

The UT program consists of four Law Enforcement Liaison Officers, one Law Enforcement Administrator, a Law Enforcement Training Coordinator and a project director. The team is responsible for conducting DRE, SFST, Verbal Judo and other state certified courses to law enforcement agencies across the state. The program also conducts the statewide Law Enforcement Challenge, coordinates "Hands Across the Border" events, and coordinates network meetings and trainings to educate law enforcement agencies in highway safety related activities.

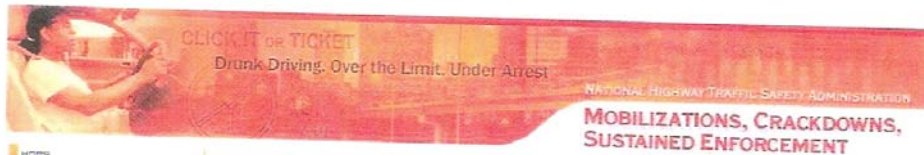
The success of this program was measured by:

- The number of officers trained in SFST, DRE and Verbal Judo.
- Increase in the number of agencies participating in the statewide Law Enforcement Challenge.
- Conduct the annual "Hands Across the Border" event.
- Network and conduct meetings with various agencies including: law enforcement, emergency medical services, hospital members, and other highway safety advocates.

Other Police Traffic Services Highlights of Accomplishments:

- The Get in the Zone program received the Work Zone Safety Award from the American Road and Transportation Builders Association's Transportation Development Foundation.
- 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.
- This month we will complete the fourth year of the GHSO statewide training program. The final numbers are not in but we have trained approximately 1,200 law enforcement officers.
- Hosted Tennessee's third annual Law Enforcement Challenge Ceremony in August. A total of thirty-nine state awards were presented to law enforcement agencies. Nationally, Tennessee agencies earned ten top honors as judged by the International Association of Chiefs of Police. National awards will be presented in New Orleans in October.
- Number of reckless and negligent driving crashes has declined from 7,148 in 2005 to 6,748 in 2008.
- Number of speed related crashes has declined from 11, 471 in 2005 to 10,773 in 2006.

Performance Chart:



- HOME
- ENTER MOBILIZATION DATA
- EDIT MOBILIZATION DATA
- VIEW REPORTS
- UPDATE CONTACT INFO
- HELP
- TUTORIAL/FAQ
- CONTACT US
- LOGOUT

If you are having problems with this site, click the "CONTACT US" link above to email the Site Administrator.

User: Richard Holt
Type: State Official

Impaired Driving 2007 -Tennessee

REPORTING PERIOD

FROM: 08-15-2007 (mm-dd-yyyy) TO: 09-03-2007 (mm-dd-yyyy)

REPORTING ON:

DWI ENFORCEMENT SAFETY BELT ENFORCEMENT BOTH

QUICK JUMP TO:

Reporting Agencies Summary Specific Enforcement Activity Media Activity Contact Information

REPORTING AGENCIES SUMMARY

Enter the number of participating law enforcement agencies. All fields are required.

LAW ENFORCEMENT AGENCIES	TOTAL IN STATE	PARTICIPATING THIS PERIOD	REPORTING THIS PERIOD
State Police Patrol Districts	8	8 100.00%	8 100.00%
County Sheriffs Police	95	93 97.89%	93 97.89%
City/Town Police	368	339 92.12%	339 92.12%
Other Agencies (Specify Below)	12	12 100.00%	12 100.00%
Total	483	452 93.58%	452 93.58%

Other Agencies
University, Railroad Security, Airport Police.

SPECIFIC ENFORCEMENT ACTIVITY DURING THIS REPORTING PERIOD

Enter the approximate total officer hours for all reporting agencies worked for each enforcement activity during this period. All fields are required. **Please Note: States that conduct enforcement zones, please remember to enter data in the comment box below. Do not enter data in the fields specified for checkpoints.**

Specifically on DWI Enforcement	11513
Specifically on Belt Enforcement	13251
Specifically on Combined DWI/Belt Enforcement	27310
Approximate % of Total Hours Worked as Overtime	15 %
Approximate % of Total Hours Worked at Checkpoints	.009 %
Approximate Number of Checkpoints Conducted	173

Briefly describe the specific DWI and/or Safety Belt enforcement operations other than checkpoints worked this month

Saturation Patrols, High Impaired Driving Directed Patrol.
7 - DRE Evaluations (Drug Impaired Driving)

Approximate total numbers of enforcement actions taken statewide during this reporting period. All fields are required.

DWI Arrests	1375	Suspended Licenses	4172
Safety Belt Citations	7670	Uninsured Motorists	

Child Safety Citations	765	Speeding	26559
Felony Arrests	814	Reckless Driving	335
Recovered Stolen Vehicles	62	Drug Arrests	992
Fugitives Apprehended	260	Other Arrests (Specify Below)	7

Other Arrests

7 DRE Evaluations conducted results of Drug Impaired Driving.

MEDIA ACTIVITY DURING THIS REPORTING PERIOD

PAID MEDIA

Enter the total dollar amount spent on each type of paid media during this reporting period. All fields are required.

TV Ads	Radio Ads	Print Ads	Billboards	Other Ads (Specify Below)	Total
\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Other Ads					

Enter the total number for each type of paid advertisements broadcast during this reporting period. All fields are required.

TV	Radio
0	0

EARNED MEDIA

Enter the total number of each type of earned media placements during this reporting period. All fields are required.

Press Conferences Held This Month	0
TV News Stories Aired This Month	0
Radio News Stories Aired This Month	0
Print News Stories Run This Month	0
Other News Stories (Specify Below)	0
Other News Stories	

CONTACT INFORMATION

Enter the contact information of the person entering the data for this report. All fields are required.

FIRST NAME	LAST NAME
Richard	Holt
PHONE NUMBER	E-MAIL ADDRESS
615-207-0009	rm_holt@frontiernet.net

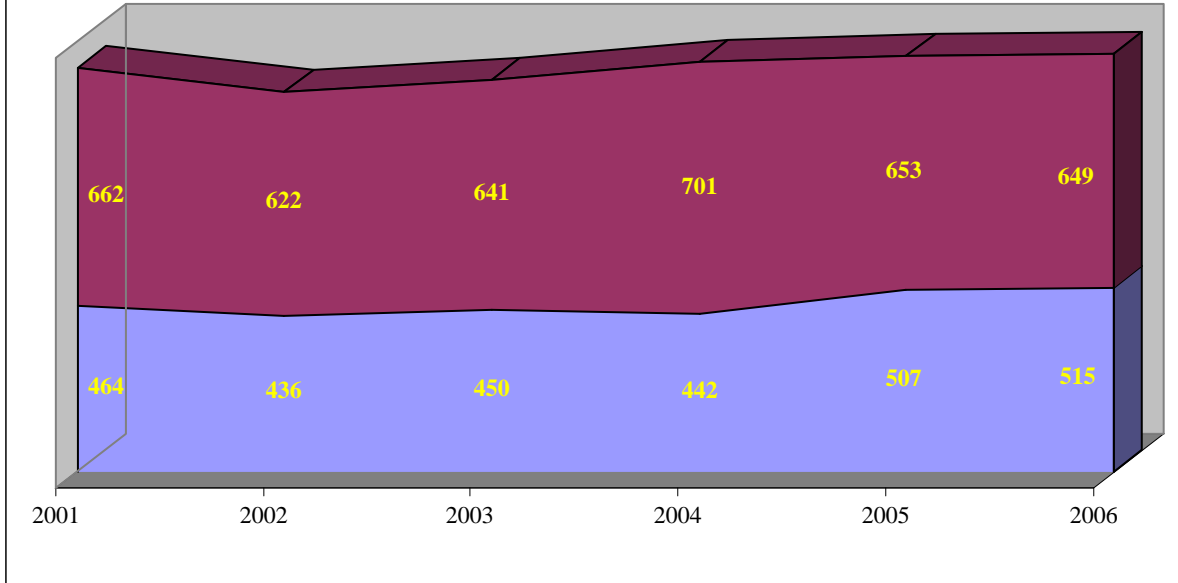
Warning! After you have entered data into this form, you must click either the "Save Mobilization Data" or "Finalize Mobilization Data" button below. Failure to do this will result in data that is lost because it will not be saved.

Mobilization Report

	2006	2007	% Change
Mobilization:		Click It or Ticket	
Report Year:		2007	
States Reporting:		TN	
States Participating:		TN	
Today's Date:		9/19/07	
Participating States			
Participating Agencies	303	355	17.16%
Reporting LE Agencies	306	234	-23.53%
Total Hours Worked	0	0	
Number of Checkpoints	46	226	391.30%
Citation Information			
DWI Arrests	1099	1604	45.95%
Safety Restraint Citations	9021	10870	20.50%
Child Passenger Citations	692	845	22.11%
Felonies	985	842	-14.52%
Stolen Vehicles	36	74	105.56%
Fugitives Apprehended	1779	467	-73.75%
Suspended Licenses	1978	2982	50.76%
Uninsured Motorists	483	6250	1,194.00%
Speeding	18596	26599	43.04%
Reckless Driver	272	453	66.54%
Drugs	1399	1408	0.64%
Other	17539	0	-100.00%
Paid Media Information			
Total Spent by Participating States	\$414,347.00	\$407,317.00	-1.70%
TV	\$307,040.00	\$305,659.00	-0.45%
Radio	\$87,074.00	\$101,658.00	16.75%
Print	\$0.00	\$0.00	
Billboards	\$0.00	\$0.00	
Other	\$20,233.00	\$0.00	-100.00%
Earned Media			
Number of TV Spots	226	1978	775.22%
Radio Spots	2	5830	291,400.00%
Press Conferences	12	1	-91.67%
TV News	226	8	-96.46%
Radio	2	3	50.00%
Print	6	4	-33.33%
Other	3	0	-100.00%

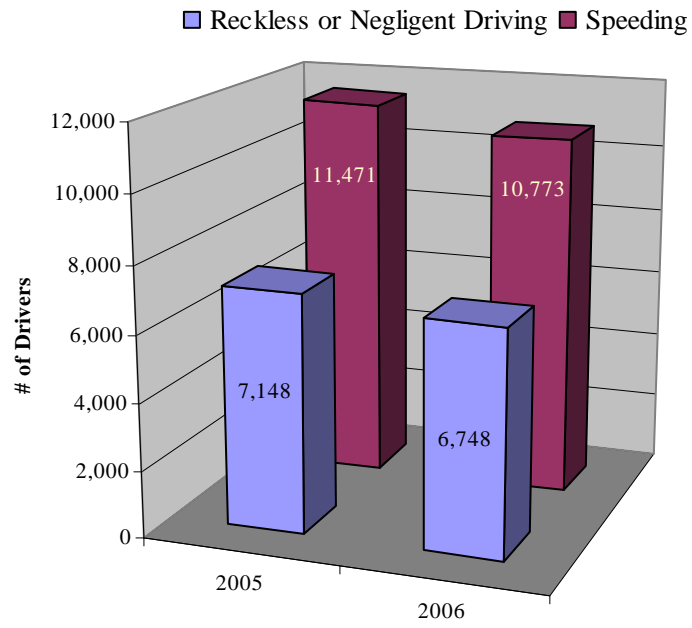
Urban vs. Rural Fatal Crashes

Urban Rural



NOTE: 2006 Data is preliminary

Speeding, Reckless, or Negligent Drivers in Crashes 2005 - 2006



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:

- 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.
- To develop a formalized process with detailed documentation for Electronic Crash collection to develop a statewide support process for both RMS and TraCS users.
- To update Crash collection electronic workflows and forms to make increased user acceptance
- To coordinate transportation safety and behavioral control in reducing crashes, injuries, and deaths.
- 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.
- 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.

Memoranda of Understanding were obtained by all affected 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
K9-07-01 / 154AL-07-22	TN Dept of Safety	408 / 154	\$987,556.34
K10-07-01 / K4-07-62	TN Dept of Safety	1906 / 406	\$1,063,620.00
K9-07-02	TN Dept of Health	408	\$45,477.96
K9-07-04	TN Dept of Health	408	\$91,621.80
K9-07-03	University of TN	408	\$5,000

1. Data Improvements – Automated Crash Report Traffic Records

Integrated Traffic Records System (ITRS) Grant to University of Memphis, Memphis, TN
 To support of local law enforcement agencies with implementation of electronic crash reporting and technical support to provide back-up programming support for DOS on Crash form.

Traffic Records Improvement Grant – TN Dept. of Safety

An improvement made in the average number of days from the date of the crash to the date its report was in the database where 2006 is the baseline year.	Paper Reports	Electronic Reports	All Reports
Avg. days for the period Jan 01 2006 to Dec 31 2006	42.71	48.09	43.56
Avg. days for the period Jan 1 2007 to June 30 2007	36.21	29.31	34.86

- Completed phase 1 of the deployment of mobile data terminals for THP
- Completed award of software development and support contract for a new crash database system.
- Increased the number of crash reports keyed annually from 65,000 in 2006 to 100,000 in 2007.
- Continued support and funding of the DUI Behavioral Tracking system –University of Memphis for development and implementation of tracking DUI offender.
- Continued support and funding for driving under the Influence Tracking System (DUIITS) – Implementation of law enforcement sub-systems.

2. To include research on crash injury patterns by type, severity, charges, and analyzed by the use of safety measures.

- Emergency Medical Information Technology System and Trauma Registry Databases
- Increased the number of ambulance services submitting run information from ninety to one hundred sixty one Statewide Injury Surveillance System
- Established ISS objectives
- Developed data transfer specifications

3. Traffic Records Coordinating Committee

- Developed proposal for Section 408 Funding to for Federal FY 2008
- Conducted nine Monthly TRCC Meetings
- Conducted two Executive TRCC Meetings
- Provided TraCS software and crash reporting training to fifty agencies

4. Local Law Enforcement – Implementation of Electronic traffic crash data
 - Added fifteen local agencies that are submitting crash reports via electronic means which increased the number of local agencies submitting crash reports electronically from fifty five to seventy

5. Integrated Criminal Justice Portal
 - Began Portal Phase II - Study on Accessing DUI Disposition Information
 - Determined Appropriate Users for Driver History Access
 - Determined Levels of Security for Driver History Access
 - Implementation of Driver History to Portal
 - Provided Access to Driver History via Portal to All Appropriate Users

6. TN Department of Transportation-Road Engineering

Instituted a project to reduce crash reports backlogs by coordination and promotion of technology and sharing of Geospatial information.

 - Created programs for data extraction
 - Established formats of reports to be generated
 - Establish end users of reports
 - Began production of reports

Highlights of Accomplishments:

- Installed electronic crash data collection system at fifteen new local law enforcement agencies.
- Implemented electronic data collection at Knoxville P.D. 1st quarter of 2007.
- Developed TCrash2 form that TN Trooper would use.
- Continued to execute the TRCC Strategic Plan and the individual emphasis area project plans.
- Completion of TRCC Memorandum of Understandings with TN State commissioners and the Governor with outside agencies.
- Submission of Section 408 Strategy Plan to NHTSA, for federal Fiscal year 2008.

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.

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.

Program Highlights:

In Blount County Tennessee, U.S. 129 weaves through 11 miles of mountainous roadway on the Tennessee side of the highway. This stretch of roadway has over 318 curves and is highly publicized on websites as the ultimate riding course for motorcycles and race cars. Drivers from all over the world come to test their endurance and push the limits for speed and agility.

In the spring of 2007, it was brought to the attention of the Governor's Highway Safety Office that there had been over 142 crashes from June 1, 2006 to September 30, 2006 and that Life Star continually had to transport seriously injured drivers and motorist. Law enforcement officials were concerned for the safety of residents in the area, but lacked the resources to continually man the area.

Action Taken:

Two grants were issued to agencies in that jurisdiction.

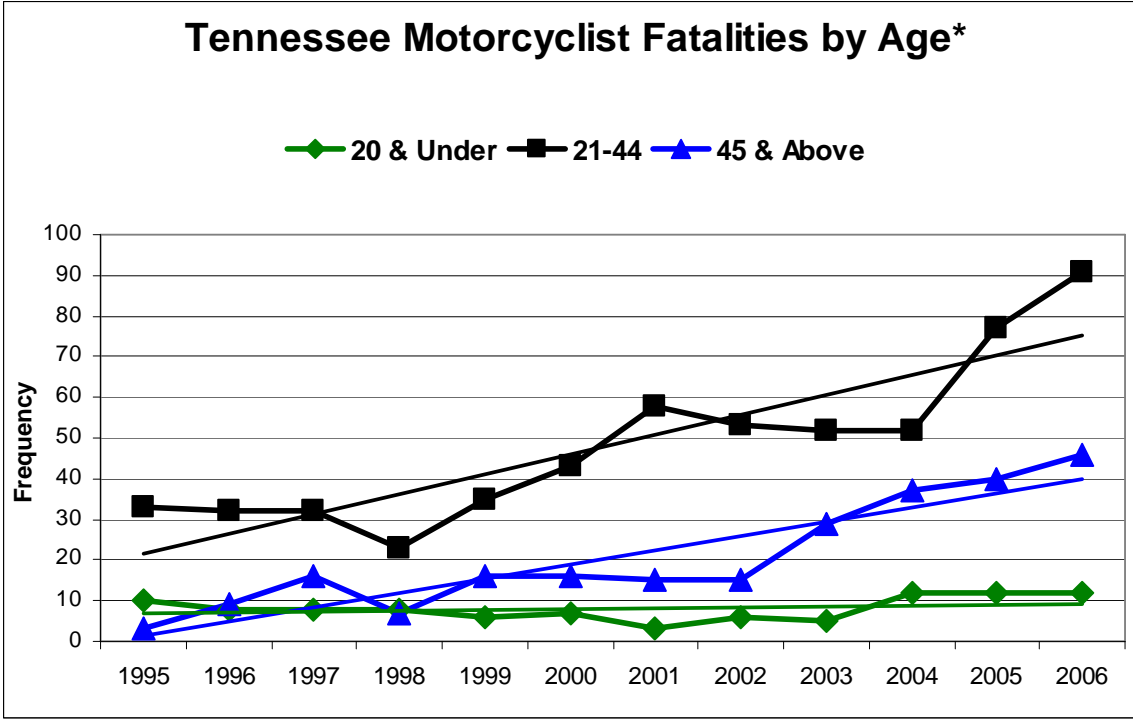
- Tennessee Department of Safety, Knoxville District and;
- Blount County Sheriff's.

Grant No.	Agency	Program	Grant Amount	Funding Source
PT-07-41	Tennessee Department of Safety	The Dragon	\$32,000.00	402
PT-07-42	Blount County Sheriff's Office	The Dragon	\$65,000.00	402

Grant Period: July 1, 2007 and ended September 30, 2007.

Highlights of Accomplishments:

- During that period of time, there was a 25% (48 in 2007 from 64 in 2006 for the same time period) reduction in overall crashes.
- Overall calls for Life Star were reduced by 99% (1 in 2007 from 6 in 2006 for the same time period)
- 427 citations were issued for speeding, improper passing, child restraint, and other moving violations, plus a number of administrative laws.



*2005 Data are preliminary

Fatality Analysis Reporting System (FARS), April 2006

SAFE COMMUNITY PROGRAMS

Program Goals:

- 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.
- 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:

- To provide outreach, technical assistance and guidance on no less than a quarterly basis to community representatives in Tennessee's 95 counties.
- 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.
- 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.

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 Communities program is being revised so the GHSO did not put the resources into it until the revision is complete.

The key areas that were concentrated on were in the area of Occupant Protection and Driving Education through Nashville Hispanic Chamber of Commerce, the distribution of information through the Tennessee Resource Center, and the diverse community approach of the Gallatin Police Department.

FFY 2007 Safe Communities Grants

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
SA-07-03	University of Tennessee	402	\$209,392.09	TN Traffic Safety Resource Center
SA-07-02	Nashville Area Hispanic Chamber of Commerce	402	\$29,875.00	SAFETY FOR ALL - "Seguridad Para Todos"
SA-07-01	Gallatin Police Department	402	\$20,000.00	Project Reach

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 231,399 pieces of traffic safety materials were shipped to 675 individuals and/or agencies. These figures do not include the TN Highway Safety Conference and TN Health and Safety Congress where there was a combined attendance of approximately 2800 and over 4160 pieces of materials were distributed. The Vince & Larry costumes and the Drunk Buster impairment goggles were shipped 29 times to statewide agencies for use at safety events this past year.
2. The primary focus of the “Seguridad para Todos” program was to improve traffic awareness and promote safe communities through safety education and outreach as it relates to two major problems that directly affect the Hispanic community and by extension the Middle Tennessee community at large: lack of proper and regular seat belt/ child restraint usage and the growing incidence of DUI and impaired Hispanic drivers on Tennessee roads.

To this end, the Nashville Area Hispanic Chamber of Commerce, worked to bridge the cross-cultural differences that hinder the process of adjusting to American customs as they relate to driving and motor vehicles and the rules of the road and have an adverse impact on the individual’s health, finances and even life and by extension the entire community.

The Chamber gathered and organized data, created a network within existing Hispanic groups, planned educational forums, created written materials for distribution within the community, conducted public outreach sessions and evaluate and implement solutions.

Through the use of questionnaires and outreach focus groups "Seguridad para Todos" was able to develop a cross-cultural overview of the most commonly held misconceptions between the Hispanic and Anglo cultures as they relate to the operation of motor vehicles and provide an intra-cultural perspective on the variations that exist between the various Hispanic communities that live in middle Tennessee.

One of the results that led us to believe that "Seguridad para Todos" had and will continue to have a measurably positive impact on traffic safety within the Hispanic community is that we feel that we have established a solid network that will impact the entire family and the leaders in the community at large. This network of trust was made a reality through long term outreach and personal contacts through the NAHCC and the "Seguridad para Todos" staff.

Rather than simply put up a few posters, translate materials already produced in English or get an article printed in random papers that most likely will have little or no long term effects, the outreach through the "Seguridad para Todos" grant is long and deep. We have sown seeds that will continue to grow.

That is why we hope to be able to continue our work exploring additional funding opportunities, so that our efforts don't die on the vine. NAHCC and the GHSO realize the importance of this network that could serve as a true conduit to the Hispanic community at large that is built on trust and mutual respect and allow the GHSO to work more closely than ever before possible with the leaders in the Hispanic community throughout Middle Tennessee and all of Tennessee down the road to truly make an impact on the safety off Hispanic drivers and Tennessee community at large.

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 sited 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 the 2008 National Lifesavers Conference.

EMERGENCY MEDICAL SERVICES

Goal

- To improve traffic crash survivability and injury outcome by improving the availability, timeliness, and quality of Emergency Medical Response and by improving State and community coordination of Emergency Medical services, public safety, and mass casualty response.

Objective

- To improve ambulance run data capture and develop analysis useful for highway safety improvements.

Performance Measure: The completeness, usefulness, and accuracy of EMS reporting of motor vehicle crash responses to the state.

Highlights of the program:

Emergency Medical Services program is a vital public service, a system of care for victims of sudden and serious injury and illness. This system depends on the availability and coordination of many elements, ranging from an informed public capable of recognizing medical emergencies to a network of trauma centers capable of providing highly specialized care to the most seriously injured or ill. The 9-1-1 emergency number, search and rescue teams, and well-trained and equipped pre-hospital and emergency department personnel are some critical elements of an Emergency Medical Services system.

In order to decrease fatalities related to traffic crashes it is paramount that we increase the training to persons who are first on the scene by providing the following:

- Train and equip First Responder groups in high motor vehicle crash risk locations.
- Provide skills development for dealing with crash scenes and crash-related injuries, and skills development for crash injury prevention activities.
- Train Emergency Medical personnel via distance learning to reach more people who do not have the time or resources for long-distance travel

Action Taken:

Two grants were awarded for First Responder training and equipment, but only one agency was able to accept the award. The criteria for this award was based on ranking of one of the top 25 counties in overall crashes and must be in a rural community in order to qualify for funding.

Programs	Agencies	Grant Amount
Franklin County Communications	Franklin County	\$ 10,208.00

Challenges Encountered and Solutions Developed:

EMS response times for an ambulance in rural Tennessee can be anywhere from 10-30 minutes. Transport times to a hospital can even be longer, depending upon the location of the call for service. The

longer a patient with a life threatening injury has to wait for medical personnel to arrive, the chances for survival diminish.

In order to address the challenge of response time, GHSO is funding the following agencies for the 2007-08 grant year.

Agencies Funded:

• Franklin County Communications / 911	\$11,175.00
• Henrietta Volunteer Fire Department	\$12,321.44
• Wayne County Medical Center / EMS	\$14,755.40
• Anderson County EMS	\$15,001.20
• Giles County EMS	\$ 8,010.00

Tennessee Highway Traffic Safety Law

Current Highway Safety Laws:

- Primary Enforcement Seat Belt Law
- Booster Seat Law
- All-Rider Motorcycle Helmet Law
- Graduated Driver License (GDL) - 6-Month Holding Period Provision
- GDL - 30-50 Hours Supervised Driving Provision
- GDL - Passenger Restriction Provision
- Child Endangerment Law
- High Blood Alcohol Concentrate Law
- Repeat Offender Law
- Sobriety Checkpoints Law

Highway Safety Laws Needed

- GDL - Nighttime Restriction Provision
- Mandatory BAC Test Law - Drivers Killed
- Mandatory BAC Test Law - Drivers Who Survive
- Open Container Law
- Administrative License Revocation (ALR)
- Increase the penalty for seat belt fine, increase the vehicle weight for the primary seat belt law to include the larger SUV's and to prohibit nursing mothers to keep small infants on their lap while traveling.

Other Notes:

The Governor's Highway Safety Office was asked by the Governor to conduct a DUI Task Force in order to provide legislators revised DUI laws that will be clearer and more efficient for law enforcement officials, judges and prosecutors to understand and enforce. The proposed changes/recommendations were provided to the Governor in October of 2006 and will be debated in the 2008 legislation. The most likely change to pass will be ALR, which also will allow the State to maintain its Section 410 funding.

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 2008 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 Services 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 began in FFY 2007. The GHSO has full support from the Tennessee Department of Safety- Motorcycle Rider Program, but obtaining the 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 2007, 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.

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 utilizes 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 and demographic characteristics and law enforcement efforts in order to support state laws and encourage behavioral changes.

Brand recognition and association of the message helps build and sustain social norms. Booze It and Lose it is associated with the penalties of drinking and driving and Click It or Ticket is associated with the seat belt use, both messages associate the brand with behavioral changes. Although media is not the only factor to changing behavior, it can influence and provide a sustaining message that over time can be persuasive.

Paid and earned media, high visibility enforcement and partnerships were the foundation of the integrated communications plan. Approximately 320 law enforcement agencies across the State will participated in the high visibility enforcement periods. Partnerships include agencies such as: Mother's Against Drunk Driving, the Tennessee Department of Safety, 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.

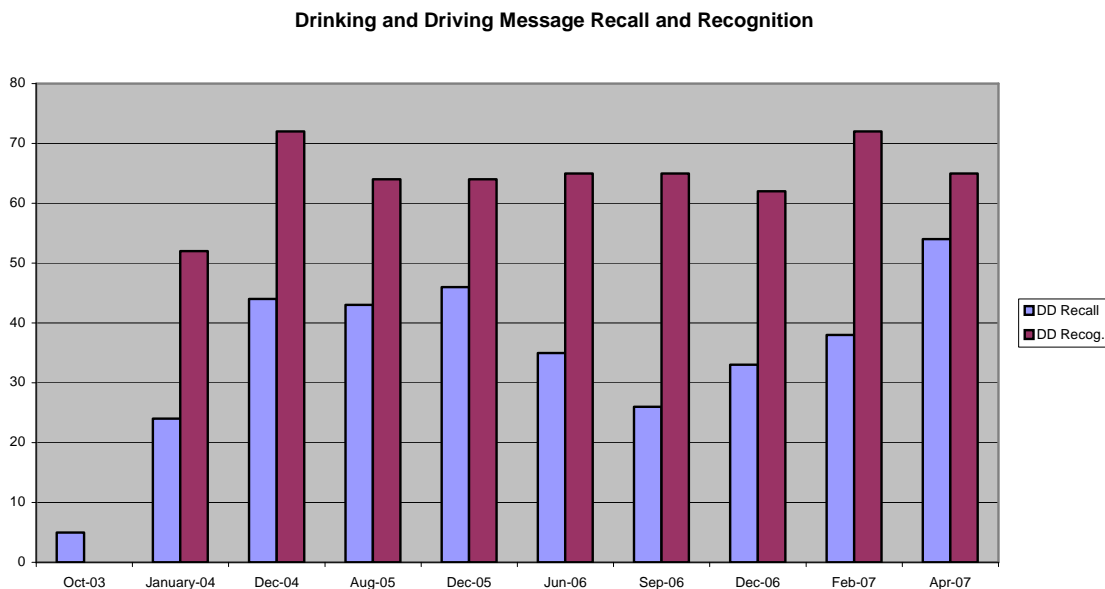
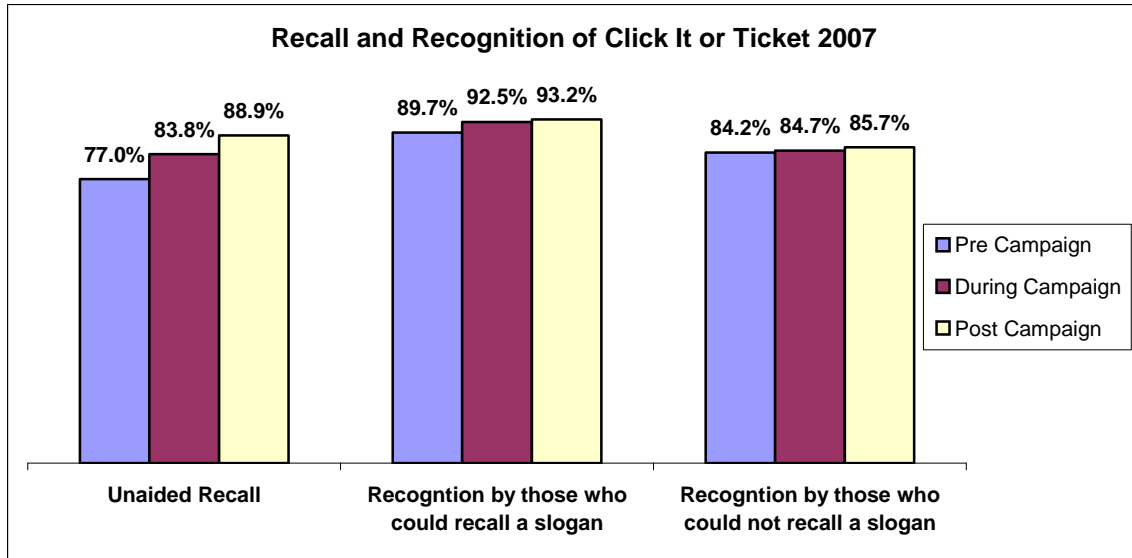
Goal: To increase awareness of the following highway safety messages 5% for Booze It and Lose It, 2% for Click It or Ticket, 5% for 100 Days of Summer Heat and 10% Buckle Up in Your Truck in 2007.

Objectives: Provide educational messages through brand association that may lead to social norm changes of behavior.

Evaluation: Attitudes and perceptions evaluation for each campaign over \$100,000 will be conducted to determine if awareness has increased. Baseline evaluations have been conducted for each of these campaigns and will be compared to the results gathered in 2006-2007.

Tasks: Develop, plan and carryout the Booze It and Lose It, Holiday, Click It or Ticket, 100 Days of Summer Heat and Buckle Up in Your Truck campaigns as listed in the Events and Activities Calendar. 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 were 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, 100 Days of Summer 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 and educational publications. Earned media included news releases and press conferences 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.

- The measure for each market purchased for broadcast television and cable was a minimum of 200-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 150-200 GRP's per week.
- These GRP's levels were delivered to be sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Holidays (BIALI & CIOT) 2006

Flight Dates	Market	Media M 18-34	Total TV, Cable, Radio Ratings	Total TV, Cable Radio GRP's	Total TV, Cable, Radio Reach	Total TV, Cable, Radio Frequency
11-20/1-1-07	Chattanooga	TV & Radio	780	373,000	91%	8.6
	Jackson	TV & Radio	780	73,000	91%	8.6
	Knoxville	TV & Radio	780	597,000	91%	8.6
	Memphis	TV & Radio	780	1,081,000	90%	8.6
	Nashville	TV & Radio	780	1,097,000	91%	8.6
	Tri-Cities	TV & Radio	780	151,000	90%	8.6
Television	\$258,275.90	Radio	\$127,670.85		Funds 154/406	
Television Spots 2849 Pd 1610 Free Radio Spots 3628 Pd 4889 Free						

Labor Day (BIALI) 2007

Flight Dates	Market	Media M 18-34	Total TV, Cable, Radio Ratings	Total TV, Cable Radio GRP's	Total TV, Cable, Radio Reach	Total TV, Cable, Radio Frequency
8-17/9-3-07	Chattanooga	TV & Radio	741	398,000	86%	8.6
	Jackson	TV & Radio	741	79,800	86%	8.6
	Knoxville	TV & Radio	741	585,700	86%	8.6
	Memphis	TV & Radio	741	986,200	86%	8.4
	Nashville	TV & Radio	741	1,121,900	87%	8.5
	Tri-Cities	TV & Radio	741	363,400	88%	8.4
Television	\$162,960	Radio	\$106,951		Funds 154	
Television Spots 2580 Pd 2279 Free Radio Spots 2808 Pd 3503 Free						

100 Days of Summer (BIALI) 2007

Flight Dates	Market	Media M 18-34	Total TV, Cable, Radio Ratings	Total TV, Cable Radio GRP's	Total TV, Cable, Radio Reach	Total TV, Cable, Radio Frequency
6-25/9-7-07	Chattanooga	TV & Radio	1,560	1,122,600	95%	17
	Jackson	TV & Radio	1,560	229,700	95%	17
	Knoxville	TV & Radio	1,560	1,595,500	94%	17
	Memphis	TV & Radio	1,560	2,580,400	95%	17
	Nashville	TV & Radio	1,560	3,121,400	95%	17
	Tri-Cities	TV & Radio	1,560	982,900	96%	16
Television	\$378,427.00	Radio	\$248,360.00		Funds 154	
Television Spots 4651 Pd 5480 Free Radio Spots 4527 Pd 4627 Free						

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques were conducted for these campaign periods and the evaluation reports was submitted to the Governor's Highway Safety Office and included in this Annual Media Report as attachments.

A tertiary component of the Booze It and Lose It campaign will include a promotion targeting college students, ages 18-22, male skewed and "risk takers" and will focus on Halloween and Super Bowl activities. This promotion included paid and earned media, production and airing of a radio spot.

Halloween (BIALI) 2006

Flight Dates	Market	Media M 18-34	Total Radio Ratings	Total Radio GRP's	Total Radio Reach	Total Radio Frequency
10-23/10-30	Chattanooga	Radio	181	100,700	50.0%	4.2
	Jackson	Radio	181	16,800	45.2%	4.0
	Knoxville	Radio	181	138,500	49.5%	3.7
	Memphis	Radio	181	250,900	53.6%	3.4
	Nashville	Radio	181	254,500	52.5%	3.5
	Tri-Cities	Radio	181	35,100	44.2%	4.1
Television	\$0	Radio	\$57,331			Funds 154
Television Spots 0 Pd 0 Free Radio Spots 1163 Pd 1164 Free						

Super Bowl (BIALI) 2007

Flight Dates	Market	Media M 18-34	Total TV, Cable, Radio Ratings	Total TV, Cable Radio GRP's	Total TV, Cable, Radio Reach	Total TV, Cable, Radio Frequency
2-1/2-4-07	Chattanooga	TV & Radio	375	376,000	80%	4.7
	Jackson	TV & Radio	350	75,000	77%	4.6
	Knoxville	TV & Radio	375	497,000	80%	4.7
	Memphis	TV & Radio	375	729,000	82%	4.6
	Nashville	TV & Radio	375	1,016,000	81%	4.6
	Tri-Cities	TV & Radio	375	301,000	82%	4.6
Television	\$104,893	Radio	\$41,893			Funds 154
Television Spots	1165 Pd	607 Free	Radio Spots	749 Pd	742 Free	

The Booze It and Lose It tag was utilized in a soft alcohol countermeasures message 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 was used to promote the Booze It and Lose It message.

Booze It and Lose It Marketing 06-07

Tennessee Titans (fall 07)	Tennessee Football Inc.	Signage, Television, psa's on jumbo-tron	6 Television spots, 10 psa's on jumbo-tron, 20 logo on replay permanent signage	\$66,666.00 Funded 154
Nashville Predators (winter 06 – spring 07) (fall 07)	Nashville Hockey Club	Signage, Television, logo on scoreboard rotations, print ad in Predator Press	Permanent signage, 110 tv, 180 radio spots, jumbo, print ad	\$175,000.00 \$25,000.00 Funded 154
Minor League Baseball (spring –summer 07)	Amerisports, Inc.	Signage, psa's, radio, jumbo-tron	Permanent signage, 990 radio spots (over bonused approx. 400 spots)	\$150,000.00 Funded 154
Southern Heritage Classic Football Game	Summitt Management	Jumbo-tron, radio tags, logo inclusion on print materials, full page color ad, stadium signage	800 radio tags	\$80,000.00 Funded 154
Music City Bowl (fall 06)	Music City Bowl, Inc.	Signage, jumbo-tron, campaign logo on all print materials, radio and television	600 spots on the national radio network, 8 radio spots local during game, 4 cable spots	\$75,000.00 Funded 154

Kats Arena Signage (spring 07)	Tennessee Football LLC.	Signage	Campaign logo on jumbo-tron rotations, arena signage	\$11,500 Funded 154
Titan's Radio Network (fall 06 and fall 07)	Citadel Broadcasting	Radio	6,794 pd spots	\$93,333.34 \$46,666.66 Funded 154
Memphis Grizzlies (fall 07)	Hoops LP	Signage	LED Rotational Signage, Jumbo-tron	\$13,333.00 Funded 154
U of M Football & Basketball (fall 07)	Learfield Communications	Signage, jumbo-tron, rotational signage, print ads	LED rotational signage, press backdrop	\$49,250.00 Funded 154
U Of M Football & Basketball (fall 07)	University of Memphis	Radio	210 radio spots	\$19,000.00 Funded 154
Vanderbilt University Football & Basketball (fall 07)	International Sports Properties	Radio, signage, rotational signage, Jumbo-tron	16 radio spots	\$20,360.00 Funded 154
UT Football&Basketball (fall 06-spring 07)	University of TN Athletics	Signage, jumbo-tron	Permanent signage, 39 psa's, logo rotation on scoreboard through each game	\$105,00.00 Funded 154
UT Football & Basketball (fall 06-spring 07 & fall 07)	Host communications Inc.	Television, radio, Signage, Jumbo-tron, video boards	213 television spots, 2,949 radio spots	\$71,250 \$60,500 Funded 154
UT Football& Basketball (fall 06-spring 07)	Various vendors	Television,radio	2463 radio spots 20 television spots	\$71,091.25 Funded 154

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 period included radio and television and the purchase of signage in the form of banners and educational publications. Earned media was included in a press release at the onset of the 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.

- The measure for each market purchased for broadcast television and cable was a minimum of 200-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 150-200 GRP's per week.
- These GRP's levels were delivered to be sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Click It or Ticket 2007

Flight Dates	Market	Media M 18-34	Total TV, Cable, Radio Ratings	Total TV, Cable Radio GRP's	Total TV, Cable, Radio Reach	Total TV, Cable, Radio Frequency
5-14/6-4-07	Chattanooga	TV & Radio	850	645,600	92%	9.2
	Jackson	TV & Radio	750	112,200	90%	8.3
	Knoxville	TV & Radio	850	902,000	92%	9.2
	Memphis	TV & Radio	850	1,429,400	93%	9.1
	Nashville	TV & Radio	850	1,781,400	93%	9.1
	Tri-Cities	TV & Radio	850	553,400	94%	9.0
Television	\$330,478	Radio	\$41,893			Funds 406
Television Spots 3321 Pd 5087Free Radio Spots 2889 Pd 3353 Free						

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques were conducted for this campaign period and the assessment report was submitted to the Governor's Highway Safety Office and included in the Annual Media Report as an attachment.

A dual message of Click It or Ticket and Booze It and Lose It tags was utilized in a soft occupant protection/alcohol countermeasures message in the following sports marketing venues during the fall 06 thru spring 07 playing season that focused on the African American demographics groups: the University of Memphis football and basketball, Autozone Liberty Bowl. 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 (Fall 06- Spring 07)	Learfield Communications	Signage, jumbo-tron, print ad, courtside signage	\$150,112.00 Funded 154/406
Memphis Grizzlies (Fall 06- Spring 07)	Hoops, LP	Signage	\$87,500.00 Funded 154/406
Tennessee Titans Football (fall 06)	Tennessee Football, Inc	Signage, television, instant replay logos, print ad, logo on away game backdrop	\$133,334.00 Funded 406/154
Autozone Liberty Bowl (winter 06)	Liberty Bowl Festival	Signage, jumbo-tron, radio 1246 spots/tags, 20 tv tags	\$48,000.00 Funded 154/406

Buckle Up In Your Truck

The Buckle Up in Your Truck campaign tag was utilized with an enforcement message during the month of May and targeted men ages 18-34 who drive pick up trucks. The campaign period included radio and television and the purchase of signage in the form of banners. Radio buys focused on statistically high counties where seat belt use rates are low 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 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.

- The measure for each market purchased for broadcast television and cable was a minimum of 200-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 150-200 GRP's per week.
- These GRP's levels delivered the sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency will be such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Buckle Up In Your Truck 2007

Flight Dates	Market	Media M 18-34	Total TV, Cable, Radio Ratings	Total TV, Cable Radio GRP's	Total TV, Cable, Radio Reach	Total TV, Cable, Radio Frequency
5-14/6-4-07	Chattanooga	TV & Radio	850	645,600	92%	9.2
	Jackson	TV & Radio	750	112,200	90%	8.3
	Knoxville	TV & Radio	850	902,000	92%	9.2
	Memphis	TV & Radio	850	1,429,400	93%	9.1
	Nashville	TV & Radio	850	1,781,400	93%	9.1
	Tri-Cities	TV & Radio	850	553,400	94%	9.0
Television	\$320,972	Radio	\$111,059			Funds 406/157
Television Spots	3020 Pd	2308 Free	Radio Spots	2958 Pd	3103 Free	

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques will be conducted for this campaign period and the assessment report will be submitted to the Governor's Highway Safety Office and included in the Annual Media Report to NHTSA.

The Buckle Up in Your Truck tag also utilized in a soft occupant protection message in fourteen of the motors ports parks in the State which included interior and exterior signage, public service announcements, and print ads will be used to promote the message. The marketing ran from February of 2007 thru November of 2007, although for this reporting, only the FFY 2007 was reported. Radio ads were purchased to coincide with major race events such as NASCAR, NHRA and other prominent races.

Buckle Up In Your Truck Marketing

Motorsports	Baseball Alliance	Signage, psa's, print ads	\$155,554.00 Funded 406
Motorsports	Various Vendors	896 Radio Spots	\$44,370.75 Funded 406

Teen Drivers

Three key messages were targeted at teenage drivers 16-20 in the 2006-2007 fiscal year. The first "In the Zone" focuses on teen occupant protection and will be utilized in eighteen high schools in the major metropolitan areas: Hamilton, Knox, Shelby and Davidson Counties. This project reached an estimated 7,200 students and included a multimedia school assembly component consisting of a 5 minute video that was 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 and television spot was produced from the 5 minute video that was used on school intercom systems and was aired on radio stations in areas where the video was used. The second message was a radio and television spot that promotes 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 April, peak season for prom and graduation events. A third component was the 403 demonstration project that targeted specific schools in the state with media and enforcement. This activity included radio, television, handouts, training of teachers and law enforcement officials in GDL laws, competitions for school seat belt safety signs and other "edgy" activities to get teens to buckle up.

Teen Work Zone 2007

Flight Dates	Market	Media M & F 15-19	Total Radio Ratings	Total Radio GRP's	Total Radio Reach	Total Radio Frequency
4-2/4-9-07	Chattanooga	TV & Radio	200	36,700	46%	4.4
	Jackson	TV & Radio	200	6,600	41%	4.9
	Knoxville	TV & Radio	200	56,400	48%	4.2
	Memphis	TV & Radio	200	117,700	53%	3.8
	Nashville	TV & Radio	200	119,200	57%	3.5
	Tri-Cities	TV & Radio	200	39,500	50%	4
Television	\$0	Radio	\$59,519			Funds 406
Television Spots	0 Pd	65 Free	Radio Spots	1019 Pd	1019 Free	

Television ran as PSA's during this campaign

Prom 2007

Flight Dates	Market	Media M & F 15-19	Total TV, Cable, Radio Ratings	Total TV, Cable Radio GRP's	Total TV, Cable, Radio Reach	Total TV, Cable, Radio Frequency
4-2/4-15-07	Chattanooga	TV & Radio	335	410,900	80%	4.2
	Jackson	TV & Radio	285	291,000	72%	4.0
	Knoxville	TV & Radio	335	556,300	79%	4.2
	Memphis	TV & Radio	335	956,600	81%	4.1
	Nashville	TV & Radio	335	1,072,500	82%	4.1
	Tri-Cities	TV & Radio	335	348,400	82%	4.1
Television	\$134,702	Radio	\$33,647			Funds 154/163
Television Spots	1494 Pd	607 Free	Radio Spots	754 Pd	913 Free	

Teen Occupant Protection Demonstration Project 2006-07

Television \$75,466	5,579 Spots	Radio \$50,813	2074 Spots	Funds 403
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A dual message of Click It or Ticket and Booze It and Lose It tag will be utilized in 3 high school events. The first being the high school football championship games, held at a central location in the State. 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 annually, in addition to parents, grandparents and other interested visitors.

Teen Drivers Marketing

In the Zone	Other-\$10,000.00	Supplies	
Chandler Ehrlich	Get In The Zone	Media marketing, production, media purchases, etc.	\$16,799.07 Funded 402
Chandler Ehrlich	Teen Occupant Protection	Media marketing, production, media purchases, etc.	\$20,407.05 Funded 403
High School FB, BB, Other	TSSAA	Signage, psa's, print ads, tv, radio	\$144,375.00 Funded 406/154

Multi-Message Promotion

A 4th of July message from the Governor was utilized with a dual enforcement message Fourth of July weekend and targeted "risk takers" (men 18-29) and "blue collars" (men 25-34) demographic groups. Advertising during these periods included radio and a press release.

Fourth of July 2007

Flight Dates	Market	Media M 18-34	Total Radio Ratings	Total Radio GRP's	Total Radio Reach	Total Radio Frequency
6-25/7-4-07	Chattanooga	Radio	200	96,800	50.0%	4.0
	Jackson	Radio	200	18,600	48.0%	4.2
	Knoxville	Radio	200	153,000	50.0%	4.0
	Memphis	Radio	200	277,200	55.0%	3.6
	Nashville	Radio	200	281,200	54.0%	3.7
	Tri-Cities	Radio	200	96,200	55.0%	3.7
Television	\$0	Radio	\$62,001			Funds 406
Television Spots	0 Pd 0 Free	Radio Spots	1032 Pd 1028 Free			

Motorcycle Safety

With motorcycles fatalities on the rise since 1998, Tennessee will embark on a motorcycle safety awareness campaign that will target men 25-54 whom are the predominant group represented statistically in fatalities since 2001. The introduction of this campaign occurred in April/May of 2007. A documentary/training video was produced with 2010 funds that will be utilized in driver education programs across the State and included in the Motorcycle Rider courses. A :30 television spot and a :60 radio spot was produced from the training video. Although the budget was very limited for the campaign period, there was significant earned media during this time. During the press event and kick-off for the campaign, an unfortunate motorcycle fatality occurred within miles of the event and gained significant press attention. Many television and cable stations aired PSA's and staff members from the stations expressed concern for motorcyclist's safety on the highways.

Motorcycle Safety 2007

Flight Dates	Market	Media M & F 16+	Total Radio Ratings	Total Radio GRP's	Total Radio Reach	Total Radio Frequency
4-23/5-6-07	Chattanooga	TV & Radio	336	2,593,000	52%	6.4
	Jackson	TV & Radio	294	191,700	50%	5.9
	Knoxville	TV & Radio	320	1,679,700	57%	5.6
	Memphis	TV & Radio	300	2,593,800	60%	5
	Nashville	TV & Radio	299	2,659,900	58%	5.2
	Tri-Cities	TV & Radio	318	1,156,200	56%	5.7
Television	\$0	Radio	\$90,874		Funds 406	
Television Spots 0 Pd 460 Free Radio Spots 2114 Pd 2391 Free						

Television ran as PSA's during this campaign

Media Marketing, production, media
Chandler Ehrlich purchases, etc \$117,703.00 Funded 2010

General Marketing Expenditures

Alcohol Countermeasures Related Marketing	Chandler Ehrlich	Production media purchase, etc		\$184,600.00 Funded 154
Occupant Protection Related Marketing	Chandler Ehrlich	Production media purchase, etc		\$40,227.29 Funded 406
General Marketing	Chandler Ehrlich	Production media purchase, etc	\$49,813.52 Funded 163	\$2,851.45 Funded 163

Events and Activities 2006-2007

MONTH	THEME	MEDIA/PUBLICATIONS/ ACTIVITIES	APPLICATIONS/EVALUATION
October	Halloween – <i>Booze It and Lose It</i>	Earned Media – News Release Media Purchase Partnerships with alcohol beverage commission & restaurant association	
November (to Jan. 1)	Thanksgiving – <i>Booze It and Lose It</i>	Earned Media – News Release Sobriety Checkpoints	Attitudes and Perceptions Survey
December	National Drunk & Drugged Driving Prevention Month	Impaired Driving Media Release Alcohol Mobilization News conference	
January	Super Bowl Sunday <i>Booze It and Lose It</i>	Sobriety Checkpoints	
February			
March			
April	Prom Season	Media Purchase	Attitudes and Perceptions Survey
May	<i>Buckle Up In Your Truck</i> May 1-14	News Release/News Conference Media Purchase Sobriety Checkpoints	Attitudes and Perceptions Survey
	<i>Click It or Ticket</i> Mobilization May 15-June 4	News Release/News Conference Media Purchase Sobriety Checkpoints	Attitudes and Perceptions Survey
June	<i>100 Days Summer Heat</i> June – September Motorcycle Safety	Media Purchase Hands Across the Border News Conferences Media Purchase News Conference	Attitudes and Perceptions Survey
July	July 4 <i>Impaired Driving Law Enforcement Challenge</i> (date TBD) Tennessee Lifesavers Conference (date TBD)	News Release Earned Media News Release Earned Media	
August	<i>You Drink & Drive. You Lose</i> National Crackdown August 17- September 4	<i>Booze It and Lose It</i> Media Purchase Sobriety Checkpoints	Attitudes and Perceptions Survey
September			

Governor's Highway Safety Office Communications Plan for DMS Boards

<i>Date</i>	<i>Time</i>	<i>Message</i>	<i>Date</i>	<i>Time</i>	<i>Message</i>
Dec. 22		Booze It and Lose It	Jul. 1	2-8	Booze It and Lose It
Dec. 23		Booze It and Lose It	Jul. 4	2-8	Booze It and Lose It
Dec. 24		Booze It and Lose It	Aug. 31	8-10	Booze It and Lose It
Dec. 29		Booze It and Lose It	Sep. 1	2-8	Booze It and Lose It
Dec. 30		Booze It and Lose It	Sep. 2	2-8	Booze It and Lose It
Dec. 31, 06		Booze It and Lose It	Sep. 3	12-6	Booze It and Lose It
Feb. 2, 07	8-10	Fans Don't Let Fans Drive Drunk	Oct. 26	8-10	Booze It and Lose It
Feb. 3	12-8	Fans Don't Let Fans Drive Drunk	Oct. 27	2-8	Booze It and Lose It
Feb. 4	11-5	Fans Don't Let Fans Drive Drunk	Oct. 31	7-10	Booze It and Lose It
Feb. 17	10-4	Child Passenger Message	Nov. 21	7-10	Buckle Up TN its the Law
Feb. 18	10-4	Child Passenger Message	Nov. 22	8-2	Buckle Up TN its the Law
Mar. 16	8-10	Booze It and Lose It	Nov. 23	10-4	Buckle Up TN its the Law
Mar. 17	2-8	Booze It and Lose It	Nov. 24	10-4	Buckle Up TN its the Law
Apr. 6	8-10	In The Zone	Nov. 25	9-3	Buckle Up TN its the Law
Apr. 7	2-8	In The Zone	Dec. 7	7-10	Booze It and Lose It
Apr. 8	12-6	In The Zone	Dec. 8	2-8	Booze It and Lose It
Apr. 28	12-6	Motorcycle Safety- Did not run	Dec. 21	7-10	Booze It and Lose It
Apr. 29	12-6	Motorcycle Safety- Did not run	Dec. 22	2-8	Booze It and Lose It
May 12	8-2	Buckle Up In Your Truck	Dec. 28	7-10	Booze It and Lose It
May 13	12-6	Buckle Up In Your Truck	Dec. 29	2-8	Booze It and Lose It
May 25	8-10	Click It or Ticket	Dec. 30	2-8	Booze It and Lose It
May 26	12-6	Click It or Ticket	Dec. 31	4-10	Booze It and Lose It
May 27	12-6	Click It or Ticket			
May 28	2-8	Click It or Ticket			
Jun. 29	8-10	Booze It and Lose It			
Jun. 30	2-8	Booze It and Lose It			

2007 Earned Media

Date	Event	CIOT	BILI	Other
12/7/06	3D Event Channel 2 Channel 5 Fox TN – interviewed Commissioner Metro Networks – interviewed News Article by <i>Tennessean</i>		X	
12/8/06	TN Radio Network		X	
12/9/06	Fox “A Better Life” UPN 1 more Sinclair Affiliate		X X X	
12/18/06	<i>TN Mornings</i>	X	X	
12/18/06	<i>Talk of Town</i>	X	X	
1/23/07	WSMR – Channel 4 News	X	X	
1/23/07	WATE.com – Knoxville	X	X	
1/25/07	<i>WLMT</i> – UPN30	X	X	
1/26/07	<i>WMCTV.com</i>	X	X	
1/26/07	<i>Tennessean</i>	X	X	
1/26/07	<i>Commercial Appeal</i>	X	X	
1/26/07	<i>KnoxNews.com</i>	X	X	
1/26/07	Sevier County News		X	
1/29/07	Interview w/ <i>Sportsline</i>		X	
2/1/07	Interview w/ <i>Tennessean</i>	X	X	
2/12/07	<i>Quest for Safety</i> presented by Nissan Irene Rodriguez spoke (CPS)	X		
2/23/07	Request from Brian Thomas, The Burks Broadcasting Group For 30 second PSA's	X	X	
3/19/07	Over a 2 week period Kendell did 35 radio interviews with Tennessee Sports Radio Network and 2 television appearances at TSSAA Basketball Champions	X	X	
3/24/07	“Dottie” appearance at Wiseman Elementary School Spring Fling Carnival (newsletter article)	X		
4/1/07	Work Zone Awareness Week press conference at Christian Brothers High School			X
4/17/07	Times Free Press newspaper article	X	X	
5/9/07	Hands Across the Border Kickoff Press Event, Nashville attending were Channel 4, 5 and Fox ; Larry Flowers, Channel 4 called after we returned to office to get Motorcycle stats; Kendell did a telephone interview with WLAC Radio 1510	X		X
5/11/07	<i>Eyewitness News</i> , Memphis did a CIOT			
5/17/07	Radio interview with <i>The Kevin Wall Show</i> 1510 WLAC	X	X	
5/17/07	3 major Knoxville media covered Hands Across the Border event in Maryville; Kendell did taped interview w/WIVK in Knoxville; Tri-Cities TV media and Jonesborough <i>Herald & Tribune</i> covered <i>Hands Across the Border</i> event; <i>The Daily Times</i> did an article	X		
5/26/07	<i>Chattanooga Times Free Press</i> reported Hands Across the Border	X		
7/2/07	Fox 17's Flint Adam ran Motorcycle safety piece on 9 o'clock news			X
7/6/07	Kendell did an interview with Pam Perkins, <i>Memphis Commercial Appeal</i> regarding taking the keys away		X	
7/24/07	Editorial regarding DUI Task Force in the <i>Tennessean</i>		X	

Date	Event	CIOT	BILI	Other
7/25/07	Live phone interview on WGOW Talk Radio in Chattanooga regarding DUI Task Force		X	
7/26/07	Kendell w/Owen Hearey, <i>Chattanooga Times Free Press</i> regarding seat belt usage in TN	X		
7/30/07	Seat Belt article in the Chattanooga Times Free Press	X		
7/29/07	"Mastering the Mythical Monster" article in the Knoxville News Sentinel, Kendell was interviewed in quoted regarding the "Tail of the Dragon"			X
7/31/07	Seat Belt article in the Knoxville News Sentinel	X		
8/2/07	Kendell did telephone interview with Pam Perkins, Memphis Commercial Appeal regarding Motorcycle Safety			X
8/6/07	Memphis Commercial Appeal article re: the "Dragon"			X
8/7/07	Kendell Poole's appearance on "Tennessee Mornings"	X	X	
8/10/07	Knoxville News Sentinel article "Enforcing seat-belt laws can save lives"	X		
8/12/07	Memphis Commercial Appeal article re: accelerating motorbike deaths			X
8/13/07	Maryville Daily Times article re: the "Dragon"			X
8/15/07	Alcoa Daily Times article re: saturation patrols	X	X	
8/07	Chattanooga Times Free Press article "New DUI Trailer First in Tennessee"		X	
8/22/07	Chattanooga Channel 3 TV – DUI Trailer		X	
8/27/07	Tennessean Guest Column		X	
9/4/07	WPGD-TV, Trinity Broadcasting Network requested PSA	X	X	
9/7/07	Matt Reynolds of Clarksville Leaf Chronicle did phone interview with Kendell Poole re: fatality rate	X	X	X
9/8/07	Tennessean article "Help Keep alcohol Away from Teenagers"		X	X
9/9/07	Clarksville Leaf Chronicle article "Wreck Numbers Climbing"			X
9/11/07	Clarksville Leaf Chronicle article "Consider Mandatory Driver's Ed"			X
9/12/07	Clarksville Leaf Chronicle article re: receiving grants		X	X
9/12/07	The Daily Herald article: "Legislative Action Needed to Reduce Traffic Fatalities"	X	X	
9/12/07	Blount County Daily Times article "Joint Saturation Patrol Friday"	X		X
9/11/07	Maryville Oak Ridger article "State Grant to Fund Extra Patrols on Curvy Smokies Highway"			X
9/12/07	Knoxville News Sentinel article "Anderson—Blount Briefs"			X
9/14/07	Knoxville News Sentinel article "Anderson—Blount Briefs"		X	
9/15/07	Madison County Jackson Sun article "Deputies Hitting Road on Harleys"		X	X
9/17/07	Kendell Poole participated in the Davidson County Sheriff's Office SAAFE Talk event		X	
9/18/07	Crossville Chronicle article "Crossville Police Department Brings Home Major Awards"			X
9/18/07	Murfreesboro Post reported "MTSU Police Set Up Sobriety Checkpoints"		X	
9/19/07	Jackson Sun article "Motorcycle Unit Forms to Save Lives"		X	X
9/19/07	DNJ article "MTSU Plans DUI Stops"		X	
9/20/07	Nashville WSMV TV news reported "Police Unveil New Mobile DUI Unit"		X	
9/20/07	Charter Media, 93.7 FM radio, Clear Channel Radio, Cookeville Herald Citizen, Monterey News and Sparta Expositor attended the DUI Trailer news event			X
9/24/07	Kevin Hager participated in the Davidson County Sheriff's office SAAFE Talk event		X	

2006-2007 Grant/Contract Summary

1Grant_No	2Grant_No	Agency_Name	Project_Name	Total Grant Award	Expended
PT-07-01	154AL-07-44	Alcoa Police Department	Aggressive and Impaired Driving Traffic Enforcement	\$114,850.78	\$83,577.06
154AL-07-01		Alcoa Police Department	Wide Area Saturation Patrols WASP	\$30,735.36	\$10,841.12
154PM-07-10		Amerisports	Alcohol Countermeasures Paid Media	\$150,000.00	\$150,000.00
K4PM-07-13		Baseball Alliance	Buckle Up in Your Truck	\$155,554.00	\$155,554.00
PT-07-37	154AL-07-46	Blount County Sheriff's Department	2006/7 Blount County Traffic Safety Unit	\$169,837.46	\$106,833.77
K4-07-26	154AL-07-45	Blount County Sheriff's Department	Network Coordinator Grant	\$29,992.00	\$29,451.58
PT-07-42	154AL-07-89	Blount County Sheriff's Office	The Dragon	\$65,000.00	\$58,300.26
PT-07-02	154AL-07-48	Bluff City Police Department	Traffic Enforcement Grant	\$63,030.20	\$47,752.29
PT-07-03		Bristol Police Department	Bristol High Risk Crash Intervention and Education	\$50,000.00	\$23,176.36
154AL-07-02		Brownsville Police Department	Alcohol Saturation (CERT)	\$52,635.70	\$52,429.45
154AL-07-03		Brownsville Police Department	Wider Area Saturation Patrol	\$47,589.00	\$42,918.41
HN10-06-01	HN10-05-	Chandler Ehrlich & Co.	Paid Media	\$116,595.01	\$116,595.01
154PM-07-12	K4PM-07-44	Chandler Ehrlich & Co.	Alcohol Countermeasures and Paid Media Marketing	\$5,384,098.33	\$2,007,251.10
DTNH22-04-H-0511	INPM5-07-01	Chandler Ehrlich & Co.	TOPPS & Click It or Ticket Media Marketing	\$239,545.85	\$208,031.90
PM-07-02		Chandler Ehrlich & Co.	TOPPS Media Marketing	\$26,646.00	\$0.00
PM-07-01	K6PM-07-01	Chandler Ehrlich & Co.	Workzone Paid Media/Motorcycle	\$182,703.00	\$165,903.93
154PM-07-14		Citadel Broadcasting	Alcohol Countermeasures Media Campaign	\$46,666.66	\$46,666.66
154PM-07-07		Citadel Broadcasting	Titans Radio Alcohol Countermeasures Paid Media	\$93,333.34	\$93,333.34
PT-07-04	154AL-07-49	Clarksville Police Department	Clarksville Multiple Violation Enforcement Program	\$117,095.97	\$114,761.48
K4-07-53	154AL-07-50	Clinton Police Department	Traffic Enforcement Safety Team	\$30,000.00	\$24,142.57
154AL-07-04		Coffee County Drug Court	Court Partnership Project	\$56,799.97	\$4,215.57
PT-07-05	154AL-07-51	Coffee County Sheriff's Department	Vehicle Video System to Enhance Traffic Enforcement	\$72,450.00	\$72,450.00
K4-07-57	154AL-07-52	Collegedale Police Department	Network Coordinator Grant	\$30,000.00	\$29,827.08
PT-07-06	154AL-07-53	Collierville Police Department	Traffic Law Enforcement Multiple Violation	\$30,668.16	\$26,835.80
PT-07-07		Columbia State Community College	Law Enforcement Language Training	\$193,774.58	\$181,419.86
K4-07-71	154AL-07-54	Crossville Police Department	Network Coordinator Grant	\$30,000.00	\$29,601.83
154AL-07-05		Davidson County Sheriff's Department	Sheriff's Alcohol Awareness for Everyone SAAFE	\$203,615.35	\$142,556.36
PT-07-08	154AL-07-55	Dayton Police Department	Safer Streets and Roads Project	\$47,206.80	\$46,776.69
PT-07-09	154AL-07-56	Decherd Police Department	Operation "R.A.I.D." Reduce Aggressive & Impairment	\$25,063.14	\$16,856.76
154AL-07-06		Dover Police Department	Alcohol and Accident Reduction Enforcement	\$35,571.89	\$35,286.81
K4-07-84	154AL-07-57	Dover Police Department	Network Coordinator Grant	\$28,988.36	\$28,379.01
PT-07-38		Dresden Police Department	Traffic Safety Enforcement	\$4,785.93	\$1,394.90
K4-07-90	154AL-07-58	Dyersburg Police Department	Network Coordinator Grant	\$30,000.00	\$28,775.00
K4-07-93		East Tennessee State University	Tennessee Child Passenger Safety Center	\$366,303.98	\$314,243.35
K4-07-94	154AL-07-59	East Tennessee State University, Department	Network Coordinator Grant	\$29,824.00	\$25,780.37
EM-07-01		Franklin County Communications/911	First Responder Training	\$10,207.50	\$10,207.50
154AL-07-07		Franklin Police Department	Franklin Enforcing Driver Safety	\$71,864.52	\$67,158.81
PT-07-10	154AL-07-61	Gallatin Police Department	Help Us Keep You Safe	\$135,647.47	\$131,539.33
K4-07-117	154AL-07-60	Gallatin Police Department	Network Coordinator Grant	\$30,000.00	\$29,884.38
SA-07-01		Gallatin Police Department	Project Reach	\$20,000.00	\$10,020.01
PA-07-01		Governor's Highway Safety	Planning & Administration	\$420,000.00	\$283,035.86
154AL-07-08		Halls Police Department	Operation Sobriety Checkpoints	\$56,220.00	\$48,831.63
154AL-07-09		Hamilton County Sheriff's Department	AIDE - Alcohol Impaired Drivers Enforcement	\$251,478.29	\$248,253.03
PT-07-11	154AL-07-62	Hardin County Sheriff's Department	Hardin County Traffic Law Enforcement Program	\$100,599.42	\$94,399.74
PT-07-12		Hendersonville Police Department	Speed Management	\$7,601.22	\$4,413.32
154PM-07-15		Hoops, LP	Alcohol Countermeasures Media Campaign	\$13,333.00	\$13,333.00
154PM-07-06	K4PM-07-03	Hoops, LP	Alcohol & Occupant Paid Media	\$87,500.00	\$87,500.00
154PM-07-03		Host Communications, Inc	Alcohol Countermeasures Paid Media	\$71,250.00	\$71,250.00
154PM-07-16		Host Communications, Inc	Alcohol Countermeasures Media Campaign	\$60,500.00	\$60,500.00
154PM-07-17		International Sports Properties	Alcohol Countermeasures Media Campaign	\$20,360.00	\$20,360.00
K4-07-153	154AL-07-63	Jamestown Police Department	Network Coordinator Grant	\$29,950.00	\$27,937.41
PT-07-13	154AL-07-64	Jefferson County Sheriff's Department	Traffic Law Enforcement	\$107,663.00	\$97,554.29
J8-07-01		Johnson City Police Department	SAFE CART II	\$13,023.45	\$8,864.26
PT-07-14		Kingsport Police Department	Next Step Next-Strategic Traffic Enforcement Program	\$37,500.00	\$35,573.53
PT-07-15		Knoxville Police Department	Knoxville's Aggressive Driving Enforcement Campaign	\$142,000.00	\$113,569.03
DE-07-01		Lafayette Police Department	Our Youth	\$58,375.00	\$17,423.89
EM-07-02		Lauderdale County Ambulance Authority	County Wide First Responder Training	\$17,096.40	\$0.00
PT-07-16		LaVergne Police Department	Traffic Law Enforcement Program	\$99,674.82	\$31,078.66
154PM-07-01	K4PM-07-01	Leaffield Communications	UofM Football&BasketballAlcohol & Occup Paid Media	\$150,112.00	\$150,112.00
154PM-07-24		Leaffield Communications	Alcohol Countermeasures Media Campaign	\$49,250.00	\$49,250.00
PT-07-17	154AL-07-65	Lebanon Police Department	100 Days of Summer Heat & Beyond	\$87,445.30	\$85,575.98
K4-07-173		LeMoyné-Owen College	West Tennessee Child Passenger Safety Center	\$262,186.20	\$183,476.17
154AL-07-10		Lenoir City Police Department	Traffic Safety Saturation	\$24,993.40	\$24,385.76
PT-07-18		Lexington Police Department	LPD Crash Reduction Project	\$44,909.20	\$37,512.47

Other

K4PM-07-04	154PM-07-08	Liberty Bowl	Alcohol and Occupant Paid Media	\$48,000.00	\$48,000.00
K4-07-181	154AL-07-66	Loretto Police Department	Network Coordinator Grant	\$30,000.00	\$19,470.23
154AL-07-11		Loudon Police Department	Alcohol Saturation Patrol	\$115,788.60	\$95,798.23
154AL-07-12		Madison County Sheriff's Department	Enhanced Traffic Enforcement for Madison County	\$80,595.62	\$70,035.58
K4-07-187	154AL-07-67	Madison County Sheriff's Department	Network Coordinator Grant	\$29,999.92	\$27,032.12
154AL-07-13		Madison County Sheriff's Department	Wide Area Saturation Patrols	\$32,500.00	\$24,973.91
154AL-07-14		Marion County Sheriff's Department	Driver's Beware! WASP infected area.	\$44,496.00	\$44,135.60
K4-07-191	154AL-07-68	Martin Police Department	Network Coordinator Grant	\$30,000.00	\$30,000.00
J8-07-02		Martin Police Department	Youth Alcohol	\$12,883.00	\$12,672.55
PT-07-19		Maryville Police Department	Multiple Violations - Traffic	\$96,997.20	\$83,038.05
154AL-07-86		Mason Police Department	Enhancing DUI arrests and convictions in Tipton Co	\$10,000.00	\$9,790.06
PT-07-20		McNairy County Sheriff's Department	Selective Enforcement	\$64,146.25	\$63,246.00
K4PM-07-82	154PM-07-13	Media Purchases	Alcohol & Occupant Paid Media	\$1,800,000.00	\$1,157,642.60
K4-07-205		Meharry Medical College	Middle Tennessee CPS Center	\$180,251.18	\$173,182.85
DTNH22-04-H-05111		Meharry Medical College	Teen Occupant Protection	\$148,941.16	\$110,216.94
154AL-07-16		Memphis Police Department	Memphis Alcohol Saturation Patrols	\$1,012,435.84	\$994,525.24
PT-07-21		Memphis Police Department	Memphis Multiple Violations	\$197,816.62	\$197,816.62
K4-07-206	154AL-07-69	Memphis Police Department	Network Coordinator Grant	\$29,427.80	\$18,693.70
PT-07-22	154AL-07-70	Metropolitan Nashville Police Department	Highway Safety Initiative	\$941,743.83	\$941,743.83
154AL-07-15		Middleton Police Department	Wider Area Saturation Patrols	\$37,396.00	\$32,840.17
154AL-07-17		Montgomery County Sheriff's Department	Alcohol Saturation Patrol and Sobriety Checkpoints	\$100,765.36	\$95,436.49
154AL-07-18		Morristown Police Department	DUI Traffic Crash Reduction Program	\$44,100.51	\$32,092.38
154AL-07-19		Mother's Against Drunk Driving	Court Monitoring - Increasing Conviction Rates	\$67,095.35	\$53,822.05
J8-07-03		Mother's Against Drunk Driving	Protecting You, Protecting Me	\$65,334.60	\$53,262.46
K4-07-220	154AL-07-71	Mount Carmel Police Department	Network Coordinator Grant	\$29,975.88	\$29,975.88
PT-07-23		Mount Carmel Police Department	Operation S.P.E.E.D.	\$17,330.98	\$16,739.97
154PM-07-09		Music City Bowl	Alcohol Countermeasures Paid Media	\$75,000.00	\$75,000.00
SA-07-02		Nashville Area Hispanic Chamber of Commerce	SAFETY FOR ALL - "Seguridad Para Todos"	\$29,875.00	\$25,968.87
154PM-07-20		Nashville Hockey Club	Alcohol Countermeasures Media Campaign	\$25,000.00	\$25,000.00
154PM-07-11		Nashville Hockey Club-Predators	Alcohol Countermeasures Paid Media	\$175,000.00	\$175,000.00
PT-07-24		Oak Ridge Police Department	Enforcement Initiative	\$17,685.00	\$5,935.85
154AL-07-20		Pikeville Police Department	Pikeville DUI Abatement Project	\$8,440.00	\$8,440.00
PT-07-25	154AL-07-73	Red Bank Police Department	Crash reduction through traffic enforcement	\$42,930.00	\$42,779.79
K4-07-259	154AL-07-72	Red Bank Police Department	Network Coordinator Grant (STOP)	\$29,980.00	\$22,601.36
PT-07-26		Rhea County Sheriff's Department	Comprehensive Community Traffic Safety Program	\$48,569.58	\$44,475.04
K4-07-263	154AL-07-74	Rhea County Sheriff's Department	Network Coordinator Grant (TOP)	\$29,999.92	\$16,166.63
PT-07-40		Sevier County Sheriff's Department	Speed Reduction in Sevier County	\$27,000.00	\$26,323.20
J8-07-04		Shelby County Sheriff's Department	Metro Youth DUI Grant Coordination	\$98,874.44	\$98,552.29
K4-07-281	154AL-07-76	Shelby County Sheriff's Department	Network Coordinator Grant	\$30,000.00	\$30,000.00
PT-07-27		Shelby County Sheriff's Department	Shelby County Sheriff's Office Traffic Enforcement	\$132,010.00	\$130,720.29
PT-07-39	154AL-07-75	Signal Mountain Police Department	Traffic Enforcement	\$142,320.50	\$121,767.97
PT-07-28	154AL-07-77	Soddy-Daisy Police Department	GSHO Traffic/Community Safety	\$30,780.00	\$26,676.66
154AL-07-84		Somerville Police Department	(S)afe (P)assengers and (D)rivers	\$69,556.00	\$58,992.41
J8-07-09		South Pittsburg Police Department	OPERATION "SOBER YOUTH"	\$17,746.00	\$0.00
PT-07-29		Sullivan County Sheriff's Department	Operation Deceleration	\$100,999.96	\$100,999.96
154PM-07-21		Summit Management Corp.	Alcohol Countermeasures Paid Media	\$80,000.00	\$80,000.00
RS-07-02		Teen Work Zone Program	Workzone Safety	\$10,000.00	\$2,201.77
PT-07-30		Tennessee Association of Chiefs of Police	Highway Safety Training for Chief Law Enforcement	\$6,750.00	\$6,750.00
154AL-07-21		Tennessee Bureau of Investigation	Breath Alcohol/Tox Grant	\$638,065.20	\$17,008.83
PT-07-31		Tennessee Commerce and Insurance	Statewide Traffic Officer Certification Program	\$68,125.00	\$0.00
K9-07-02		Tennessee Department of Health	Ambulance and Trauma Evaluation System	\$45,477.96	\$45,477.96
DTNH22-04-H-37021		Tennessee Department of Health	Crash Outcome Data Evaluation System	\$255,856.80	\$76,385.10
K9-07-04		Tennessee Department of Health	Statewide Injury Surveillance System	\$91,621.80	\$18,095.93
RS-07-01		Tennessee Department of Safety	C.A.R. 2006/2007(Work Zone Crash Reduction)	\$244,994.97	\$226,297.03
HN10-07-01	QN10-07-01	Tennessee Department of Safety	Crash Reporting and Data Backlog	\$450,000.00	\$140,003.60
154AL-07-87		Tennessee Department of Safety	IRISS-Integrated Crash Records Systems	\$1,063,620.00	\$129,695.97
K10-07-01	K4-07-362	Tennessee Department of Safety	IRISS-Integrated Crash Records Systems	\$1,063,620.00	\$129,695.97
PT-07-32		Tennessee Department of Safety	S.T.E.P. 2006/2007 Selective Traffic Enforcement	\$206,646.14	\$191,547.13
PT-07-33		Tennessee Department of Safety	State Law Enforcement Training	\$35,400.00	\$35,400.00
K4-07-306	J8-07-08	Tennessee Department of Safety	STRIKE THREE 2006/2007	\$417,420.00	\$385,501.77
154AL-07-22	K9-07-01	Tennessee Department of Safety	T.R.I.P. Traffic Records Improvement Program	\$987,556.34	\$117,223.05
PT-07-41	154AL-07-88	Tennessee Department of Safety	The Dragon	\$32,000.00	\$32,000.00
154AL-07-23		Tennessee District Attorney General, 01st Jud	1st District Special DUI Prosecutor	\$125,717.10	\$118,318.34
154AL-07-24		Tennessee District Attorney General, 02nd Jud	2nd District DUI Abatement Plan & DUI Special Prosecutor	\$131,502.26	\$114,106.76
154AL-07-25		Tennessee District Attorney General, 04th Jud	4th District - DUI Abatement/Prosecution Enhancement	\$128,028.88	\$113,317.39
154AL-07-26		Tennessee District Attorney General, 05th Jud	5th Judicial District 2006/2007 DUI Abatement	\$110,864.22	\$107,228.55
154AL-07-27		Tennessee District Attorney General, 06th Jud	6th District DUI Prosecution Enhancement	\$115,071.15	\$109,440.85
154AL-07-28		Tennessee District Attorney General, 08th Jud	Special DUI Prosecutor-8th	\$120,045.82	\$113,667.43

Other

154AL-07-29		Tennessee District Attorney General, 10th Jud	10th District DUI Special Team Prosecutor	\$131,462.98	\$113,443.03
154AL-07-30		Tennessee District Attorney General, 11th Jud	11th District DUI Prosecution	\$139,743.98	\$129,540.91
154AL-07-31		Tennessee District Attorney General, 13th Jud	13th District - B.E.S.T. Better Enforcement Stopping Tragedy	\$147,402.22	\$133,935.87
154AL-07-32		Tennessee District Attorney General, 15th Jud	15th District - Continuation of Protecting Lives and Countermeasure	\$118,845.90	\$95,546.57
154AL-07-33		Tennessee District Attorney General, 17th Jud	17th District DUI Prosecutor Grant 2007	\$129,114.46	\$127,231.82
154AL-07-34		Tennessee District Attorney General, 19th Jud	19th District - DUI Abatement/ Prosecution Enhancement	\$150,828.17	\$150,828.17
154AL-07-35		Tennessee District Attorney General, 20th Jud	20th District - Specialized Traffic Offender Prosecution Team 20th	\$209,284.36	\$203,219.03
154AL-07-36		Tennessee District Attorney General, 21st Jud	21st District DUI Prosecutor/Coordinator	\$156,444.10	\$147,585.70
154AL-07-37		Tennessee District Attorney General, 22nd Jud	22nd District DUI ABATEMENT/Prosecution Enhancement	\$144,499.31	\$142,957.32
154AL-07-38		Tennessee District Attorney General, 23rd Jud	23rd District - DUI Abatement Plan/DUI Special Prosecutor	\$138,292.70	\$121,295.71
154AL-07-39		Tennessee District Attorney General, 26th Jud	26th District - DUI abatement/Prosecution Enhancement 2006-2007	\$136,954.32	\$133,506.75
154AL-07-40		Tennessee District Attorney General, 30th Jud	30th District - DUI Abatement Plan & Special Prosecutor	\$206,636.74	\$206,636.65
K8-07-279		Tennessee District Attorneys General Confere	Traffic Safety Resource Prosecutor Specialized DUI	\$530,442.98	\$428,340.68
154PM-07-22		Tennessee Football, Inc	Alcohol Countermeasures Media Campaign	\$66,666.00	\$66,666.00
154PM-07-04	K4PM-07-02	Tennessee Football, Inc	Titan NFL Alcohol Countermeasures Paid Media	\$133,334.00	\$133,334.00
154PM-07-05		Tennessee Football, LLC-KATS	Alcohol Countermeasures Paid Media	\$11,500.00	\$11,500.00
PT-07-34	K4-07-365	Tennessee Law Enforcement Training Officers	Statewide Standardized Train the Trainer Program	\$265,714.15	\$240,307.45
J8-07-05		Tennessee Secondary School Athletic Associa	DUI - Highway Safety Education Team	\$80,000.12	\$59,339.86
PT-07-35		Tennessee Sheriffs' Association	GHSO Conference Grant	\$5,000.00	\$5,000.00
K4-07-313		Tennessee State University	Children Are Restrained for Enhanced Safety C.A.R	\$248,524.34	\$157,472.26
154AL-07-85		Tjohn E Productions	Think Fast Alcohol Awareness	\$40,000.00	\$39,571.50
154PM-07-23		University Of Memphis	Alcohol Countermeasures Media Campaign	\$19,000.00	\$19,000.00
J8-07-07	K8-07-323	University of Memphis	Driving Under the Influence Tracking System	\$716,319.85	\$638,679.53
J8-07-06		University of Memphis	DUI Behavioral Tracking System	\$237,658.91	\$176,807.87
K4-07-328	154AL-07-80	University of Tennessee	Media Evaluations	\$209,760.01	\$200,307.70
K9-07-03	DTNH22-04-H-0511	University of Tennessee	Program Implementation- TOPPS/ TRCC Meetings	\$45,000.00	\$37,235.32
OP-07-02	154AL-07-79	University of Tennessee	Program Implementation, Grant Monitoring, Public Ed	\$1,114,718.00	\$734,359.21
K4-07-329		University of Tennessee	Survey of Safety Belt and Motorcycles	\$56,726.09	\$53,371.64
SA-07-03		University of Tennessee	TN Traffic Safety Resource Center	\$209,392.09	\$200,178.45
K4-07-327	154AL-07-78	University of Tennessee	UT LEL Planning and Administration	\$1,158,906.75	\$1,026,543.79
154PM-07-02		University of Tennessee Dept of Athletics	UT Football & Basketball Alcohol Countermeasures	\$105,000.00	\$105,000.00
K4-07-336	154AL-07-81	Washington County Sheriff's Department	Network Coordinator Grant	\$30,000.00	\$27,259.87
154AL-07-41		Williamson County Sheriff's Department	Alcohol Saturation Patrols/Roadside Sobriety Check	\$30,000.00	\$29,580.54
K4-07-348	154AL-07-82	Williamson County Sheriff's Department	NetworkCoordinator Grant	\$30,000.00	\$29,336.93
154AL-07-42		Wilson County Sheriff's Department	Operation Life Saver-DUI Saturation	\$22,890.00	\$16,654.64
154AL-07-43		Winchester Police Department	Reduce Impaired Driving	\$23,045.25	\$6,193.75
K4-07-352	154AL-07-83	Woodbury Police Department	Network Coordinator Grant	\$29,992.00	\$26,901.59
PT-07-36		Woodbury Police Department	SLOW DOWN	\$32,637.91	\$32,266.44
				\$30,921,610.44	\$20,552,803.55

* Yellow highlight indicates one project with multiple project numbers

2006-2007 High Visibility Summary

1Grant_No	2Grant_No	Agency_Name	Project_Name	Total Grant Award	Expended
K4-07-01	K8-07-01	Adamsville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-315	K8-07-02	Alamo Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,444.00
K4-07-03	K8-07-03	Alcoa Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-177	K8-07-04	Alexandria Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-05	K8-07-05	Anderson County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-06	K8-07-06	Ardmore Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,984.97
K4-07-07	K8-07-07	Ashland City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,028.45
K4-07-08	K8-07-08	Athens Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-09	K8-07-09	Atoka Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,246.92
K4-07-10	K8-07-10	Austin Peay State University PD	High Visibility Law Enforcement Campaigns	\$4,999.99	\$4,648.65
K4-07-11	K8-07-11	Baileytown Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,588.17
K4-07-12	K8-07-12	Bartlett Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,677.00
K4-07-14	K8-07-13	Baxter Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,592.00
K4-07-15	K8-07-14	Benton County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$2,474.85
K4-07-16	K8-07-15	Benton Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-17	K8-07-16	Berry Hill Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-18	K8-07-17	Bicentennial Mall State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-19	K8-07-18	Big Cypress Tree State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-20	K8-07-19	Big Hill Pond State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-21	K8-07-20	Big Ridge State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,285.14
K4-07-22	K8-07-21	Bledsoe County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,942.57
K4-07-23	K8-07-22	Bledsoe Creek State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-25	K8-07-23	Blount County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,667.44
K4-07-28	K8-07-24	Bluff City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-29	K8-07-25	Bolivar Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-30	K8-07-26	Booker T Washington State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,166.05
K4-07-31	K8-07-27	Bradley County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,908.00
K4-07-32	K8-07-28	Brighton Police Department	High Visibility Law Enforcement Campaigns	\$4,984.35	\$4,710.28
K4-07-355	K8-07-315	Bristol Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,605.00
K4-07-356	K8-07-316	Brownsville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-277	K8-07-246	Bruceton Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-357	K8-07-317	Burgess Falls State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-358	K8-07-318	Burns Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-359	K8-07-319	Calhoun Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-360	K8-07-320	Cannon County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-354	K8-07-314	Carter County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-40	K8-07-29	Carthage Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,903.00
K4-07-41	K8-07-30	Cedars of Lebanon State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-42	K8-07-31	Celina Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-43	K8-07-32	Centerville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,934.00
K4-07-45	K8-07-33	Chapel Hill Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,820.00
K4-07-46	K8-07-34	Chattanooga Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-47	K8-07-35	Cheatham County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,690.56
K4-07-48	K8-07-36	Chickasaw State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,435.81
K4-07-49	K8-07-37	Church Hill Public Safety	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-75	K8-07-60	Claiborne County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-50	K8-07-38	Clarksville Police Department	High Visibility Law Enforcement Campaigns	\$4,914.00	\$4,914.00
K4-07-51	K8-07-39	Clay County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-52	K8-07-40	Cleveland Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-54	K8-07-41	Clinton Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,990.10
K4-07-55	K8-07-42	Cocke County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-56	K8-07-43	Coffee County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$4,899.00	\$4,898.04
K4-07-58	K8-07-44	Collegedale Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00

K4-07-59	K8-07-45	Collierville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,950.00
K4-07-60	K8-07-46	Collinwood Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-61	K8-07-47	Columbia Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,993.00
K4-07-62	K8-07-48	Cookeville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-63	K8-07-49	Coopertown Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$2,607.60
K4-07-64	K8-07-50	Copperhill Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,447.98
K4-07-65	K8-07-51	Cordell Hull Birthplace State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,166.05
K4-07-66	K8-07-52	Cove Lake State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-67	K8-07-53	Covington Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,937.57
K4-07-68	K8-07-54	Cowan Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,744.00
K4-07-69	K8-07-55	Crockett County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,958.52
K4-07-70	K8-07-56	Crossville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,987.59
K4-07-72	K8-07-57	Crump Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,945.25
K4-07-73	K8-07-58	Cumberland City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-74	K8-07-59	Cumberland County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-76	K8-07-61	Cumberland Mountain State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-77	K8-07-62	Cumberland Trail State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-78	K8-07-63	David Crockett State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-79	K8-07-64	Davy Crockett Birthplace State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-80	K8-07-65	Dayton Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-81	K8-07-66	Decherd Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,971.40
K4-07-83	K8-07-67	Dickson Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-85	K8-07-68	Dover Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,912.82
K4-07-86	K8-07-69	Dresden Police Department	High Visibility Law Enforcement Campaigns	\$4,998.54	\$4,772.00
K4-07-87	K8-07-70	Dunbar Cave State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-88	K8-07-71	Dunlap Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,383.00
K4-07-89	K8-07-72	Dyer County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,194.51
K4-07-91	K8-07-73	Dyersburg Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,925.00
K4-07-92	K8-07-74	East Ridge Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-95	K8-07-75	East Tennessee State University, Depart	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,292.00
K4-07-96	K8-07-76	East TN Safety & Security - State Parks	High Visibility Law Enforcement Campaigns	\$5,000.00	\$2,856.76
K4-07-97	K8-07-77	Edgar Evins State Parks	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-98	K8-07-78	Elizabethton Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,770.32
K4-07-99	K8-07-79	Elkton Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,500.00
K4-07-100	K8-07-80	Englewood Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,728.95
K4-07-101	K8-07-81	Erin Police Department	High Visibility Law Enforcement Campaigns	\$4,999.99	\$4,995.00
K4-07-102	K8-07-82	Erwin Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-103	K8-07-83	Estill Springs Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-104	K8-07-84	Ethridge Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,415.00
K4-07-105	K8-07-85	Etowah Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-106	K8-07-86	Fairview Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,996.90
K4-07-107	K8-07-87	Fall Creek Falls State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-108	K8-07-88	Fentress County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,892.00
K4-07-109	K8-07-89	Fort Loudoun State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,166.05
K4-07-110	K8-07-90	Fort Pillow State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-111	K8-07-91	Franklin County Communications/911	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-112	K8-07-92	Franklin County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-113	K8-07-93	Franklin Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,753.74
K4-07-114	K8-07-94	Friendship Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,736.91
K4-07-115	K8-07-95	Frozen Head State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-116	K8-07-96	Gadsden Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,270.03
K4-07-118	K8-07-97	Gallatin Police Department	High Visibility Law Enforcement Campaigns	\$5,040.00	\$4,880.61
K4-07-119	K8-07-98	Gallaway Police Department	High Visibility Law Enforcement Campaigns	\$4,999.99	\$0.00
K4-07-120	K8-07-99	Germantown Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$1,456.48
K4-07-121	K8-07-100	Gibson Police Department	High Visibility Law Enforcement Campaigns	\$4,947.85	\$4,947.85
K4-07-122	K8-07-101	Giles County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,999.00

K4-07-123	K8-07-102	Gleason Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,682.10
K4-07-124	K8-07-103	Gordonsville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,042.00
K4-07-125	K8-07-104	Grainger County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,900.00
K4-07-126	K8-07-105	Grand Junction Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-127	K8-07-106	Greysville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-128	K8-07-107	Greene County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-129	K8-07-108	Greenville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,594.00
K4-07-130	K8-07-109	Grundy County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-131	K8-07-110	Halls Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,994.38
K4-07-132	K8-07-111	Hamilton County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,996.48
K4-07-133	K8-07-112	Hancock County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-134	K8-07-113	Hardeman County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-135	K8-07-114	Harrison Bay State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,166.05
K4-07-136	K8-07-115	Hawkins County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-137	K8-07-116	Haywood County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-138	K8-07-117	Henderson County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-364	K8-07-118	Henderson Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-139	K8-07-119	Henry County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,990.00
K4-07-140	K8-07-120	Henry Horton State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-141	K8-07-121	Henry Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,986.55
K4-07-142	K8-07-122	Hickman County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-143	K8-07-123	Hiwassee Ocoee State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-144	K8-07-124	Hohenwald Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,670.57
K4-07-145	K8-07-125	Hollow Rock Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,675.00
K4-07-146	K8-07-314	Hornbeak Police Department	High Visibility Law Enforcement Campaigns	\$4,999.99	\$4,999.99
K4-07-147	K8-07-126	Humphreys County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,998.50
K4-07-148	K8-07-127	Huntingdon Police Department	High Visibility Law Enforcement Campaigns	\$4,999.99	\$4,995.00
K4-07-149	K8-07-128	Huntland Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,989.00
K4-07-150	K8-07-129	Indian Mountain State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-151	K8-07-130	Jackson County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-152	K8-07-131	Jackson Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,262.96
K4-07-154	K8-07-132	Jamestown Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-155	K8-07-133	Jefferson City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-156	K8-07-134	Jefferson County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-157	K8-07-135	Jellico Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,785.00
K4-07-158	K8-07-136	Johnson City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,050.47
K4-07-159	K8-07-137	Johnson County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-160	K8-07-138	Johnsonville State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-161	K8-07-139	Jonesborough Police Department	High Visibility Law Enforcement Campaigns	\$5,096.00	\$5,096.00
K4-07-162	K8-07-140	Kimball Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-163	K8-07-141	Kingsport Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,985.00
K4-07-164	K8-07-142	Kingston Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$10,000.00
K4-07-362	K8-07-322	Knoxville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-165	K8-07-143	Lafayette Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,999.00
K4-07-166	K8-07-144	LaFollette Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-167	K8-07-145	LaGrange Police Department	High Visibility Law Enforcement Campaigns	\$4,800.00	\$0.00
K4-07-168	K8-07-146	Lakewood Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,010.00
K4-07-169	K8-07-147	LaVergne Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,282.00
K4-07-170	K8-07-148	Lawrence County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-171	K8-07-149	Lawrenceburg Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-172	K8-07-150	Lebanon Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,859.92
K4-07-174	K8-07-151	Lenoir City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,972.23
K4-07-175	K8-07-152	Lewis County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,634.70
K4-07-176	K8-07-153	Lexington Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00

K4-07-178	K8-07-154	Livingston Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-179	K8-07-155	Long Hunter State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-180	K8-07-156	Lookout Mtn. Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-182	K8-07-157	Loretto Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,999.68
K4-07-183	K8-07-158	Loudon Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,608.82
K4-07-184	K8-07-159	Lynnville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-185	K8-07-160	Macon County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,881.08
K4-07-186	K8-07-161	Madison County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$4,992.00	\$3,450.62
K4-07-188	K8-07-162	Madisonville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-189	K8-07-163	Manchester Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-190	K8-07-164	Marion County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$998.54
K4-07-192	K8-07-165	Martin Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-193	K8-07-166	Maryville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,999.00
K4-07-194	K8-07-167	Mason Police Department	High Visibility Law Enforcement Campaigns	\$4,982.00	\$4,982.00
K4-07-195	K8-07-168	Maury City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-196	K8-07-169	Maury County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-197	K8-07-170	Maynardville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-198	K8-07-171	McEwen Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$1,084.92
K4-07-199	K8-07-172	McKenzie Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-200	K8-07-173	McMinn County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,997.29
K4-07-201	K8-07-174	McMinnville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,956.07
K4-07-202	K8-07-175	McNairy County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$4,985.00	\$3,110.17
K4-07-203	K8-07-177	Medina Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,861.49
K4-07-204	K8-07-178	Meeman Shelby State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,285.14
K4-07-207	K8-07-179	Memphis Police Department	High Visibility Law Enforcement Campaigns	\$4,999.99	\$0.00
K4-07-208	K8-07-180	Middle Tennessee State University	High Visibility Law Enforcement Campaigns	\$4,800.00	\$1,832.41
K4-07-209	K8-07-181	Middle TN Safety & Security - State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$2,856.76
K4-07-210	K8-07-182	Middleton Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-211	K8-07-183	Millersville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,972.10
K4-07-212	K8-07-184	Millington Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-213	K8-07-185	Minor Hill Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-214	K8-07-186	Monteagle Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-215	K8-07-187	Monterey Police Department	High Visibility Law Enforcement Campaigns	\$4,000.00	\$4,000.00
K4-07-216	K8-07-188	Montgomery Bell State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,285.14
K4-07-217	K8-07-189	Montgomery County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$4,999.99	\$4,929.17
K4-07-218	K8-07-190	Morristown Police Department	High Visibility Law Enforcement Campaigns	\$4,900.00	\$4,834.00
K4-07-219	K8-07-191	Moscow Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-221	K8-07-192	Mount Carmel Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-222	K8-07-193	Mount Pleasant Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-223	K8-07-194	Mountain City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-224	K8-07-195	Mousetail Landing State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-225	K8-07-196	Mt. Juliet Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,786.21
K4-07-226	K8-07-197	Munford Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,923.99
K4-07-227	K8-07-198	Nashville Metropolitan Park Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-228	K8-07-199	Natchez Trace State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-229	K8-07-200	Nathan Bedford Forrest State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,285.14
K4-07-230	K8-07-201	New Johnsonville Police Department	High Visibility Law Enforcement Campaigns	\$4,970.00	\$3,861.00
K4-07-231	K8-07-202	New Tazewell Police Department	High Visibility Law Enforcement Campaigns	\$4,995.00	\$4,995.00
K4-07-232	K8-07-203	Newport Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,950.00
K4-07-233	K8-07-204	Nolensville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,999.00
K4-07-234	K8-07-205	Norris Dam State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-235	K8-07-206	Norris Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-236	K8-07-207	Oak Ridge Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-237	K8-07-208	Oakland Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-238	K8-07-209	Old Stone Fort State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15

K4-07-239	K8-07-210	Oliver Springs Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-240	K8-07-211	Panther Creek State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,166.05
K4-07-241	K8-07-212	Paris Landing State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,166.05
K4-07-242	K8-07-213	Paris Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,747.07
K4-07-243	K8-07-214	Perry County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,998.94
K4-07-244	K8-07-215	Petersburg Police Department	High Visibility Law Enforcement Campaigns	\$4,999.16	\$0.00
K4-07-245	K8-07-216	Pickett State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-246	K8-07-217	Pickwick Landing State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-247	K8-07-218	Pigeon Forge Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,597.56
K4-07-248	K8-07-219	Pikeville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-249	K8-07-220	Pinson Mounds State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-250	K8-07-221	Piperton Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,930.56
K4-07-251	K8-07-222	Pleasant View Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-252	K8-07-223	Polk County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-253	K8-07-224	Port Royal State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-254	K8-07-225	Powells Crossroads Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,990.00
K4-07-255	K8-07-226	Pulaski Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-256	K8-07-227	Puryear Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-257	K8-07-228	Putnam County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-258	K8-07-229	Radnor Lake State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-260	K8-07-230	Red Bank Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-261	K8-07-231	Red Clay State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-262	K8-07-232	Reelfoot Lake State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-264	K8-07-233	Rhea County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,522.00
K4-07-265	K8-07-234	Ridgetop Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-266	K8-07-235	Ripley Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-267	K8-07-236	Roan Mountain State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-268	K8-07-237	Roane County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,991.57
K4-07-269	K8-07-238	Robertson County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-270	K8-07-239	Rock Island State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,737.15
K4-07-271	K8-07-240	Rossville Police Department	High Visibility Law Enforcement Campaigns	\$4,999.00	\$4,028.00
K4-07-272	K8-07-241	Rutherford Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,855.59
K4-07-273	K8-07-242	Saint Joseph Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-361	K8-07-321	Scotts Hill Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-274	K8-07-243	Selmer Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,840.18
K4-07-275	K8-07-244	Sequatchie County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-276	K8-07-245	Sergeant Alvin C York Birthplace State P	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-278	K8-07-247	Sevier County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,950.00
K4-07-279	K8-07-248	Sevierville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,942.00
K4-07-280	K8-07-249	Sharon Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,910.00
K4-07-282	K8-07-250	Shelby County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$4,400.00	\$4,341.90
K4-07-283	K8-07-251	Shelbyville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-284	K8-07-252	Signal Mountain Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,640.00
K4-07-285	K8-07-253	Smith County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,965.00
K4-07-286	K8-07-254	Smithville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$2,993.81
K4-07-287	K8-07-255	Smyrna Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-288	K8-07-256	Soddy-Daisy Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-289	K8-07-257	Somerville Police Department	High Visibility Law Enforcement Campaigns	\$4,983.00	\$4,983.00
K4-07-290	K8-07-258	South Cumberland State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,015.38
K4-07-291	K8-07-259	South Fulton Police Department	High Visibility Law Enforcement Campaigns	\$4,999.99	\$4,999.99
K4-07-292	K8-07-260	South Pittsburg Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-294	K8-07-261	Southwest Tennessee Community Colle	High Visibility Law Enforcement Campaigns	\$4,999.99	\$4,790.82
K4-07-295	K8-07-262	Sparta Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-296	K8-07-263	Spencer Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,996.00
K4-07-297	K8-07-264	Spring City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00

K4-07-298	K8-07-265	Spring Hill Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-299	K8-07-266	Standing Stone State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,157.90
K4-07-300	K8-07-267	Sullivan County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$4,995.00	\$4,995.00
K4-07-301	K8-07-268	Sumner County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-302	K8-07-269	Surgoinsville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-303	K8-07-270	Sweetwater Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-304	K8-07-271	Sycamore Shoals State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,285.14
K4-07-305	K8-07-272	T O Fuller State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$2,587.00
K4-07-307	K8-07-273	Tennessee Department of Safety- 02nd	High Visibility Law Enforcement Campaigns Dis	\$5,000.00	\$4,355.28
K4-07-308	K8-07-274	Tennessee Department of Safety- 04th	High Visibility Law Enforcement Campaigns Dis	\$5,000.00	\$3,445.41
K4-07-309	K8-07-275	Tennessee Department of Safety- 05th	High Visibility Law Enforcement Campaigns 5th	\$5,000.00	\$4,866.08
K4-07-310	K8-07-276	Tennessee Department of Safety- 06th	High Visibility Law Enforcement Campaigns 6th	\$5,000.00	\$5,000.00
K4-07-311	K8-07-277	Tennessee Department of Safety- 07th	High Visibility Law Enforcement Campaigns-7th	\$5,040.00	\$3,760.60
K4-07-312	K8-07-278	Tennessee Department of Safety-10th	High Visibility Law Enforcement Campaigns Dis	\$5,000.00	\$4,431.09
K4-07-314	K8-07-280	Tims Ford State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$2,856.76
K4-07-363	K8-07-281	Tipton County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$4,800.00	\$4,800.00
K4-07-316	K8-07-282	Toone Police Department	High Visibility Law Enforcement Campaigns	\$4,999.00	\$4,860.20
K4-07-317	K8-07-283	Tracy City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,860.00
K4-07-318	K8-07-284	Trenton Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,511.58
K4-07-319	K8-07-285	Tri-Cities Regional Airport Public Safety	High Visibility Law Enforcement Campaigns	\$4,995.00	\$4,995.00
K4-07-320	K8-07-286	Trousdale County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-321	K8-07-287	Tullahoma Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,768.00
K4-07-322	K8-07-288	Tusculum Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$3,538.46
K4-07-323	K8-07-289	Unicoi County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-324	K8-07-290	Union City Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-325	K8-07-291	Union County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-326	K8-07-292	University of Memphis	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-330	K8-07-293	Van Buren County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,776.62
K4-07-331	K8-07-294	Vanderbilt University Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,216.10
K4-07-332	K8-07-295	Vonore Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,983.00
K4-07-333	K8-07-296	Walters State Campus Police	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-334	K8-07-297	Warren County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,995.00
K4-07-335	K8-07-298	Warriors Path State Park	High Visibility Law Enforcement Campaigns	\$5,000.00	\$2,587.00
K4-07-337	K8-07-299	Washington County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,994.76
K4-07-338	K8-07-300	Watertown Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,451.98
K4-07-339	K8-07-301	Waverly Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-340	K8-07-302	Waynesboro Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-341	K8-07-303	Weakley County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,960.00
K4-07-342	K8-07-304	West TN Safety & Security - State Parks	High Visibility Law Enforcement Campaigns	\$5,000.00	\$2,587.00
K4-07-343	K8-07-305	Westmoreland Police Department	High Visibility Law Enforcement Campaigns	\$4,995.00	\$0.00
K4-07-344	K8-07-306	White Bluff Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,795.00
K4-07-345	K8-07-307	White House Police Department	High Visibility Law Enforcement Campaigns	\$4,995.00	\$0.00
K4-07-346	K8-07-308	Whiteville Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-347	K8-07-309	Whitwell Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$5,000.00
K4-07-349	K8-07-310	Williamson County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,972.00
K4-07-350	K8-07-311	Wilson County Sheriff's Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,917.21
K4-07-351	K8-07-312	Winchester Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$0.00
K4-07-353	K8-07-313	Woodbury Police Department	High Visibility Law Enforcement Campaigns	\$5,000.00	\$4,918.00

\$1,581,311.96 \$1,336,784.57

Attachments- Media Evaluations

EVALUATIONS OF TRAFFIC AND OCCUPANT SAFETY MEDIA CAMPAIGNS: A SURVEY OF TENNESSEANS

March 2007

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. The purpose of the survey was to assess the effectiveness of a Holiday Driving Safety Media Campaign, administered by the Governor’s Highway Safety Office during the period November 20, 2006-January 1, 2007. 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 November 14, 2006-January 9, 2007. The survey was administered to a household member in 1,507 households across the State, and has a margin of error of $\pm 2.52\%$ at the 95% confidence level.

SAFETY ISSUES

The first survey items that respondents were presented pertain to the severity of seven traffic safety issues. To avoid a response set bias, the issues were presented in random order.

According to these data Tennesseans consider drunk drivers and distracted drivers to be the most serious problems, followed by drivers who exceed the speed limit. About 70% of respondents seen both factors as “very much a problem” or a “severe problem. The least problematic situation on Tennessee roads, as perceived by the respondents, appears to be the presence of tired drivers, followed by road construction. The trucking industry is not seen as a source of serious problems in the minds of our respondents, with only 42% saying the number of large trucks is “very much a problem’ or a “serious problem”.

...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.

	NOT A PROBLEM	SMALL PROBLEM	SOMEWHAT OF A PROBLEM	VERY MUCH A PROBLEM	SEVERE PROBLEM	N
Drunk drivers	7.5%	5.6%	15.4%	20.0%	51.4%	1418
Distracted drivers	3.8%	4.7%	20.8%	27.2%	43.5%	1483
Drivers speeding	7.6%	6.6%	23.9%	24.7%	37.2%	1492
Aggressive drivers	7.4%	8.0%	25.5%	24.9%	33.9%	1480
Numbers of large trucks on road	23.5%	11.0%	23.5%	16.0%	26.0%	1475
Road construction	17.3%	13.3%	29.4%	16.5%	23.4%	1454
Tired drivers	14.9%	13.0%	35.2%	17.4%	19.5%	1320

DRIVING HABITS

Respondents were asked about their driving habits, specifically cell phone use and seat belt use; number of miles, and minutes, driven per day; and driving a pickup truck. With respect to cell phone usage, only about 28% say they “frequently” or “occasionally” use a cell phone while driving, while about 64% say they “rarely” or “never” engage in this practice. About 93% say they “always” or “nearly always” wear a seat belt while driven, while only about 3% say they “seldom” or “never” buckle up. Reported seat belt use declines only marginally when respondents are front seat passengers rather than drivers.

On average, respondents report driving about 50 miles on a week day, with about 90 minutes a day reported being spent behind the wheel. Finally, about one-half of the sample reported driving a pickup truck in the previous 30 days, with over 40% of them reporting that a pickup truck is their primary mode of transportation.

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

Frequently	9.4%
Occasionally	18.9%
Rarely	29.3%
Never	34.9%
No Cell Phone	7.4%
N	1489

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

Always	82.9%
Nearly Always	10.6%
Sometimes	3.7%
Seldom	1.2%
Never	1.7%
N	766

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

Always	84.6%
Nearly Always	6.6%
Sometimes	4.6%
Seldom	2.7%
Never	1.5%
N	738

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

Mean	50.97
Median	30.00
Standard Deviation	79.94
N	723

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

Mean	90.57
Median	60.00
Standard Deviation	110.2
N	784

Have you driven a pickup truck at least once in the past 30 days?

Yes	49.8%
No	50.2%
N	1499

(If previous question was answered "Yes") Is this your primary vehicle?

Yes	42.2%
No	57.8%
N	746

AWARENESS OF SEAT BELT USE MESSAGES

Respondents were asked a series of questions designed to measure their awareness of advertising campaigns encouraging seat belt use. Sixty-three percent (63%) said they had seen or heard a message encouraging seat belt use during the previous 60 days (For breakdowns of responses to this question by various demographic characteristics, see the table at the end of this report, “Demographic Characteristics of The Sample”). The most common source of such messages, by far, was television, with almost three-quarters of respondents reporting having seen a seat belt message. Less than half that number said they saw such messages on road signs. About one-fifth cited radio as a source, while the print media appear to be a largely irrelevant source for these messages. Over 80% said the messages they saw or heard were commercials. Almost two-thirds said the number of messages had not changed in the previous 60 days.

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

Yes	63.0%
No	37.0%
N	1486

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

Television	73.9%
Radio	21.0%
Road Signs	35.5%
Newspapers/Magazines	6.2%
Other	4.0%
N	936

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

Commercial	83.5%
News Program	12.3%
Other	4.3%
N	726

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	23.7%
Same As Usual	65.6%
Fewer Than Usual	10.7%
N	917

RECALL OF CONTENT OF SEAT BELT ADS

Respondents were asked a series of questions designed to measure the effectiveness of seat belt use messages, by assessing recall and recognition of seat belt slogans. About 58% of respondents who said they had been exposed to a seat belt message indicated they remember the slogans used in the messages. Clearly the most-often recalled slogan for these respondents was “Click It Or Ticket”, a slogan in use during the time period specified. Oddly, about 6% said they remembered seeing or hearing “Dummies Don’t Buckle Up”, a slogan not used. Perhaps the most interesting finding in these data is that about one-fifth of respondents remembered seeing or hearing “Buckle Up For Safety”, a slogan that has not been used for quite some time. This slogan may point to a very effective public service announcement (PSA) or it may just “sound” like a believable slogan urging seatbelt use.

The entire sample was asked if they recognized a slogan or slogans from a list read aloud to them. Again, “Click It Or Ticket” was the slogan of choice, with about 85% of respondents recognizing it. All other slogans trailed far behind. Almost 9% said they did not recognize any slogan on the list.

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

Yes	58.2%
No	41.8%
N	925

What were those slogans? (Free recall of slogans)

Click It or Ticket	86.1%
Dummies Don't Buckle Up	5.9%
Buckle up for Safety	20.8%
Be in the Click Zone	2.6%
Buckle Up In Your Truck	5.8%
Don't Let a Great Time be the Last Time	5.8%
One Simple Click	5.2%
Other	7.1%
N	538

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

Click It or Ticket	84.5%
Buckle Up or Get Picked Up	22.4%
Seat Belts are Cool	9.7%
Be in the Click Zone	11.7%
Buckle Up In Your Truck	19.2%
Don't Let a Great Time be the Last Time	19.0%
One Simple Click	14.3%
None	8.6%
N	1507

SEAT BELT USE

When asked if their use of seat belts had changed over the previous twelve months, the vast majority of respondents reported no change. Of those who did report some change, virtually all reported an increase in using a set belt. Further, the most commonly cited reason for using seat belts more often was an increased awareness of safety issues, followed by a desire to avoid a ticket, and knowing someone who was in an automobile accident.

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

Increased	11.9%
Decreased	.3%
Stayed the same	86.9%
New Driver	.2%
N	1497

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

You became more aware of safety issues	27.7%
Because of the seat belt law	13.6%
You didn't want to get a ticket	14.7%
You got a seat belt ticket	7.1%
You, or someone you know was in a crash	14.7%
Other people encouraged or pressured you to use seat belts	7.6%
You wanted to set a good example for children	9.2%
Other	17.9%
Don't Know	4.9%
N	184

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 a car were wearing one; and being prompted by a reminder signal in the vehicle. Moreover, the most important reason cited, by a wide margin, was the desire to avoid a serious injury.

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
Habit	84.1%	15.4%	.5%	1078
Avoid a ticket	69.8%	30.0%	.2%	1063
Uncomfortable without one	60.8%	38.5%	.8%	1058
It's the law	82.4%	17.4%	.3%	1071
Avoid serious injury	93.1%	6.6%	.4%	1082
Set example	75.8%	23.6%	.5%	1497
Others in car wear one	36.4%	63.2%	.4%	1066
Reminder signal in car	39.9%	59.9%	.2%	1060

Of the following reasons you just gave me for wearing your seat belt, which is the most important?

Habit	5.8%
Avoid Ticket	4.3%
Uncomfortable Without	1.8%
Others Want Me To	.8%
It's The Law	7.4%
Avoid Serious Injury	57.7%
Set Example	6.9%
Others Wear One	.2%
Reminder Signal	.2%
Other	4.3%
Can't Say	10.7%
N	624

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	7.5%
No	92.4%
Don't Know	0.1%
N	1506

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

Yes	5.4%
No	94.5%
Don't Know	0.1%
N	1505

BOOZE IT AND LOSE IT

EXPOSURE TO DRINKING AND DRIVING MESSAGES

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 ads.

With respect to exposure, about 83% of respondents said they had seen or heard a message discouraging drinking and driving during the previous 60 days (For breakdowns of responses to this question by various demographic characteristics, see the table at the end of this report, “Demographic Characteristics of The Sample”). Among these respondents, the most-often cited source of and-driving and driving messages was television (about 84%). Radio was cited by about 23%, while road signs were mentioned by almost 16%. The messages were predominantly commercials, mentioned by eight out of ten of those remembering having seen or heard a drinking and driving message. About one-third perceived the number of messages to have increased in the past sixty days, while 57% thought there had been no change in frequency.

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

Yes	82.9%
No	17.1%
N	1495

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

Television	83.7%
Radio	22.9%
Road Signs	15.9%
Newspapers/Magazines	9.0%
Other	2.1%
N	1239

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

Commercial	79.2%
News Program	13.4%
Other	3.8%
Don't Know	3.6%
N	1118

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	33.9%
Same As Usual	57.2%
Fewer Than Usual	7.3%
Don't Know	1.5
N	1239

Among respondents who recalled seeing or hearing an anti-drinking and driving advertisement, only about 27% said they could recall a slogan used. Among these respondents, 65% recalled “Booze It And Lose It,” the focus of the holiday campaign. “Friends Don’t Let Friends Drive Drunk” and “Think Before You Drink,” slogans not used in recent campaigns, were recalled by 40% and 23%, respectively, of those who said they had seen or heard an anti-drinking and driving message.

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

Yes	26.8%
No	73.2%
N	1222

What were those slogans? (Respondent recall; multiple responses allowed)

Booze It and Lose It	65.1%
Think Before You Drink	23.2%*
Drinking and Driving Equals Death	14.1%*
Friends Don’t Let Friends Drive Drunk	41.9%*
Other	15.0%
N	327

***Not used in current campaign being assessed**

All respondents, including those who said they did *not* recall an ad from the previous 60 days, were read a list of four anti-drinking and driving slogans, only one of which were used in the previous 60 days. The slogan used, “Booze It And Lose It”, was recognized by about two-thirds of all respondents. This slogan was closely followed by two venerable slogans not used in current campaigns: “Drive Responsibly” and “Think Before You Drink,” “recognized” by 59% and 49%, respectively, of all respondents.

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

Booze It and Lose It	62.2%
Drive Responsibly	58.7%*
Think Before You Drink	49.0%*
Drinking and Driving Equals Death	22.6%*
None of the Above	11.9%
N	179

***Not used in current campaign being assessed**

DRINKING AND DRIVING

Respondents were asked a series of questions concerning their drinking, and drinking and driving, habits. When asked whether and how often they had consumed an alcoholic beverage during the previous 12 months, 58% they had not had a drink in the past year. Another 19% said they had imbibed only once a month or less. Less than 15% indicated they had consumed alcoholic beverages more frequently than weekly.

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?

Every day	2.7%
Nearly every day	.9%
Three to four days a week	2.8%
One or two days a week	7.9%
Two or three days a month	9.1%
Once a month or less	18.7%
No drinks in past year	57.8%
N	1497

Over three-quarters of “drinkers” (i.e., excluding respondents who reported no alcohol consumption during the previous year), 79%, 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 once or twice during the previous year. About one-fifth said they had consumed alcohol and then driven three-to-five times, with another 19% reporting having done so 6-20 times.

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

Yes	20.5%
No	79.5%
N	634

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

1	24.2%
2	25.3%
3-5	23.3%
6-10	9.1%
11-20	10.1%
21-50	7.0%
52	1.0%
N	99

Drinkers in the sample were asked if they had ever deliberately avoided driving after consuming alcohol, with 45% saying they had *not* refrained from drinking and driving.

All drinkers in the sample 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. A concern with what others might think was mention by only one-half of drinkers, while only about three-fourths referenced a moral concern—that such behavior is wrong.

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

Yes	55.1%
No	44.9%
N	137

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	95.7%	2.4%	1.0%	1.0%	626
Avoid Injury to Others	98.1%	1.1%	.3%	.5%	628
Avoid Being Stopped	81.6%	12.4%	2.5%	3.5%	629
Set Good Example	75.7%	13.2%	5.9%	5.2%	629
Others Not Approve	50.5%	17.5%	15.3%	16.7%	616
It is Wrong	76.8%	13.9%	4.5%	4.8%	626

EFFECTIVENESS OF THE *BOOZE IT AND LOSE IT* HOLIDAY CAMPAIGN

To assess the possible impact of the Holiday campaign, respondents were first divided into three groups:

- *Pre-Campaign Respondents.* Those interviewed November 14-November 19, 2006, prior to the start of the campaign;
- *Campaign Respondents.* Those interviewed November 20-December 21, 2006, during the campaign;
- *Post-Campaign Respondents.* Those interviewed January 2-January 9, 2007, after the campaign concluded.

The distribution of this variable is as follows:

Pre-Campaign	19.1%
Campaign	63.2%
Post-Campaign	22.6%
N	1507

Next, we cross-tabulated measures of whether respondents had heard or seen messages concerning a) seat belt use; and b) drinking and driving; and whether respondents reported they could recall a) a seat belt use message; and b) a drinking and driving message. The results are as follows:.

Cross-Tabulation of Observing Seat Belt Use Message And Time of Interview

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	58.1%	59.8%	75.0%	63.0%
<i>No</i>	41.9%	40.2%	25.0%	37.0%
<i>N</i>	210	940	336	1486

Chi-squared = 27.08, df = 2, p < .01

Cross-Tabulation of Observing Drinking and Driving Message And Time of Interview

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	77.0%	80.7%	92.6%	82.9%
<i>No</i>	23.0%	19.3%	7.4%	17.1%
<i>N</i>	231	944	338	1495

Chi-squared = 30.82, df = 2. p < .001

**Cross-Tabulation of Reported Recall of Seat Belt Use Message
And Time of Interview**

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	60.8%	55.0%	64.0%	58.2%
<i>No</i>	39.2%	45.0%	36.0%	41.8%
<i>N</i>	120	558	247	925

Chi-squared = 6.04, df = 2, p < .05

**Cross-Tabulation of Reported Recall of Drinking and Driving Message
And Time of Interview**

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	28.1%	21.6%	38.6%	26.8%
<i>No</i>	71.9%	78.4%	61.4%	73.2%
<i>N</i>	160	751	311	1222

Chi-squared = 32.66, df = 2, P < .001

For each table a Chi-squared statistic is reported, in order to assess the statistical significance of the relationships between when a respondent was interviewed, and each of the four exposure/effectiveness measures. Specifically, Chi-squared provides a way to determine whether the differences between the distributions of the exposure/effectiveness variables, across the time periods of the study, were generated by random chance, or reflect real differences in the population. For all four tables, the relationship between the time of the interview and exposure/effectiveness is statistically significant at p<.05 or lower.

The patterns in these tables are mixed, but all show an effect between the timing of the respondent's interview and exposure to and effectiveness of the safety messages assessed. Specifically,

- 75% of respondents interviewed after the Holiday campaign reported having seen or heard a seat belt use message, compared to only 58.1% of respondents interviewed before the campaign;
- 92.6% of respondents interviewed after the Holiday campaign reported having seen or heard a drinking and driving message, compared to 77% of respondents interviewed before the campaign;
- 64% of respondents interviewed after the Holiday campaign reported being able to recall a seat belt use message, compared to 60.8% of respondents interviewed before the campaign, and only 55% of those interviewed during the campaign;
- 38.6% of respondents interviewed after the Holiday campaign reported being able to recall a drinking and driving message, compared to 28.1% of respondents interviewed before the campaign, and only 21.6% of those interviewed during the campaign.

Caution should be exercised in interpreting these data. The results indicate that respondents interviewed after the Holiday campaign were more likely to report having seen or heard a safety message, and to be able to recall one or more messages. These data do *not* indicate that exposure to the campaign *caused* these changes—although this is not an unreasonable inference to draw. But other factors, for example, knowing someone injured in an automobile accident, reading or hearing a news story about drinking and driving during the holidays; etc., could also have brought about the patterns shown in these tables. Further, cross-sectional survey data are ill-suited for making causal claims. All that can be established is whether there is a relationship between variables. In the present instance, there are relationships between when the interview was conducted and the exposure/effectiveness variables. Failure to find such patterns would have led to the conclusion that the Holiday campaign had no effect on exposure to, or the effectiveness of, these safety messages. It is, therefore, reasonable to conclude that the Holiday campaign probably had an impact on whether Tennesseans saw or heard a safety message, and whether they could recall a safety message.

EFFECTIVENESS OF DRINKING AND DRIVING LAWS

Finally, respondents were asked a series of question 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. Specifically, respondents split about 60% to 40% between those who saw current laws effective, and those who did not see current practices effective. But three-quarters of the sample viewed local police as “Very Strictly “or “Somewhat Strictly” enforcing drinking-and-driving laws.

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

Very Effective	17.4%
Somewhat Effective	41.9%
Somewhat Ineffective	19.9%
Very Ineffective	20.8%
N	1405

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

Very Strictly	37.3%
Somewhat Strictly	38.3%
Not Very Strictly	15.5%
Rarely	5.9%
Not At All	3.0%
N	1364

With respect to sobriety checkpoints, about 75% could not recall seeing one during the previous year. About 68% said sobriety checkpoints should be used more often, while less than 4% said they should be used less frequently.

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	24.8%
No	75.2%
N	1482

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

More Frequently	68.0%
About the Same	22.9%
Less Frequently	3.8%
Don't Know	4.5%
N	1507

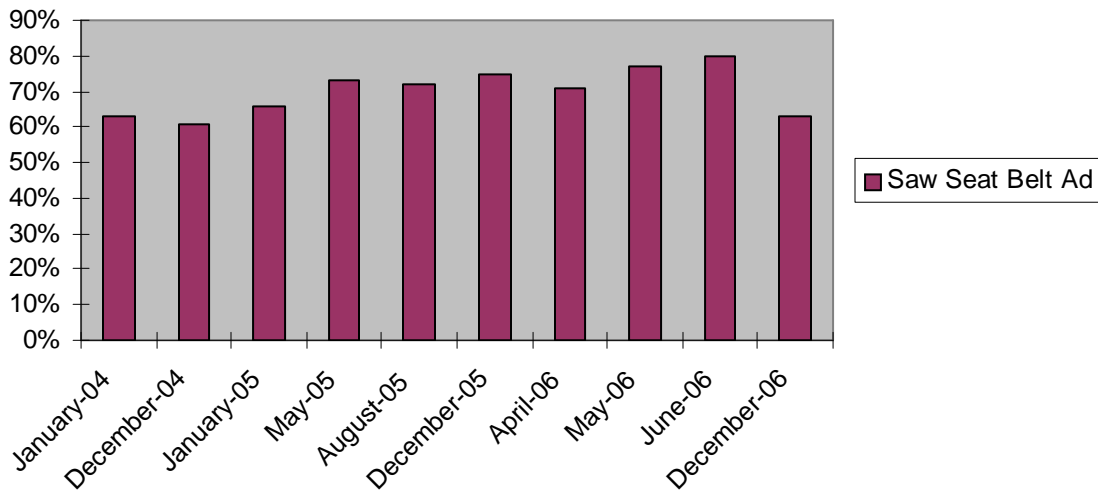
TRENDS IN EXPOSURE AND RECALL

In the following lists and graphs we present the trends, since 2004, for the four exposure/recall variables for seat belt and drinking-and-driving messages. The first question, measuring whether respondents had seen or heard a seat belt advertisement, is the only one asked in every survey. While the trend is mixed, the data show no linear increase over time. Through 2005, exposure did increase in an almost linear fashion, from 66% to 75%. The increase in exposure revealed for the period from April 2006 to June 2006 is most likely due to the fact that three consecutive seat belt use campaigns were run during this time. The exposure rate of 80% for the May-June 2006 period is the highest observed. Unfortunately, the exposure level drops back to 63% by December 2006, the same as for January 2004.

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

January 2004	63%
December 2004	61%
January 2005	66%
May 2005	73%
August 2005	72%
December 2005	75%
April-May 2006	71%
May 2006	77%
May-June 2006	80%
December 2006	63%

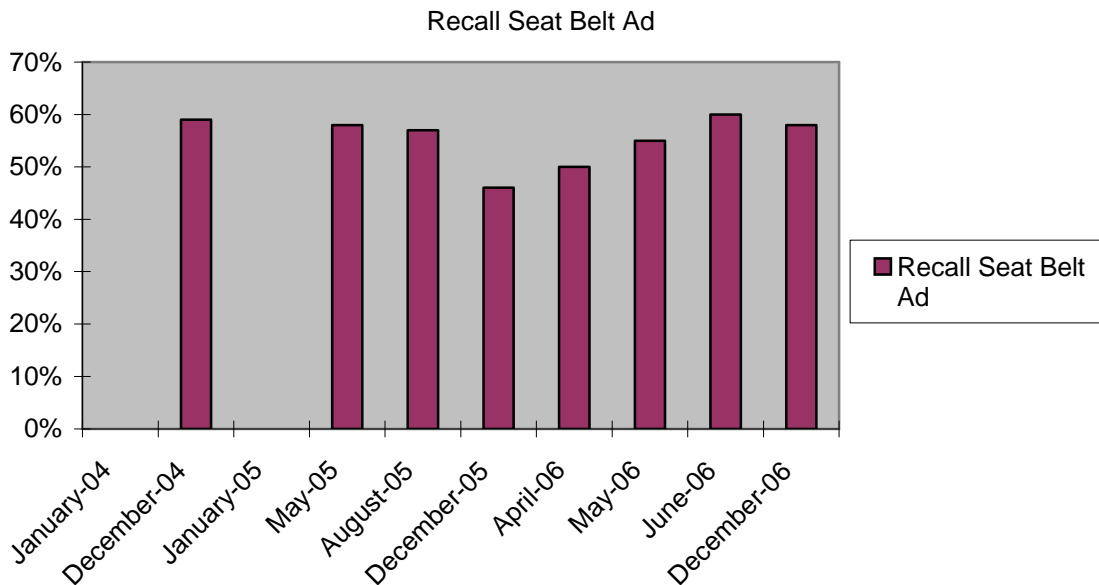
Saw/Heard Seat Belt Ad



Whether respondents could recall a seat belt message was asked in all but two of the surveys; the trend is presented in the following list and graph. In general, there is no trend in these data. It is worth noting that the recall rate dropped to its lowest level, 46%, in December 2005, increasing only to 50% after the next campaign. Recall did increase over the next two campaigns, which is not surprising given that the three campaigns occurred with almost no time lapse between them. By December 2006 recall had dropped only to 58%--suggesting that continuous repetition might be the most effective strategy for increasing the effectiveness of driving safety messages.

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

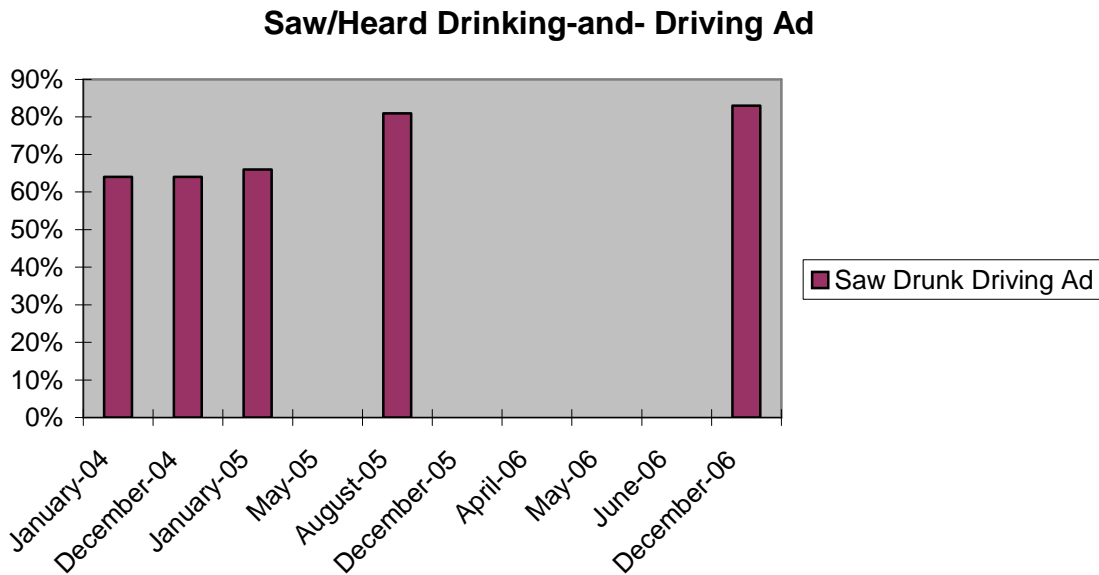
January 2004	%
December 2004	59%
January 2005	%
May 2005	58%
August 2005	57%
December 2005	46%
April-May 2006	50%
May 2006	55%
May-June 2006	60%
December 2006	58%



Whether respondents had seen or heard an anti-drinking and driving ad was asked in only five surveys; even so, the increasing trend is quite noticeable. This is due to the jumps in reported exposure for the August 2005 and December 2006 measurements. In fact, what these data show is not so much a trend over time, so much as the probable impact of effective campaigns.

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

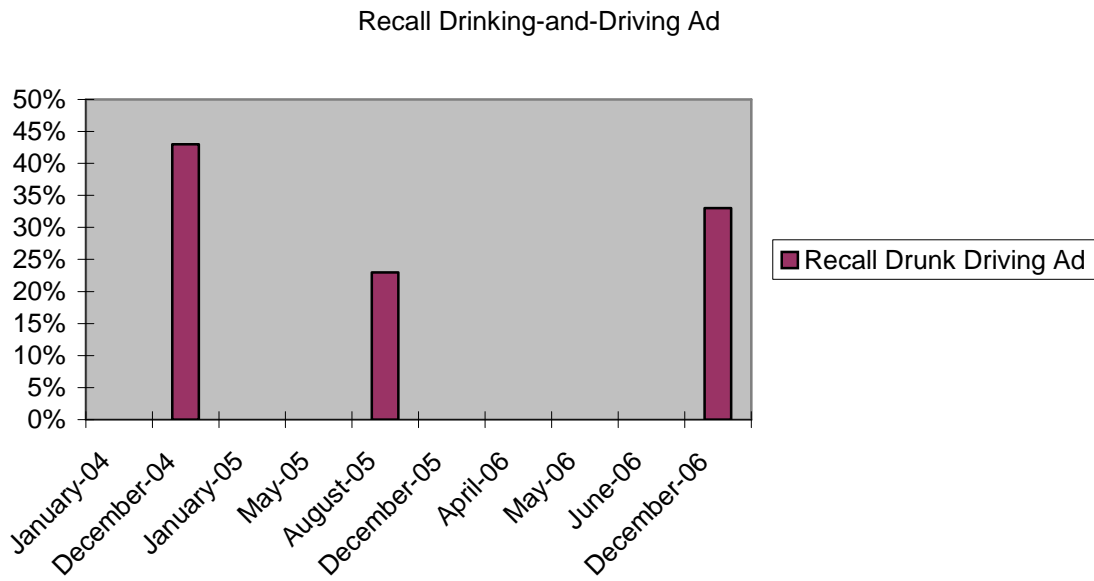
January 2004	64%
December 2004	64%
January 2005	66%
May 2005	N/A
August 2005	81%
December 2005	N/A
April-May 2006	N/A
May 2006	N/A
May-June 2006	N/A
December 2006	83%



Finally, whether respondents could recall a drinking and driving ad was asked in only three surveys. No trend is evident, and reported recall is obviously quite low.

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

January 2004	N/A
December 2004	43%
January 2005	N/A
May 2005	N/A
August 2005	23%
December 2005	N/A
April-May 2006	N/A
May 2006	N/A
May-June 2006	N/A
December 2006	33%



DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

	<i>CENSUS DATA 2005</i>	<i>TOTAL SAMPLE (N=1507)</i>	<i>SEEN OR HEARD ANTI-DRINKING AND DRIVING MESSAGE (N=1495)*</i>	<i>SEEN OR HEARD SEAT BELT USE MESSAGE (N=1486)*</i>
GENDER				
Male	49.0%	41.5%	84.7%	65.8%
Female	51.0%	58.5%	81.6%	59.7%
AGE	(2000 Data)			
16-25	13.7% ¹	6.6%	78.6%	75.5%
26-35	14.3% ²	13.2%	83.2%	68.5%
36-45	15.9% ³	19.4%	79.9%	66.1%
46-55	13.8% ⁴	21.4%	83.5%	61.1%
56-65	9.4% ⁵	19.0%	86.5%	63.8%
65+	12.3%	20.4%	82.5%	50.8%
RACE/ETHNICITY				
White	80.7%	85.7%	83.9%	61.5%
Black	16.8%	11.6%	75.6%	70.5%
Asian	N/A	.3%	80.0%	0
Native American	N/A	.7%	81.8%	15.6%
Hispanic	N/A	.5%	62.5%	87.5%
Other	2.5%	1.1%	93.8%	68.8%
EDUCATION	(2000 Data)			
Less than High School	24.1%	11.7%	78.7%	63.6%
High School	31.6%	35.2%	82.6%	62.4%
Some College	24.7%	25.3%	82.2%	60.8%
College Degree	12.8%	18.0%	81.8%	64.4%
Graduate Degree	6.8%	9.9%	91.7%	59.5%
INCOME	(2000 Data)			
Less than \$5,000	%	3.6%	77.1%	68.6%
\$5,000-\$15,000	12.2% ⁶	9.1%	89.8%	63.6%
\$15,001-\$30,000	% ⁷	17.6%	82.5%	64.1%
\$30,001-\$50,000	% ^{8,9}	24.7%	82.0%	63.8%
\$50,001-\$75,000	21.8%	20.4%	87.9%	69.7%
\$75,001-\$100,000	10.1%	12.3%	87.2%	73.9%
Over \$100,000	10.5%	12.4%	89.0%	58.3%

1 Census category is 15-24

2 Census category is 25-34

3 Census category is 35-44

4 Census category is 45-54

5 Census category is 55-64

6 Census category is <=\$15,000

7 Census category is \$15,000 to \$24,999 = 14.6%

8 Census category is \$25,000 to \$34,999 = 14.3%

9 Census category is \$35,000 to \$49,999 = 17.4%

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

	<i>CENSUS DATA 2005</i>	<i>TOTAL SAMPLE (N=1507)</i>	<i>SEEN OR HEARD ANTI-DRINKING AND DRIVING MESSAGE (N=1495)*</i>	<i>SEEN OR HEARD SEAT BELT USE MESSAGE (N=1486)*</i>
REGION				
East Tennessee	36.82%	41.9%	82.6%	63.8%
Middle Tennessee	37.59%	36.0%	83.9%	62.8%
West Tennessee	25.58%	22.0%	81.8%	58.4%
COMMUNITY SIZE				
100,000+	N/A	29.6%	81.6%	60.2%
20,000-100,000	N/A	22.1%	82.7%	62.5%
5,000-20,000	N/A	11.3%	83.5%	69.0%
Less than 5,000	N/A	14.5%	82.5%	64.2%
Rural-Non-farm	N/A	15.3%	85.8%	63.7%
Rural-Farm	N/A	7.2%	85.9%	65.0%

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

EVALUATION OF SUPER BOWL MEDIA CAMPAIGN: A SURVEY OF TENNESSEANS

March 2007

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. The purpose of the survey was to assess the effectiveness of a Super Bowl Driving Safety Media Campaign, administered by the Governor’s Highway Safety Office during the period January 28-February 4, 2007. A unique feature incorporated into this campaign was the use of Electronic Highway Message Boards (aka “Amber Boards”) in the Nashville Metropolitan Area to transmit the featured anti-drinking and driving slogan, “Fans Don’t Let Fans Drive Drunk.” 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 January 29-February 11, 2007. The survey was administered to a household member in 831 households across the State, and has a margin of error of $\pm 3.42\%$ at the 95% confidence level.

SAFETY ISSUES

The first survey items that respondents were presented pertain to the severity of seven traffic safety issues. To avoid a response set bias, the issues were presented in random order.

According to these data Tennesseans consider distracted drivers and drunk drivers to be the most serious problems, followed by drivers who exceed the speed limit. The least problematic situation on Tennessee roads appears to be road construction, followed by the presence of tired drivers. The trucking industry is not seen as a source of serious problems in the minds of our respondents, with only about 41% saying the number of large trucks is “very much a problem’ or a “serious problem”.

...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.

	NOT A PROBLEM	SMALL PROBLEM	SOMEWHAT OF A PROBLEM	VERY MUCH A PROBLEM	SEVERE PROBLEM	N
Distracted drivers	3.4%	4.8%	22.0%	30.8%	61.0%	828
Drunk drivers	7.1%	6.3%	16.5%	19.1%	51.0%	789
Drivers speeding	6.6%	6.9%	27.1%	28.3%	31.23	824
Aggressive drivers	7.3%	8.0%	30.4%	23.6%	30.4%	822
Numbers of large trucks on road	22.9%	13.3%	26.1%	15.5%	22.2%	817
Tired drivers	13.2%	15.1%	36.5%	15.6%	19.5%	742
Road construction	18.9%	15.5%	33.7%	15.9%	16.0%	805

ELECTRONIC MESSAGE BOARDS

Respondents were asked a series of questions about Electronic Highway Message Boards, or “Amber Boards”, in Tennessee. About 58% of respondents report having seen a message board in the previous thirty days, primarily in the Knoxville and Nashville metropolitan areas. About three-quarters of respondents who saw a message board said the message concerned either road construction or traffic conditions.

Less than two percent, or seven respondents, said the message had to do with alcohol use; an anti-drinking and driving message was displayed on Amber Boards only in the Nashville metro area. All seven of these respondents said they could recall the slogan used, and all seven were correct in their recollections: *Fans Don't Let Fans Drive Drunk*. While exposure to this message was quite limited, the use of Electronic Message Boards obviously had a significant impact, suggesting wider use of Amber Boards in the future.

Finally, among those who had seen a message board, almost 90% found the information to be helpful; further, 85% indicated they would like to see more such message boards on Tennessee highways.

In the past 60 days, do you recall seeing an electronic message board in Tennessee?

Yes	57.8%
No	42.2%
N	823

Where in Tennessee do you remember seeing an electronic message board?

Chattanooga Metro Area	6.3%
Knoxville Metro Area	30.0%
Memphis Metro Area	13.7%
Nashville Metro Area	34.7%
Other Area Mentioned	13.0%
Don't Know/Not Sure	2.3%
N	476

Think about the most recent time you saw an electronic message board. What was the message about?

Road Construction	37.3%
Traffic Conditions	36.9%
Weather Conditions	3.8%
An Alcohol-Related Message	1.5%
An Amber Alert	6.8%
Some Other Emergency	2.1%
Don't Recall/Not Sure	11.6%
N	474

Can you recall the slogan used in the message?

Yes f=7

*What was the slogan? (First slogan **recalled** presented)*

Booze it and Lose it	%
Drive Responsibly	%
Think before you drink	%
Drinking and Driving equals death	%
Fans don't let fans drive drunk	100%
Other	%

Did you find the information on the message board helpful?

Yes	88.9%
No	11.1%
N	416

Would you like to see more message boards on Tennessee highways?

Yes	85.5%
No	14.5%
N	400

AWARENESS OF SEAT BELT USE MESSAGES

Approximately 80% of respondents reported having seen an ad encouraging seat belt use in the previous thirty days, a figure consistent with past results of these surveys (see “Trends in Exposure and Recall”, below). The most commonly cited sources for these messages were television and road signs. Among this subset of respondents, about 70% said they could recall a slogan used—a figure again consistent with past results. And, an overwhelming proportion of respondents, 84%, could recall without prompting the slogan used: “Click It Or Ticket.” When read a list of slogans, almost nine of ten recognized this slogan.

In the past 30 days have you seen or heard any messages that encourage people to wear their seat belts?

Yes	80.4%
No	19.6%
N	813

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

Television	66.7%
Radio	19.1%
Road Signs	41.7%
Newspapers/ Magazines	6.3%
Highway Message Boards	3.1%
Other	4.9%
N	654

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

Yes	70.1%
No	29.9%
N	646

What were those slogans? (Free recall of slogans)

Click It or Ticket	84.1%
Dummies Don't Buckle Up	2.6%*
Buckle up for Safety	15.5%*
Be in the Click Zone	1.3%*
Buckle Up In Your Truck	3.1%*
Other	10.4%
N	453

***Not used in current campaign being assessed**

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

Click It or Ticket	88.8%
Dummies Don't Buckle Up	25.3%*
Buckle up for Safety	63.2%*
Be in the Click Zone	11.1%*
Buckle Up In Your Truck	19.0%*
None	3.1%
N	831

***Not used in current campaign being assessed**

FANS DON'T LET FANS DRIVE DRUNK
EXPOSURE TO DRINKING AND DRIVING MESSAGES

About 80% of respondents reported seeing an ad during the previous 30 days discouraging drinking and driving. By far the most common source of these messages was television. Just under 37% of those seeing an ad said they could recall it; among these respondents, only about 45% correctly recalled “Booze It And Lose It.” However, among all respondents reporting having seen a drinking and driving message, about 70% recognized the current slogan.

In the past 30 days, have you read, seen or heard any messages discouraging people from driving after drinking alcohol?

Yes	79.8%
No	20.2%
N	821

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

Television	82.9%
Radio	26.0%
Road Signs	19.8%
Newspapers/Magazines	13.6%
Message Boards	4.3%
Other	4.1%
N	655

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

Yes	36.9%
No	60.9%
Don't Know	2.1%
N	655

What were those slogans? (Respondent recall; multiple responses allowed)

Booze It and Lose It	45.5%*
Drive Responsibly	13.2%*
Think Before You Drink	8.7%*
Drinking and Driving Equals Death	5.4%*
Fans Don't Let Fans Drive Drunk	12.4%
Other	43.4%
N	242

***Not used in current campaign being assessed**

Which of the following slogans do you recall seeing or hearing in the past 30 days? (Respondent recognition from a provided list)

Booze It and Lose It	71.5%*
----------------------	--------

Drive Responsibly	52.6%*
Think Before You Drink	44.5%*
Drinking and Driving Equals Death	24.1%*
Fans Don't Let Fans Drive Drunk	46.0%
None of the Above	10.3%
N	200

*Not used in current campaign being assessed

DRINKING AND DRIVING

Respondents were asked a series of questions pertaining to their consumption of alcoholic beverages, as well as drinking-and-driving behavior. Almost 58% said they had consumed no alcohol in the past year, while only about 16% reported having a drink at least once a week. Among those who reported consuming at least one alcoholic beverage during the past year, only 18% said they had operated a motor vehicle within two hours of having a drink. However, among these 46 respondents, the average number of times they had driven after drinking was six times, with about 15% saying they had done so at least 11 times.

Conversely, about 57% of “drinkers” said they had deliberately avoided operating a vehicle after consuming an alcoholic beverage. When asked for reasons why they had done so, the most important reasons cited were to avoid injury to someone else, or to oneself. The least important reason cited was that others would not approve; still, 72% said others’ approval was either “very” or “somewhat” important.

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?

Every day	1.6%
Nearly every day	1.1%
Three to four days a week	4.0%
One or two days a week	9.5%
Two or three days a month	10.4%
Once a month or less	15.7%
No drinks in past year	57.8%
N	824

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

Yes	17.9%
No	82.1%
N	351

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

1	21.7%
2	21.7%
3-5	30.4%
6-10	10.9%
11-20	8.7%
21-50	4.4%
52	2.2%
N	46

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

Yes	57.1%
No	42.9%
N	350

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 Others	97.4%	2.0%	0	.6%	348
Avoid Injury to Self	92.0%	6.3%	1.1%	.6%	349
Avoid Being Stopped	80.9%	10.7%	4.3%	4.0%	346
Set Good Example	76.1%	16.4%	4.3%	3.2%	347
It is Wrong	74.4%	14.0%	5.2%	6.4%	344
Others Not Approve	47.5%	24.0%	15.5%	12.9%	341

EFFECTIVENESS OF THE *FANS DON'T LET FANS DRIVE DRUNK* CAMPAIGN

To assess the possible impact of the Super Bowl campaign, respondents were first divided into three groups:

- *Pre Campaign Respondents.* Those interviewed January 29 – January 31 before the campaign;
- *Campaign Respondents.* Those interviewed February 1 -February 4, 2007, during the campaign;
- *Post-Campaign Respondents.* Those interviewed February 5-February 11, 2007, after the campaign concluded.

The distribution of this variable is as follows:

Pre-Campaign	31.9%
Campaign	31.8%
Post-Campaign	36.3%
N	831

Next, we cross-tabulated measures of whether respondents had heard or seen messages concerning drinking and driving; and whether respondents reported they could recall a drinking and driving message. The results are as presented below.

Since this campaign followed so closely on the heels of the previous “Holiday Campaign”, it is not surprising to find little, if any, impact of the Super Bowl Campaign on exposure to drinking and driving ads. The slight increase in reported exposure in the post-campaign period, compared to the pre-campaign and campaign periods, is not statistically significant. Interestingly, the relationship between timing of the interview and recall of drinking and driving ads *is* statistically significant. But, all of the “action” in this table is among those interviewed during the Super Bowl Campaign; 45% of these respondents could recall the drinking and driving message. Once the Campaign was over, however, respondents dropped back to a recall rate even lower than that observed among the pre-campaign respondents.

Cross-Tabulation of Observing Drinking and Driving Message And Time of Interview

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	80.2%	77.8%	81.1%	79.8%
<i>No</i>	19.8%	22.2%	18.9%	20.2%
<i>N</i>	263	261	297	821

Chi-squared = 1.02, df = 2. p < .6

**Cross-Tabulation of Reported Recall of Drinking and Driving Message
And Time of Interview**

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	35.3%	45.7%	33.2%	37.9%
<i>No</i>	64.7%	54.3%	66.8%	62.2%
<i>N</i>	207	199	235	641

Chi-squared = 8.01, df = 2, p < .02

EFFECTIVENESS OF DRINKING AND DRIVING LAWS

Respondents were asked a series of questions about enforcement of current drinking-and-driving laws. About 62 % said that current laws are “very” or “somewhat” effective, while almost 38% said such laws were “very” or “somewhat” ineffective. Local police were seen by respondents as doing a good job in enforcing these laws; over 82% said police in their area are “very” or “somewhat” strict in their enforcement activities. Further, just over 7% said police “rarely” enforced such laws, or “not at all”.

Only about one-quarter of respondents reported having seen a sobriety checkpoint during the previous twelve months. More than seven out of ten said they thought such checkpoints should be used more often.

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

Very Effective	16.9%
Somewhat Effective	45.6%
Somewhat Ineffective	21.6%
Very Ineffective	15.9%
N	779

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

Very Strictly	40.5%
Somewhat Strictly	42.2%
Not Very Strictly	10.0%
Rarely	5.8%
Not At All	1.5%
N	758

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	26.2%
No	73.8%
N	818

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

More Frequently	71.5%
About the Same	24.5%
Less Frequently	4.0%
N	783

TRENDS IN EXPOSURE AND RECALL

Given that only one data point has been added from our most recent report (on the 2006 Holiday Campaign), the trends of our exposure/recall variables show little difference from our previous analysis. However, given that in all but one instance the additional data point indicates an increase in exposure/recall, (the trend for exposure to anti-drinking and driving messages declined slightly from December 2006) the correlations between time and these variables are strengthened from the previous report. Still, exposure to and recall of seat belt use ads shows very little increase over time, as indicated by $r=.30$ and $r=.20$, respectively. Interestingly, the correlation between time and recall of seat belt ads is positive here, while before the addition of the January-February 2007 data point it was negative; this is due to the twelve percentage-point increase reflected in the most recent survey. Still, the trends over time are weak.

Conversely, the trends over time for the exposure to and recall of drinking and driving ads are strong, with correlations of $r=.96$ and $r=-.73$, respectively. Reported exposure to anti-drinking and driving ads has increased strongly, and linearly, across time. On the other hand, reported recall of these ads has substantially decreased over time.

Why are these different trends for seat belt use and drinking and driving ads observed? One possible explanation may lie in the *absolute* levels of exposure/recall for the two types of ads. Specifically, exposure to and recall of seat belt ads is much higher than exposure to and recall of drinking and driving ads. This may reflect that messages *via* the mass media encouraging seat belt use have been around for several decades; indeed, some slogans (the song, “Buckle Up for Safety, Buckle Up...” comes to mind) may very well be ingrained in the public’s collective consciousness. More to the point, exposure to and recall of seat belt ads is so high, there is very little room for improvement, even with well-designed and consistent mass media messages; relatively flat trends are, therefore, to be expected.

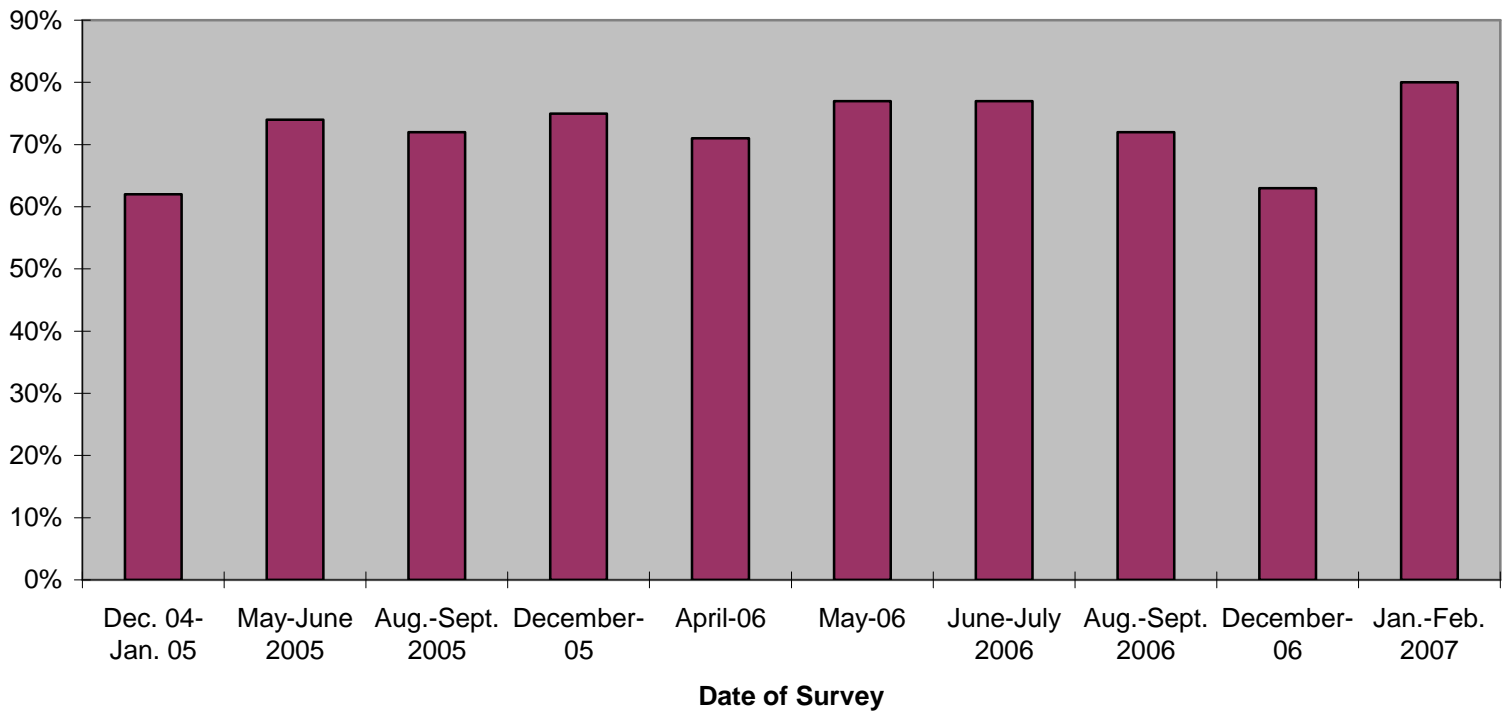
But the relatively low levels of exposure to and recall of anti-drinking and driving ads leave substantial room for growth, and such growth is observed in the trend in the exposure measure. The one glaring anomaly is the substantial *decrease* over time of the ability to recall a drinking and driving message, as reflected by the negative value of Pearson’s r . It should be noted that reported recall did increase five percentage-points (a 15% increase) between the two latest surveys, although this may be due to the close temporal proximity between the Holiday and Super Bowl Campaigns. Finally, the high negative correlation is due primarily to the lower levels of recall reported in the two studies reported from summer 2006.

In the past 30 days have you seen or heard any messages that encourage people to wear their seat belts?

Dec. 2004-Jan 2005	62%
May-June 2005	74%
Aug.-Sept. 2005	72%
December 2005	75%
April 2006	71%
May 2006	77%
June-July 2006	77%
Aug.-Sept. 2006	72%
December 2006	63%
Jan.-Feb. 2007	80%

Correlation (Pearson's r) = .30

Exposure to Seat Belt Ads

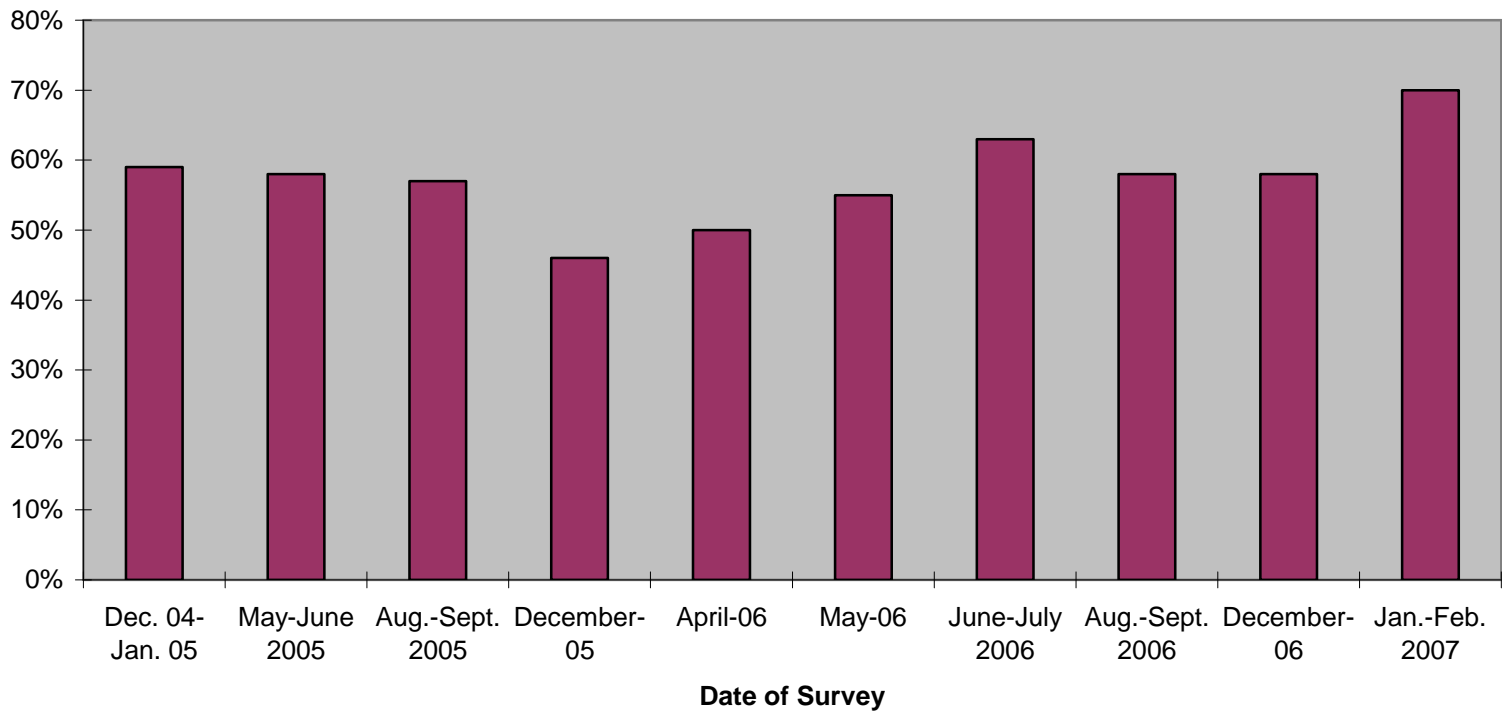


Do you recall any slogans that were used in these messages?

Dec. 2004-Jan 2005	59%
May-June 2005	58%
Aug.-Sept. 2005	57%
December 2005	46%
April 2006	50%
May 2006	55%
June-July 2006	63%
Aug.-Sept. 2006	58%
December 2006	58%
Jan.-Feb. 2007	70%

Correlation (Pearson's r) = .20

Recall of Seat Belt Ads

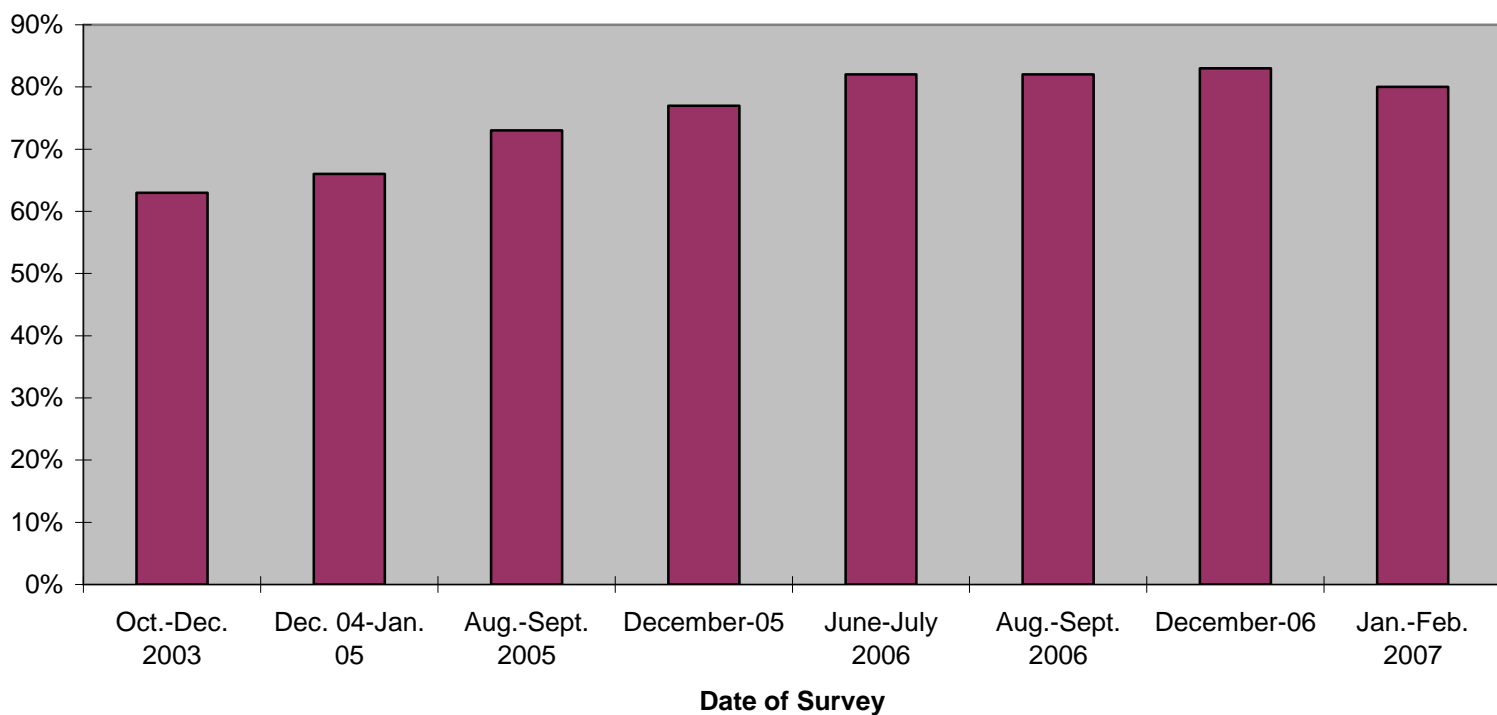


In the past 30 days, have you read, seen or heard any messages discouraging people from driving after drinking alcohol?

Oct.-Dec. 2003	65%
Dec. 2004-Jan 2005	66%
May-June 2005	% (Didn't ask alcohol related questions in this survey)
Aug.-Sept. 2005	73%
December 2005	77%
April 2006	% (Didn't ask alcohol related questions in this survey)
May 2006	% (Didn't ask alcohol related questions in this survey)
June-July 2006	82%
Aug.-Sept. 2006	82%
December 2006	83%
Jan.-Feb. 2007	80%

Correlation (Pearson's r) = .96

Exposure to Drinking and Driving Ads

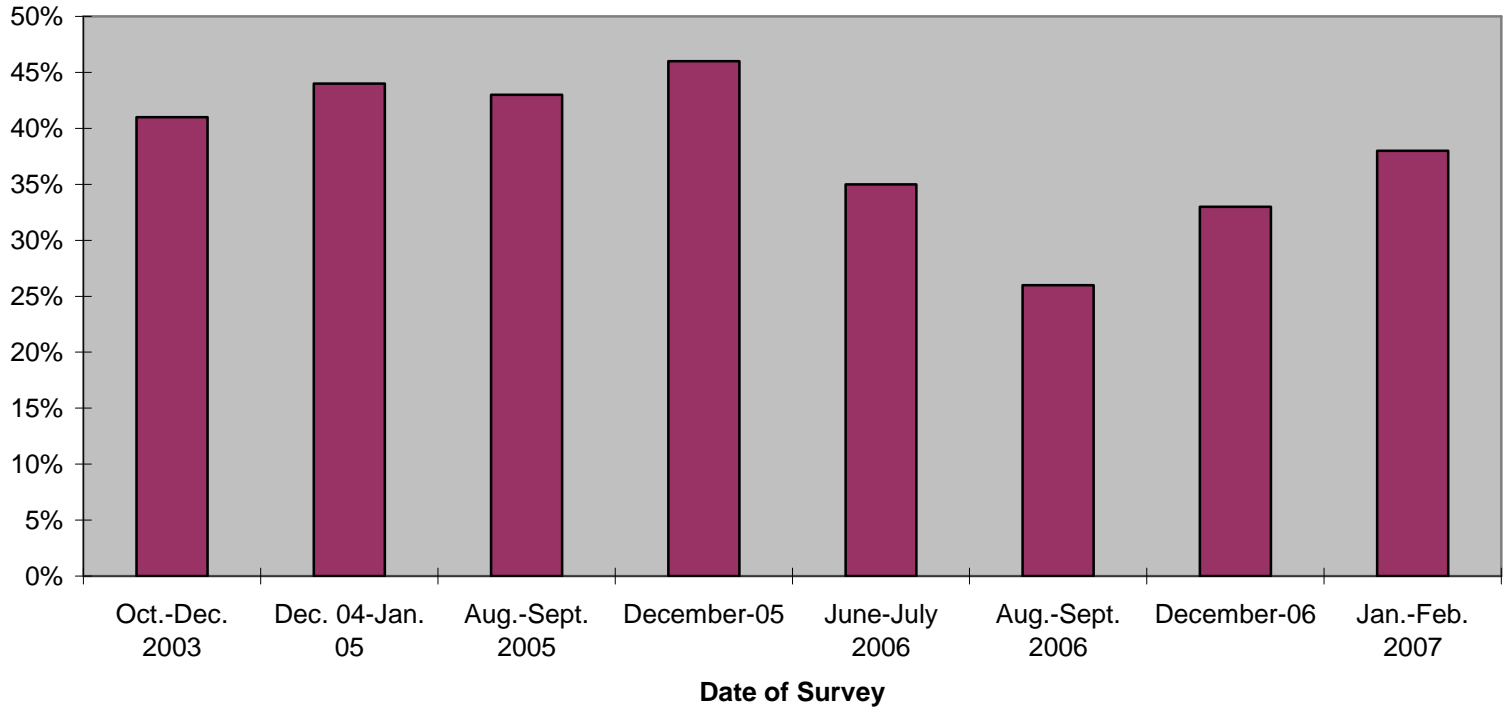


Do you recall any slogans that were used in these messages?

Oct.-Dec. 2003	41%
Dec. 2004-Jan 2005	44%
Aug.-Sept. 2005	43%
December 2005	46%
June-July 2006	35%
Aug.-Sept 2006	26%
December 2006	33%

Jan.-Feb. 2007 38%
Correlation (Pearson's r) = -.73

Recall of Drinking and Driving Ads



DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

	<i>STATE CENSUS DATA 2005</i>	<i>TOTAL SAMPLE (N=831)</i>	<i>SEEN OR HEARD ANTI-DRINKING AND DRIVING MESSAGE@ (N=655)*</i>	<i>SEEN OR HEARD SEAT BELT USE MESSAGE@ (N=654)*</i>
GENDER				
Male	49.0%	50.5%	81.4%	80.5%
Female	51.0%	49.5%	76.4%	76.9%
AGE	(2000 Data)			
16-25	13.7% ⁷	7.9%	78.5%	80.0%
26-35	14.3% ⁸	11.2%	77.2%	79.3%
36-45	15.9% ⁹	16.6%	81.0%	83.9%
46-55	13.8% ¹⁰	23.1%	82.6%	80.0%
56-65	9.4% ¹¹	20.3%	76.6%	76.6%
65+	12.3%	20.9%	76.6%	75.0%
RACE/ETHNICITY				
White	80.7%	85.5%	79.2%	77.4%
Black	16.8%	10.9%	76.7%	88.9%
Other	2.5%	3.5%	75.9%	86.2%
EDUCATION	(2000 Data)			
Less than High School	24.1%	9.6%	62.0%	74.7%
High School	31.6%	33.7%	77.3%	83.8%
Some College	24.7%	22.9%	85.2%	83.1%
College Degree	12.8%	21.0%	83.6%	74.0%
Graduate Degree	6.8%	12.7%	79.8%	71.4%
INCOME	(2000 Data)			
Less than \$5,000		1.9%	58.3%	83.3%
\$5,000-\$15,000	12.2% ¹²	8.9%	66.78%	71.9%
\$15,001-\$30,000	% ⁷	17.4%	74.8%	84.7%
\$30,001-\$50,000	% ^{8,9}	26.2%	82.6%	79.6%
\$50,001-\$75,000	21.8%	20.5%	90.1%	83.2%
\$75,001-\$100,000	10.1%	11.4%	84.9%	87.7%
Over \$100,000	10.5%	13.6%	83.9%	79.3%

⁷ Census category is 15-24

⁸ Census category is 25-34

⁹ Census category is 35-44

¹⁰ Census category is 45-54

¹¹ Census category is 55-64

¹² Census category is <=\$15,000

⁷ Census category is \$15,000 to \$24,999 = 14.6%

⁸ Census category is \$25,000 to \$34,999 = 14.3%

⁹ Census category is \$35,000 to \$49,999 = 17.4%

	<i>STATE CENSUS DATA 2000- 2005</i>	<i>TOTAL SAMPLE (N=831)</i>	<i>SEEN OR HEARD ANTI-DRINKING AND DRIVING MESSAGE (N=655)*</i>	<i>SEEN OR HEARD SEAT BELT USE MESSAGE (N=654)*</i>
REGION				
East Tennessee	36.82%	40.4%	77.7%	76.2%
Middle Tennessee	37.59%	36.5%	78.8%	79.5%
West Tennessee	25.58%	23.1%	81.3%	81.8%
COMMUNITY SIZE				
100,000+	N/A	28.1%	81.4%	75.5%
20,000-100,000	N/A	25.2%	81.2%	83.2%
5,000-20,000	N/A	13.0%	78.4%	75.5%
Less than 5,000	N/A	10.9%	75.3%	76.5%
Rural-Non-farm	N/A	14.3%	78.4%	82.1%
Rural-Farm	N/A	8.6%	82.1%	86.6%

@ In previous 30 days

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

WORKZONE MEDIA CAMPAIGN A SURVEY OF TENNESSEANS

April 2007

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. The purpose of the survey was to assess the effectiveness of a Work Zone Driving Safety Media Campaign, administered by the Governor’s Highway Safety Office during the spring of 2007. 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 March 27-April 17, 2007. The survey was administered to a household member in 958 households across the State, and has a margin of error of $\pm 3.16\%$ at the 95% confidence level.

DRIVING SAFETY ISSUES

The first survey items that respondents were presented pertain to the severity of seven traffic safety issues. To avoid a response set bias, the issues were presented in random order.

According to these data Tennesseans consider drunk drivers and distracted drivers to be the most serious problems, followed by speeding drivers and aggressive drivers. About 70% of respondents see the first two factors as “very much a problem” or a “severe problem. The least problematic situation on Tennessee roads appears to be road construction, followed by the presence of tired drivers. The trucking industry is seen as a source of serious problems in the minds of less than half the respondents, with only about 44% saying the number of large trucks is “very much a problem” or a “serious problem”. These findings are consistent with previous surveys; generally, the two most severe problems cited by respondents are drunk drivers and distracted 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	57.2%	16.8%	15.7%	5.4%	4.9%	869
Distracted drivers	45.3%	26.9%	19.0%	6.1%	2.8%	905
Drivers speeding	34.8%	26.8%	24.4%	7.3%	6.7%	908
Aggressive drivers	34.7%	23.9%	25.0%	10.5%	5.9%	889
Numbers of large trucks on road	28.0%	16.3%	24.7%	11.1%	19.9%	900
Tired drivers	21.7%	20.4%	32.4%	14.4%	11.1%	819
Road construction	20.1%	18.4%	30.3%	15.8%	15.4%	895

DRIVING HABITS

Respondents were asked about their driving habits, specifically cell phone use and seat belt use; and number of miles, and minutes, driven per day. With respect to cell phone usage, only about 28% say they “frequently” or “occasionally” use a cell phone while driving, while about 64% say they “rarely” or “never” engage in this practice. About 93% say they “always” or “nearly always” wear a seat belt while driving, while only about 4% say they “seldom” or “never” buckle up. Reported seat belt use does not decline when respondents are front seat passengers rather than drivers.

On average, respondents report driving just under 49 miles on a week day, with about 96 minutes a day reported being spent behind the wheel.

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

Frequently	7.7%
Occasionally	20.4%
Rarely	31.3%
Never	33.0%
No Cell Phone	7.6%
N	904

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

Always	83.9%
Nearly Always	9.3%
Sometimes	3.1%
Seldom	1.6%
Never	2.2%
N	904

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

Always	84.2%
Nearly Always	9.0%
Sometimes	3.5%
Seldom	1.1%
Never	2.2%
N	457

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

Mean	48.82
N	424

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

Mean	95.89
N	420

THE WORK ZONE SAFETY CAMPAIGN

Respondents were asked a series of questions about the Work Zone Safety Campaign conducted in spring 2007. Only about one-third reported having seen or heard any message(s) concerning work zone safety during the previous thirty days; of these, about one-half cited television and/or radio of the source of these messages. Further, about 78% claimed to remember the content of a work zone safety message.

The entire sample were then asked if they recalled three specific messages, focusing on orange and black signs; work zone safety; and rear-end collisions in work zones, respectively; all three messages were contained in the general media campaign. For all three messages, respondents who reported seeing or hearing a message had higher recall rates than respondents who could not recall being exposed to such a message. Further, the differences on all three messages are statistically significant, as measured by the χ^2 statistic. The highest rates of recall are associated with the general “work zone safety” messages, with just under 60% of the “exposed” group reported remembering such messages. In turn, the largest difference between those who could and could not recall seeing or hearing a message is observed here, with only 20% of those not exposed recalling such a message. The message with the lowest recall is that having to do with rear-end collisions.

In the past 30 days have you seen or heard any messages regarding Work Zone safety?

Yes	32.4%
No	67.6%
N	896

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

Television	50.7%
Radio	22.8%
Road Signs	49.7%
Newspapers/ Magazines	9.7%
Other	6.6%
N	290

Do you recall what these messages were about?

Yes	78.2%
No	21.8%
N	280

Do you recall seeing or hearing any messages about orange and black signs in work zone areas?

	RECALLED MESSAGES	DID NOT RECALL
Yes	41.6%	18.6%
No	58.4%	81.4%
N	279	601

$\chi^2 = 52.24; \rho < .001$

Do you recall seeing or hearing any messages about work zone safety?

	RECALLED MESSAGES	DID NOT RECALL
Yes	58.9%	20.1%
No	41.1%	79.9%
N	287	601

$\chi^2 = 132.63; \rho < .001$

Do you recall seeing or hearing any messages about rear end collisions in work zone areas?

	RECALLED MESSAGES	DID NOT RECALL
Yes	23.0%	14.2%
No	77.0%	85.8%
N	287	600

$\chi^2 = 10.71; \rho = .001$

ELECTRONIC MESSAGE BOARDS

Respondents were asked a series of questions about electronic message boards (for the sake of convenience these shall be referred to as “EMB”) on Tennessee road and highways. Given the increasing use of EMBs, it is not surprising that almost two-thirds of respondents reported seeing one in the previous 60 days. About 37% saw one in the Nashville area, followed by Knoxville at almost 29%. The fewest sightings were reported in the Chattanooga area, with only 8% reported seeing an EMB there. When asked about the content of the most recent message seen, respondents cited road construction and traffic conditions by a wide margin.

In the past 60 days, do you recall seeing an electronic message board in Tennessee?

Yes	65.9%
No	31.9%
N	900

Where in Tennessee do you remember seeing an electronic message board? (Multiple responses allowed)

Chattanooga Metro Area	8.1%
Knoxville Metro Area	28.7%
Memphis Metro Area	13.7%

Nashville Metro Area	37.4%
Other Location	16.9%
Don't Recall/Not Sure	2.4%
N	593

Think about the most recent time you saw an electronic message board. What was the message about? (Multiple responses allowed)

Road Construction	41.7%
Traffic Conditions	42.3%
Weather Conditions	3.9%
Alcohol-Related Message	.5%
Amber Alert	6.4%
Other Emergency	11.3%
Don't Recall/Not Sure	12.6%
N	593

WORK ZONE DRIVING BEHAVIOR

Respondents were asked a series of questions about how they drive in work zones. For these questions, a response of either “Strongly Agree” or “Agree” are taken to indicate behaving in the manner described by the question, while “Strongly Disagree” or “Disagree” indicate behaving in the opposite manner.

Almost the entire sample, 97%, indicates they usually slow down around work zones. Less than ten percent say they wait until the last minute to merge into a through lane, while about 60% say they allow drivers who do wait until the last minute to merge in front of them. Over 90% say they merge as soon as they can when they see a work zone merge sign; while 98% say they slow down when workers are present.

About 88% report driving through five or fewer work zones in a typical week. Further, the average number of times driving through a work zone is just under three and one-half per respondent. The perceived presence of law enforcement is spotty, with over 60% saying they see police at work zones only “some of the time”.

The most common strategies reported by respondents to avoid a work zone are to take an alternate route (44.7%), and changing travel plans until the work zone is gone (23.2%). Less than 2% of respondents report using the shoulder to drive around a work zone.

Finally, virtually none of the respondents report knowing someone who has been involved in a traffic accident attributable to a work zone, with just under 2% responding affirmatively.

Please think about each of the following statements in terms of how you drive when you come upon a work zone on Tennessee highways...

I usually slow down when I see a work zone.

Strongly Agree	40.4%
Agree	56.7%
Disagree	1.3%
Strongly Disagree	.3%
Don't Know	1.3%
N	878

I usually wait until the last moment to merge into the through lanes.

Strongly Agree	2.6%
Agree	5.7%
Disagree	60.3%
Strongly Disagree	28.4%
Don't Know	2.4%
N	877

I usually don't let people who wait until the last minute in a work zone merge in front of me.

Strongly Agree	10.8%
Agree	25.0%
Disagree	51.0%
Strongly Disagree	9.6%
Don't Know	3.6%
N	872

When I see a work zone merge sign, I usually merge as soon as possible.

Strongly Agree	35.4%
Agree	58.3%
Disagree	4.0%
Strongly Disagree	.7%
Don't Know	1.3%
N	876

I drive more slowly when workers are present at a work zone.

Strongly Agree	45.8%
Agree	52.0%
Disagree	.9%
Strongly Disagree	.2%
Don't Know	1.0%
N	880

In a typical week how many work zones would you say you drive through?

None	29.4%
1-5	58.5%

6-10	5.6%
More than 10	5.2%
Don't Know	1.3%
N	858

In a typical week how many times do you travel through a work zone?

Mean	3.46
Standard Deviation	6.20
N	810

How often do you see law enforcement while driving through a work zone?

Always	5.3%
Most of the time	16.8%
Some of the time	61.4%
Never	15.4%
Don't Know	1.0%
N	888

In the past have you ever done any of the following to avoid a work zone?...

Take an alternate route	44.7%
Drive on shoulder to avoid delay	1.8%
Change plans until zone is back open	23.2%
Other	8.3%
None of the above	36.5%
N	866

Have you, any family members, or close friends ever been involved in a collision or crash as a result of a work zone area in the past year?

Yes	1.9%
No	97.5%
Don't Know	.5%
N	864

WORK ZONE SAFETY OPINIONS AND PERCEPTIONS

Respondents were asked a series of questions on their opinions about, and perceptions of, driving safely in work zones. About 91% say it is unsafe to merge into the through lane in work zones at the last minute, with the same proportion saying it is unfair for others to do so. Only about 12% of respondents think that slower speeds in work zones are usually necessary, while over 60% think that work zones are often confusing. Less than one-half of respondents think that highway workers are adequately protected from passing traffic. About one-half think that traffic laws are strictly enforced by police in work zones, while about 46% think work zones are in place longer than they need to be. Finally, among those who could offer an opinion, most respondents know

that fines in work zones are higher than for violations in other areas; on the other hand, about 45% could not venture an answer when asked this question.

Now I would like to ask you a few questions about driving in work zones on Tennessee highways.

It is unsafe to merge at the last moment.

Strongly Agree	40.5%
Agree	50.9%
Disagree	5.7%
Strongly Disagree	1.4%
Don't Know	1.5%
N	874

It is unfair to others to merge at the last moment.

Strongly Agree	39.1%
Agree	52.5%
Disagree	6.1%
Strongly Disagree	.6%
Don't Know	1.7%
N	872

Slower speeds in work zones are typically unnecessary.

Strongly Agree	2.2%
Agree	9.7%
Disagree	64.4%
Strongly Disagree	22.7%
Don't Know	1.0%
N	873

Work zones are often confusing.

Strongly Agree	13.4%
Agree	48.5%
Disagree	32.7%
Strongly Disagree	3.4%
Don't Know	2.0%
N	871

Workers are adequately protected from passing traffic at work zones.

Strongly Agree	3.0%
Agree	35.8%
Disagree	46.2%
Strongly Disagree	7.9%
Don't Know	7.0%
N	868

Police strictly enforce traffic laws in work zones.

Strongly Agree	6.7%
Agree	44.6%
Disagree	31.1%
Strongly Disagree	7.1%
Don't Know	8.4%
N	869

Work zones are kept in place longer than they need to be.

Strongly Agree	10.7%
Agree	35.5%
Disagree	37.0%
Strongly Disagree	3.2%
Don't Know	13.7%
N	871

How do fines for traffic violations in work zones compare to fines on other parts of the highway?...

Lower in work zones	3.0%
No difference	7.3%
Higher in work zones	44.1%
Don't Know	45.6%
N	871

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

	<i>TOTAL SAMPLE (N=958)</i>	<i>SEEN OR HEARD WORK ZONE SAFETY MESSAGE</i>
GENDER		
Male	38.4%	37.0%
Female	61.6%	29.4%
AGE		
16-25	7.9%	26.9%
26-35	9.9%	37.0%
36-45	19.0%	37.9%
46-55	22.6%	36.1%
56-65	21.0%	36.5%
65+	19.6%	29.2%
RACE/ETHNICITY		
White	85.0%	33.5%
Black	11.6%	28.3%
Other	3.4%	39.3%

	<i>TOTAL SAMPLE (N=958)</i>	<i>SEEN OR HEARD WORK ZONE SAFETY MESSAGE</i>
EDUCATION		
Less than High School	10.1%	20.9%
High School	34.7%	30.3%
Some College	23.0%	33.8%
College Degree	20.8%	39.4%
Graduate Degree	11.4%	40.2%
INCOME		
Less than \$15,000	2.9%	37.5%
\$15,001-\$30,000	16.9%	26.1%
\$30,001-\$50,000	24.6%	35.1%
\$50,001-\$75,000	21.9%	31.6%
\$75,001-\$100,000	12.5%	50.8%
Over \$100,000	12.7%	39.3%

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

	<i>TOTAL SAMPLE (N=958)</i>	<i>SEEN OR HEARD WORK ZONE SAFETY MESSAGE</i>
REGION		
East Tennessee	42.0%	33.1%
Middle Tennessee	35.9%	36.5%
West Tennessee	22.1%	29.3%
COMMUNITY SIZE		
100,000+	29.4%	37.0%
20,000-100,000	24.9%	35.8%
5,000-20,000	12.7%	34.6%
Less than 5,000	11.4%	25.5%
Rural-Non-farm	13.3%	37.0%
Rural-Farm	8.3%	26.5%

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

APPENDIX

Survey

Question intro

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.

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

USE 99 = REFUSED

2. RESPONDENT'S GENDER - DO NOT ASK

1 MALE

2 FEMALE

3. 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.

4. 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

5. 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

6. 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

7. 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

8. 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

9. 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

10. 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

Next, I have some questions about your driving habits.

11. 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]

12. 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]

13. 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]

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

USE 888 = NOT SURE

USE 999 = MISSING/REFUSED

Logic Instructions (flow only):

skp WZACCID

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

16. Now, I would like to ask you a few questions about educational or other types of activities. In the past 30 days have you seen or heard any messages regarding Work Zone Safety?

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

17. 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
18. Do you recall what these messages were about?
- 1 Yes
 - 2 No
 - 8 Don't know
 - 9 Refusal
19. What, if anything, do you remember about these messages?
20. Do you recall seeing or hearing any messages about orange and black signs in work zone areas?
- 1 Yes
 - 2 No
 - 8 Don't know
 - 9 Refusal
21. Do you recall seeing or hearing any messages about work zone safety?
- 1 Yes
 - 2 No
 - 8 Don't know
 - 9 Refusal
22. Do you recall seeing or hearing any messages about rear end collisions in work zone areas?
- 1 Yes
 - 2 No
 - 8 Don't know
 - 9 Refusal
23. In the past 60 days, do you recall seeing an electronic message board in Tennessee?
- 1 YES
 - 2 NO
 - 8 NOT SURE
 - 9 REFUSAL/MISSING
24. Where in Tennessee do you remember seeing an electronic message board?

[DO NOT READ; CHECK ALL MENTIONED]

- 1 CHATTANOOGA METRO AREA
- 2 KNOXVILLE METRO AREA
- 3 MEMPHIS METRO AREA
- 4 NASHVILLE AREA
- 5 SOME OTHER AREA MENTIONED
- 8 DON'T RECALL/NOT SURE
- 9 REFUSAL/MISSING

25. Think about the most recent time you saw an electronic message board. What was the message about?

[DO NOT READ LIST; CHECK ANY MENTIONED]

- 1 ROAD CONSTRUCTION
- 2 TRAFFIC CONDITIONS
- 3 WEATHER CONDITIONS
- 4 AN ALCOHOL-RELATED MESSAGE
- 5 AN AMBER ALERT
- 6 SOME OTHER EMERGENCY
- 8 DON'T RECALL/NOT SURE
- 9 REFUSAL/MISSING

Please think about each of the following statements in terms of how you drive when you come upon a work zone on Tennessee highways. For each, please tell me if you strongly agree, agree, disagree, or strongly disagree with the statement.

26. I usually slow down when I see a work zone.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

27. I usually wait until the last moment to merge into the through lanes.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

28. I usually don't let people who wait until the last minute in a work zone merge in front of me.

- 1 Strongly agree
- 2 Agree
- 3 Disagree

- 4 Strongly disagree
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

29. When I see a work zone merge sign, I usually merge as soon as possible.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

30. I drive more slowly when workers are present at a work zone.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

Now I would like to ask you a few questions about driving in work zones on Tennessee highways.

31. It is unsafe to merge at the last moment.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

32. It is unfair to others to merge at the last moment.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

33. Slower speeds in work zones typically are unnecessary.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

34. Work zones are often confusing.
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 Don't know [DO NOT READ]
 - 9 Refused [DO NOT READ]
35. Workers are adequately protected from passing traffic at work zones.
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 Don't know [DO NOT READ]
 - 9 Refused [DO NOT READ]
36. Police strictly enforce traffic laws in work zones.
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 Don't know [DO NOT READ]
 - 9 Refused [DO NOT READ]
37. Work zones are kept in place longer than they need to be.
- 1 Strongly agree
 - 2 Agree
 - 3 Disagree
 - 4 Strongly disagree
 - 8 Don't know [DO NOT READ]
 - 9 Refused [DO NOT READ]
38. How often do you see law enforcement while driving through a work zone?
Would you say always, most of the time, some of the time, or never?
- 1 Always
 - 2 Most of the time
 - 3 Some of the time
 - 4 Never
 - 8 Don't know
 - 9 Refused
39. How do fines for traffic violations in work zones compare to fines on other parts of the highway? Are the fines lower in work zones, there is no difference, fines are higher in work zones, or you don't know?
- 1 Fines are lower in work zones

- 2 There is no difference
- 3 Fines are higher in work zones
- 4 I don't know
- 9 Refused

40. What could be done to make work zones safer for drivers?

INTERVIEWER: IF RESPONDENT SAYS THEY DON'T KNOW, PLEASE LEAVE BLANK AND CLICK NEXT TO MOVE ON TO NEXT QUESTION.

41. What could be done to make work zones safer for workers?

INTERVIEWER: IF RESPONDENT SAYS THEY DON'T KNOW, PLEASE LEAVE BLANK AND CLICK NEXT TO MOVE ON TO NEXT QUESTION.

42. When did you last drive through a work zone?

43. In a typical week how many work zones would you say you drive through?

- 1 None
- 2 1 – 5
- 3 6 – 10
- 4 More than 10
- 8 Don't know
- 9 Refusal

44. Did you see any law enforcement officers or vehicles while driving through the work zone?

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

45. In the past year have you ever done any of the following to avoid a work zone area?
[READ CHOICES AND PICK ALL THAT APPLY]

- 1 Listen to the radio for work zone delays and take an alternate route
- 2 Drive on the shoulder to avoid the delay
- 3 Change your travel plans until the work zone is back open
- 4 Any thing else to avoid a work zone area?
- 5 None of the above
- 6 Don't know
- 7 Refused

46. Have you, any family members, or close friends ever been involved in a collision or crash as a result of a work zone area in the past year?

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

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.

- 47. First, what is your age?
- 48. How many people currently live in your household?
- 49. How many children, under 18 years of age, currently reside in your household? Please do not count students living away from home or boarders.
- 50. 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
- 51. What is the highest grade or year of school you have completed?
[PLEASE TYPE THE NUMBER OF YEARS; BELOW ARE EXAMPLES FOR YOU]
High School Diploma / GED = 12
Associate's Degree = 14
Bachelor's Degree = 16
Graduate Degree = 19
USE 88 = DON'T KNOW
USE 99 = REFUSED
- 52. 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
- 53. What radio station do you listen to most frequently?
- 54. Which of the following categories best describes your total household income before taxes in 2006? 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]

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

- 01 Anderson 23 Dyer 45 Jefferson 67 Overton 89 Warren
- 02 Bedford 24 Fayette 46 Johnson 68 Perry 90 Washington
- 03 Benton 25 Fentress 47 Knox 69 Pickett 91 Wayne
- 04 Bledsoe 26 Franklin 48 Lake 70 Polk 92 Weakley
- 05 Blount 27 Gibson 49 Lauderdale 71 Putnam 93 White
- 06 Bradley 28 Giles 50 Lawrence 72 Rhea 94 Williamson
- 07 Campbell 29 Grainger 51 Lewis 73 Roane 95 Wilson
- 08 Cannon 30 Greene 52 Lincoln 74 Robertson
- 09 Carroll 31 Grundy 53 Loudon 75 Rutherford
- 10 Carter 32 Hamblen 54 McMinn 76 Scott
- 11 Cheatham 33 Hamilton 55 McNairy 77 Sequatchie
- 12 Chester 34 Hancock 56 Macon 78 Sevier
- 13 Claiborne 35 Hardeman 57 Madison 79 Shelby
- 14 Clay 36 Hardin 58 Marion 80 Smith
- 15 Coker 37 Hawkins 59 Marshall 81 Stewart
- 16 Coffee 38 Haywood 60 Maury 82 Sullivan
- 17 Crockett 39 Henderson 61 Meigs 83 Sumner
- 18 Cumberland 40 Henry 62 Monroe 84 Tipton
- 19 Davidson 41 Hickman 63 Montgomery 85 Trousdale
- 20 Decatur 42 Houston 64 Moore 86 Unicoi
- 21 DeKalb 43 Humphreys 65 Morgan 87 Union
- 22 Dickson 44 Jackson 66 Obion 88 Van Buren

56. 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

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

**PROM SEASON DRIVING SAFETY
MEDIA CAMPAIGN
A SURVEY OF TENNESSEANS**

April 2007

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

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

EXECUTIVE SUMMARY

The Center for Transportation Research conducted a telephone survey on behalf of the Governor's Highway Safety Office (GHSO) in April, 2007 with two-fold goal to gather data regarding the perceptions and attitudes about traffic safety issues held by Tennesseans and assess the effectiveness of the prom season campaign. The survey was designed in part, to coincide with the multiple media buys highlighting specific occupant safety campaigns, geared toward young people as the upcoming prom and graduation season approached.

The survey shows that nearly 80% of those surveyed “always” wear seat belt when driving a motor vehicle and over 83% “always” wear their seat belt when a front seat passenger. These numbers are further supported by the observational seat belt survey conducted annually across Tennessee. The 2007 data indicates an 80% seat belt usage rate for all vehicles.

Nearly eight out of 10 respondents indicated they had seen or heard an anti drinking and driving message in the past 60 days. Additionally, nearly six out of 10 respondents had heard a seat belt usage message in the past 60 days. Respondents were asked if they could recall a specific seat belt message and of those who could, 90% recalled the *Click it or Ticket* slogan.

Additional findings indicate that Tennesseans want to see more sobriety checkpoints. Seven out of 10 respondents indicated that sobriety checkpoints should be used more frequently. Given that drunk drivers are viewed as a “severe” or “very much of a problem” by over 50% of those interviewed supports this finding.

INTRODUCTION

The Center for Transportation Research at the University of Tennessee, conducted a telephone study of attitudes and perceptions about traffic safety issues held by Tennesseans. The purpose of the survey was to assess the effectiveness of a Prom Season Driving Safety Media Campaign, administered by the Governor’s Highway Safety Office during the period April 7-14, 2007.

This report is divided into 10 sections to correspond with how the survey is organized. The actual survey questions are highlighted in italics. Responses are broken out into the category choices offered the respondents. In most cases the responses are organized from the largest percentage to the least. The survey is found in the appendix at the end of this report.

DRIVING SAFETY ISSUES

To begin with each respondent was asked about seven safety issues which were presented in random order. Once again these findings are consistent with previous surveys; generally, the two most severe problems cited by respondents are drunk drivers and distracted drivers. Seven out of 10 respondents indicated drunk drivers and distracted drivers pose a “severe” or “very much a problem” on our roads. Drivers speeding and aggressive drivers are issues for nearly roughly 60 percent of those interviewed.

...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	51.2%	18.3%	16.7%	7.8%	6.0%	785
Distracted drivers	41.8%	30.7%	19.1%	5.3%	3.1%	815
Drivers speeding	34.3%	26.3%	26.8%	6.3%	6.3%	810
Aggressive drivers	33.3%	23.8%	25.6%	11.0%	6.3%	810
Numbers of large trucks on road	24.4%	19.9%	24.5%	12.5%	18.7%	811
Tired drivers	20.1%	19.0%	35.0%	15.6%	10.3%	737
Road construction	17.4%	17.0%	32.1%	17.7%	15.8%	804

DRIVING HABITS

Respondents were asked about their driving habits, specifically cell phone use and seat belt use; number of miles, and minutes, driven per day; and pickup truck usage. With respect to cell phone usage, only about 28% say they “frequently” or “occasionally” use a cell phone while driving, while 63% say they “rarely” or “never” engage in this practice. This has been quite

consistent over time. About 79% say they “always” wear a seat belt while driving, and a little over 10% indicated they “nearly always” wear a seat belt when driving. Only a little over 5% say they “seldom” or “never” buckle up. Reported seat belt use increases roughly 10% when respondents are front seat passengers rather than drivers.

On average, respondents report driving about 43 miles, and a little less than 90 minutes a day behind the wheel per week day .

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

Frequently	8.8 %
Occasionally	18.9%
Rarely	29.9%
Never	33.1%
No Cell Phone	9.2%
N	815

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

Always	78.3%
Nearly Always	10.6%
Sometimes	5.7%
Seldom	2.7%
Never	2.7%
N	406

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

Always	83.3%
Nearly Always	9.9%
Sometimes	3.6%
Seldom	1.5%
Never	1.7%
N	413

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

Mean	43.06
Standard Deviation	66.08
Minimum	0
Maximum	700
N	390

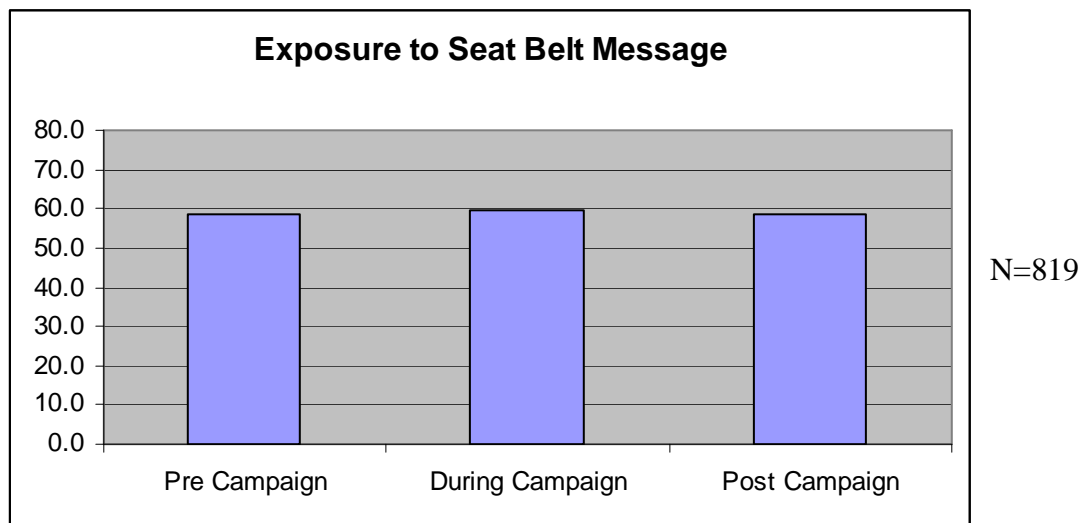
About how many minutes would you estimate that you spend driving on a typical week day?

Mean	87.00
------	-------

Standard Deviation	10.200
Minimum	0
Maximum	800
N	384

AWARENESS OF SEAT BELT USE MESSAGES

Respondents were asked a series of questions designed to measure their awareness of advertising campaigns encouraging seat belt use. Nearly 60% said they had seen or heard a message encouraging seat belt use during the previous 60 days (For breakdowns of responses to this question by various demographic characteristics, see the table at the end of this report, “Demographic Characteristics of The Sample”). The most common source of such messages, by far, was television, with over two thirds of respondents reporting having seen a seat belt message. Less than half that number said they saw such messages on road signs. About one-fifth cited radio as a source, while the print media garnered only a 10% response. Nearly 80% said the messages they saw or heard were commercials. Over three quarters said the number of messages had not changed in the previous 60 days.



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

Television	68.5%
Road Signs	45.6%
Radio	20.5%
Newspapers/Magazines	10.0 %
Other	3.7%
N	482

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

Commercial	79.0%
------------	-------

News Program	16.1%
Other	4.9%
N	347

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	11.1%
Same As Usual	77.3%
Fewer Than Usual	11.6%
N	476

RECALL OF CONTENT OF SEAT BELT MESSAGES

Respondents were asked a series of questions designed to measure the effectiveness of seat belt use messages, by assessing recall and recognition of seat belt slogans. **Recall** is when the respondent can cite a campaign theme from memory while **recognition** is when the respondent is read a list of campaigns themes to assist their memory. Over half of respondents who said they had been exposed to a seat belt message indicated they remember the slogans used in the messages. Clearly the most-often recalled slogan for these respondents was “Click It Or Ticket”, Other slogans were mentioned, some not used at all or many years ago. The slogan being used during this time frame – “Don’t let a great time be the last time” was recalled by less than seven percent of the respondents.

The entire sample was asked if they recognized a slogan or slogans from a list read aloud to them. Again, “Click It or Ticket” was the slogan of choice, with 87% of respondents recognizing it. “Don’t let a great time be the last time” got a boost when respondents were read the list with nearly 25% mentioning it. Another slogan which is not a real one - “Buckle up or get Picked up” received a 22% recognition rating Often times respondents “recognize” slogans that may be part of an enforcement message, but not an actual slogan, or one that sounds plausible or catchy.

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

Yes	51.7%
No	48.3%
N	481

What were those slogans? (Free recall of slogans)

Click It or Ticket	73.7%
Buckle up for Safety	27.5%*
Be in the Click Zone	2.8%*
Buckle Up In Your Truck	4.9%

Don't Let a Great Time be the Last Time	6.5%
Dummies Don't Buckle Up	4.5%*
Other	13.0%
N	247

***Not used by GHSO during period assessed**

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

Click It or Ticket	87.4%
Don't Let a Great Time be the Last Time	23.4%
Buckle Up or Get Picked Up	22.2%*
Be in the Click Zone	11.0%*
Buckle Up In Your Truck	14.8%
Seat Belts are Cool	8.1%*
None	7.4%
N	819

***Not used by GHSO during period assessed**

SEAT BELT USE

When asked if their use of seat belts had changed over the previous twelve months, almost nine out of 10 respondents reported no change. Of those who did report some change, virtually all reported an increase in using a seat belt. Further, the most commonly cited reason for using seat belts more often was an increased awareness of safety issues, followed by a desire to set a good example for children.

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	86.7%
New Driver	0%
N	814

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

I became more aware of safety issues	33.3%
Other	21.3%
I wanted to set a good example for children	18.5%
I didn't want to get a ticket	15.7%
Because of the seat belt law	13.0%
I, or someone I know was in a crash	12.0%
Other people encouraged or pressured you to use seat belts	9.3%
I got a seat belt ticket	5.6%

Don't Know
N

3.7%
108

Respondents were next asked why they might wear a seat belt; several reasons were read, and respondents could choose more than one reason. The most common reasons cited were to avoid serious injury; habit; and because wearing a seat belt is the law. This has remained very consistent when looking at other recent survey data. The least common reasons cited were that others in a car were wearing one; and being prompted by a reminder signal in the vehicle. Moreover, the most important reason cited, by a wide margin, was the desire to avoid a serious injury.

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
Avoid serious injury	93.5%	6.5%
Habit	80.6%	19.4%
It's the law	80.1%	19.9%
Set example	75.7%	24.3%
Uncomfortable without one	65.5%	34.5%
Avoid a ticket	64.5%	35.5%
Others in car wear one	33.1%	66.9%
Reminder signal in car	36.0%	64.0%

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

Yes 6.1 %
No 93.8%
Don't Know .1%
N **819**

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

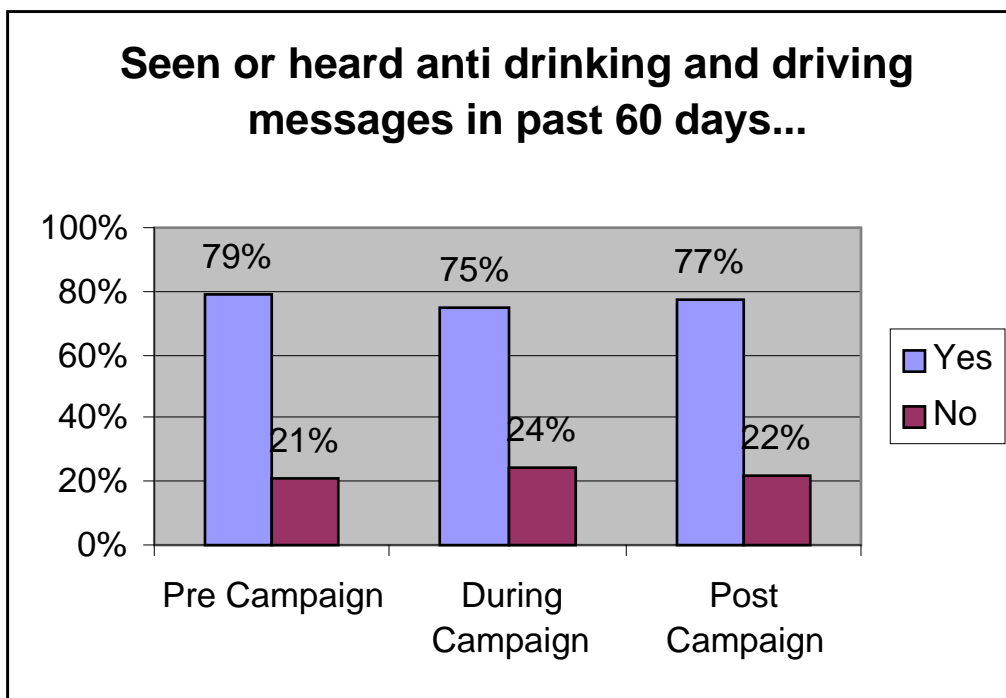
Yes 5.1 %
No 94.7%
Don't Know .1%
N **819**

EXPOSURE TO DRINKING AND DRIVING MESSAGES

Respondents were asked a variety of questions concerning any messages encouraging people not to drink and drive, 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 ads.

With respect to exposure, nearly 78% of respondents said they had seen or heard a message discouraging drinking and driving during the previous 60 days and this stayed fairly constant throughout the “pre”, “during” and “post” time periods. (For breakdowns of responses to this question by various demographic characteristics, see the table at the end of this report, “Demographic Characteristics of The Sample”). Among these respondents, the most-often cited source of and-driving and driving messages was television (about 83%). Radio was cited by about 20%, while road signs were mentioned by almost 22%. This changed slightly from the “Booze it and Lose” it campaign from December 2006 and January 2007. More road signs were apparently seen with these types of messages than previously. The messages were predominantly commercials, mentioned by eight out of ten of those remembering having seen or heard a drinking and driving message. Less than 15% viewed this as an increase while three quarters thought there had been no change in frequency. The differences between the “before”, “during” and “after” time frames of the campaign are discussed in an upcoming section.

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



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

Television	82.9%
Road Signs	22.0%
Radio	19.6%
Newspapers/Magazines	11.0%
Other	3.7%
N	626

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

Commercial	82.1%
News Program	13.6%
Other	4.3%
N	531

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	14.4%
Same As Usual	75.4%
Fewer Than Usual	10.2%
N	618

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

Yes	29.0%
No	71.0%
N	625

What were those slogans? (Respondent recall; multiple responses allowed)

Booze It and Lose It	54.2%
Friends Don't Let Friends Drive Drunk	34.6%*
Other	19.6%
Think Before You Drink	17.9%*
Drinking and Driving Equals Death	9.5%*
N	179

***Not used by GHSO during period assessed**

Which of the following slogans do you recall seeing or hearing in the past 30 days? (Respondent recognition from a provided list)

Booze It and Lose It	64.6%
Drive Responsibly	58.0%*
Think Before You Drink	48.4%*
Drinking and Driving Equals Death	18.3%*
None of the Above	11.5%
N	819

***Not used by GHSO during period assessed**

DRINKING AND DRIVING

Respondents were asked a series of questions concerning their drinking, and drinking and driving, habits. When asked whether and how often they had consumed an alcoholic beverage during the previous 12 months, nearly 58% indicated they had not had a drink in the past year. Another 20% said they had imbibed only once a month or less. Less than 14% indicated they had consumed alcoholic beverages more frequently than weekly. These percentages once again have remained quite constant throughout the year.

Nearly 17% of the respondents indicated they had driven a motor vehicle within two hours after drinking alcoholic beverages in the past 12 months and nearly 15% indicated they had actually driven more than six times within two hours after drinking alcoholic beverages in the past 12 months. While the vast majority of respondents 58% indicated they did this less than five times in the past 12 months, this number still represents a significant number of people who drive a vehicle within 2 hours of drinking an alcoholic beverage. What is not determined from these figures is how much they actually drank. It could realistically range from someone having a glass of wine or beer with dinner to someone drinking much more excessively than this. Specific questions could target this behavior in the future.

More than nine out of 10 respondents indicate that injury to others and injury to self are the main reasons for not drinking and driving.

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?

No drinks in past year	57.8%
Once a month or less	19.8%
Two or three days a month	8.4%
One or two days a week	7.2%
Three to four days a week	2.9%
Every day	2.6 %
Nearly every day	1.2%
N	817

The following questions are comprised of responses from those who indicated they had drunk alcoholic beverages at some time previously. For this next question the 346 respondents who said they had consumed any alcoholic beverage previously were asked:

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

Yes	16.5%
No	83.5%
N	346

The number of respondents who answer the next series of questions drops considerably as these questions deal specifically with those respondents who had responded they had driven within two hours after drinking.

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

1	17.5 %
2	21.1%
3-5	19.3%
6-10	5.4%
11-20	5.4%
21-50	3.6%
NOT SURE	28.1%
N	57

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

Yes	54.6%
No	45.4%
N	346

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 Others	96.5%	2.0%	.9%	.6%	345
Avoid Injury to Self	93.3%	4.6%	1.2%	.9%	345
Avoid Being Stopped	81.1%	10.5%	4.9%	3.5%	344
It is Wrong	74.6%	16.7%	4.4%	4.4%	342
Set Good Example	73.6%	14.5%	7.0%	4.9%	345
Others Not Approve	51.0%	22.2%	15.2%	11.7%	343

EFFECTIVENESS OF THE CAMPAIGN

To assess the possible impact of this driving safety campaign, respondents were first divided into three groups:

- **Pre-Campaign Respondents.** Those interviewed April 2-April 6, 2007, before the campaign began;
- **Campaign Respondents.** Those interviewed April 7-April 14, 2007, during the campaign;
- **Post-Campaign Respondents.** Those interviewed April 15-April 25, 2007, after the campaign concluded.

The distribution of the survey respondents are as follows:

Pre-Campaign	22.2%
Campaign	25.6%
Post-Campaign	52.1%
N	819

Next, we cross-tabulated measures of whether respondents had heard or seen messages concerning drinking and driving, and seat belt use; and whether respondents reported they could recall a drinking and driving message, or a seat belt use message. The results are as follows.

Recall of a drinking and driving message in the “post” time frame did increase from the “pre” and “during” campaign time frames. This cannot be said in the seat belt campaign as recall declined slightly from the “pre” to the “post” time periods. Although given the margin of error this is likely not significant. Recognition of these campaign slogans also stayed fairly constant giving the margin of error.

**Reported Recall of Drinking and Driving Message
And Time of Interview**

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	20.0%	27.8%	33.5%	29.1%
<i>No</i>	80.0%	72.2%	66.5%	70.9%
<i>N</i>	140	151	325	616

**Seen or heard a Drinking and Driving Message
And Time of Interview (Recognition)**

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	79.0%	75.6%	77.9%	77.6%
<i>No</i>	21.0%	24.4%	22.1%	22.4%
<i>N</i>	181	205	421	807

**Reported Recall of Seat Belt Use Message
And Time of Interview**

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	53.3%	47.9%	52.8%	51.7%
<i>No</i>	46.7%	52.1%	47.2%	48.3%
<i>N</i>	107	119	252	476

**Seen or heard a Seat Belt Use Message
And Time of Interview (Recognition)**

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	59.8%	58.2%	60.0%	59.5%
<i>No</i>	40.2%	41.8%	40.0%	40.5%
<i>N</i>	179	208	423	810

We also cross tabulated those who could recall the *Click it or Ticket* slogan with the campaign time frames and pre campaign awareness was high with over 95% indicating recall, it dropped slightly for the during and post campaign time period, but given the margin of error percentage this drop is negligible.

Click it or Ticket message

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	96.3%	90.3%	89.2%	91.1%
<i>No</i>	3.7%	9.7%	10.8%	8.9%
<i>N</i>	107	134	241	482

When cross tabulating the *Don't let a great time be the last time* message with the pre, during and post time frames we see a considerable decline in recall of this message with less than 30% of those respondents recalling this message. Again while the number of those that could recall the message increased for the “during” and “post” time frames, when you factor in the margin of error percentage the results are almost constant.

Don't Let a Great Time Be the Last Time message

	Pre-Campaign	Campaign	Post-Campaign	Total
<i>Yes</i>	24.3%	29.9%	28.2%	27.8%
<i>No</i>	75.7%	70.1%	71.8%	72.2%
<i>N</i>	107	134	241	482

EFFECTIVENESS OF DRINKING AND DRIVING LAWS

Finally, respondents were asked a series of question to measure their perceptions of the effectiveness of efforts to curb drinking and driving. Respondents were generally positive about enforcement of drinking-and-driving laws, but certainly not overwhelmingly so. Nearly six out of 10 respondents saw the current laws as effective, while 43% did not see current practices effective. But over three-quarters of the sample viewed local police as “Very Strictly” or “Somewhat Strictly” enforcing drinking-and-driving laws.

Nearly three quarters of those interviewed have not seen a sobriety checkpoint in the past 12 months which has also stayed fairly consistent in recent surveys. Again seven out of 10 respondents indicated an interest in seeing more sobriety checkpoints.

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

Somewhat Effective	38.8%
Somewhat Ineffective	21.7%
Very Ineffective	21.4%
Very Effective	18.1%
N	768

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

Somewhat Strictly	41.3%
Very Strictly	36.1%
Not Very Strictly	12.9%
Rarely	6.5%
Not At All	3.2%
N	739

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	25.5%
No	74.5%
N	809

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

More Frequently	70.3%
About the Same	22.1%
Less Frequently	3.1%
Don't Know	4.2%
N	816

This table represents percentages of all the respondents who said “yes” to seeing or hearing an anti-drinking and driving message or a seat belt use message. We see that every group is seeing or hearing the messages.

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

	<i>TOTAL SAMPLE (N=819)</i>	<i>SEEN OR HEARD ANTI-DRINKING AND DRIVING MESSAGE</i>	<i>SEEN OR HEARD SEAT BELT USE MESSAGE</i>
GENDER			
Male	38.8%	41.1%	39.8%
Female	61.2%	58.9%	60.2%
AGE			
16-25	5.8%	6.6%	5.1%
26-35	11.9%	9.8%	10.9%
36-45	17.9%	21.0%	17.9%
46-55	22.4%	21.4%	22.2%
56-65	21.5%	22.2%	22.2%
65+	20.5%	19.1%	21.7%
RACE/ETHNICITY			
White	86.7%	87.2%	88.2%
Black	10.7%	9.8%	9.7%
Asian	.5%	.4%	.3%
Native American	.6%	1.0%	.5%
Hispanic	.5%	.4%	.3%
Other	1.0%	1.0%	1.0%
EDUCATION			
Less than High School	10.1%	9.2%	8.9%
High School	33.2%	37.9%	32.7%
Some College	24.7%	22.0%	25.3%
College Degree	19.6%	19.1%	18.8%
Graduate Degree	12.5%	11.7%	14.3%

	<i>TOTAL SAMPLE (N=819)</i>	<i>SEEN OR HEARD ANTI-DRINKING AND DRIVING MESSAGE</i>	<i>SEEN OR HEARD SEAT BELT USE MESSAGE</i>
INCOME			
Less than \$5,000	3.5%	3.2%	2.7%
\$5,000-\$15,000	8.7%	8.0%	8.2%
\$15,001-\$30,000	19.3%	19.5%	20.2%
\$30,001-\$50,000	23.0%	23.8%	21.6%
\$50,001-\$75,000	20.2%	18.3%	20.9%
\$75,001-\$100,000	11.5%	12.3%	12.7%
Over \$100,000	13.6%	14.9%	13.8%
REGION			
East Tennessee	44.4%	42.9%	42.3%
Middle Tennessee	33.7%	34.9%	34.7%
West Tennessee	21.9%	22.2%	23.0%
COMMUNITY SIZE			
100,000+	31.0%	28.7%	29.5%
20,000-100,000	22.7%	23.6%	23.3%
5,000-20,000	10.2%	10.1%	10.3%
Less than 5,000	12.6%	13.7%	12.9%
Rural-Non-farm	13.9%	14.3%	15.2%
Rural-Farm	9.7%	9.6%	8.8%

METHODOLOGY

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 April 2-25, 2007. The survey was administered to a household member 819 households across the State, and has a margin of error of $\pm 3.4\%$ at the 95% confidence level. The cooperation rate ($\#$ of completions/ $\#$ of completions + $\#$ of refusals) for the survey was 47%.

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?

Question 14

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

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

Of the following reasons you just gave me for wearing your seat belt, which is the most important? (record only one response)

1. It's a habit
2. I don't want to get a ticket
3. I'm uncomfortable without it
4. Others want me to wear it
5. It's the law
6. I want to avoid serious injury

7. I want to set a good example for others
8. The people I'm with are wearing seatbelts
9. A bell, buzzer, or light reminds me
10. Other (specify)
11. Can't say one is most important/all are important
18. Don't Know
19. Refused

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

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

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

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

Assume that you do not wear your seat belt AT ALL while driving over the next six months.

How likely do you think you will be to receive a ticket for not wearing a seat belt? (**READ LIST**)

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
8. (VOL) Don't know
9. (VOL) Refused

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?

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?

Question 53

How many people currently live in your household?

Question 54

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

Question 55

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?

[PLEASE TYPE THE NUMBER OF YEARS; BELOW ARE EXAMPLES FOR YOU]

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]

- | | | | | | | | | | |
|----|----------|----|---------|----|-----------|----|---------|----|------------|
| 01 | Anderson | 23 | Dyer | 45 | Jefferson | 67 | Overton | 89 | Warren |
| 02 | Bedford | 24 | Fayette | 46 | Johnson | 68 | Perry | 90 | Washington |

03	Benton	25	Fentress	47	Knox	69	Pickett	91	Wayne
04	Bledsoe	26	Franklin	48	Lake	70	Polk	92	Weakley
05	Blount	27	Gibson	49	Lauderdale	71	Putnam	93	White
06	Bradley	28	Giles	50	Lawrence	72	Rhea	94	Williamson
07	Campbell	29	Grainger	51	Lewis	73	Roane	95	Wilson
08	Cannon	30	Greene	52	Lincoln	74	Robertson		
09	Carroll	31	Grundy	53	Loudon	75	Rutherford		
10	Carter	32	Hamblen	54	McMinn	76	Scott		
11	Cheatham	33	Hamilton	55	McNairy	77	Sequatchie		
12	Chester	34	Hancock	56	Macon	78	Sevier		
13	Claiborne	35	Hardeman	57	Madison	79	Shelby		
14	Clay	36	Hardin	58	Marion	80	Smith		

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

Logic Instructions (flow only):

Question 62

Do you live on a farm?

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

CLOSE

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

BUCKLE UP IN YOUR TRUCK:
A SURVEY OF TENNESSEANS

MAY 2007

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

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

EXECUTIVE SUMMARY

The Center for Transportation Research conducted a telephone survey on behalf of the Governor's Highway Safety Office (GHSO) in April and May, 2007 with the goals of measuring the perceptions and attitudes of Tennesseans regarding traffic safety issues and their exposure to the *Buckle Up In Your Truck* media campaign. Data collection was scheduled to coincide with media buys in order to assess the effectiveness of these buys.

The results of the survey show that those who had seen or heard a message encouraging people to wear a seat belt increased from 66% prior to the beginning of this campaign to 76% after the campaign was completed. Furthermore, recognition of this specific campaign increased as well.

A large majority of respondents, over four out of five, always wear their seat belts whether they are driving or are a front seat passenger. However, less than three out of four respondents who use a pickup truck as their primary vehicle always wear a seat belt. The main reason cited for wearing a seat belt or for increasing seat belt use is related to safety issues, regardless of the type of vehicle driven.

The respondents feel that drunk drivers, speeding drivers, and distracted drivers are the most serious safety issues on Tennessee roads and highways.

INTRODUCTION

The Center for Transportation Research at the University of Tennessee, conducted a telephone study of attitudes and perceptions about traffic safety issues held by Tennesseans. The purpose of the survey was to assess the effectiveness of the *Buckle Up In Your Truck* media campaign, administered by the Governor's Highway Safety Office from May 15, 2007 through June 6, 2007.

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, 69.5% of all respondents and 74.0% of pickup truck drivers reported that they had seen or heard a message. This number increased from 65.9% of the general population before the campaign to 76.1% after the campaign and from 64.6% of the pickup drivers to 82.9%.

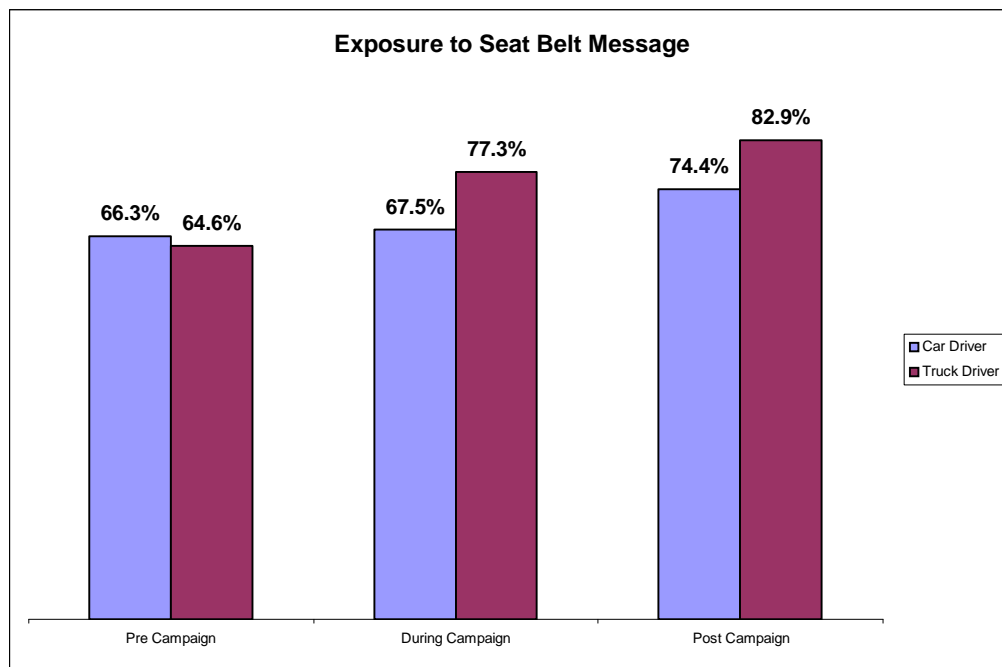


Figure 1

The media campaign utilized various mediums such as television, radio and road signs 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. Respondents who primarily drive a pickup truck were more likely to report hearing the message on the radio than those who drive cars. (see Figure 2)

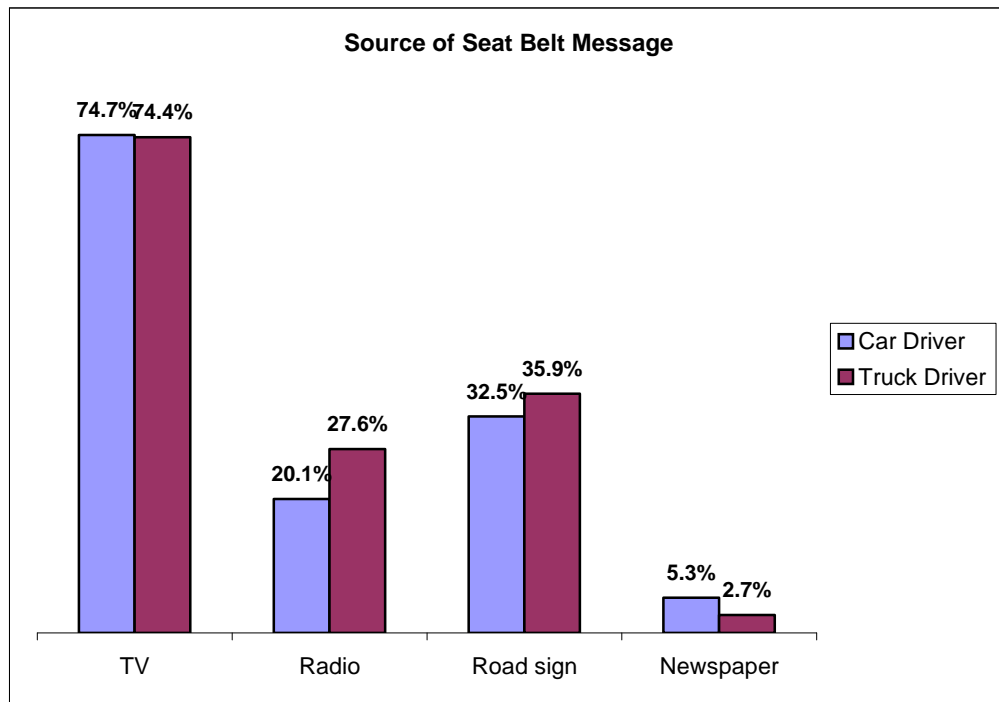


Figure 2

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, *Buckle Up In Your Truck* was mentioned by 9.1% of the respondents. **Recognition** of the *Buckle Up In Your Truck* slogan increased dramatically as a result of the campaign. Prior to the campaign, this slogan was recognized by 14.5% of the respondents and increased dramatically to 41.7% after the campaign concluded. (see Figure 3)

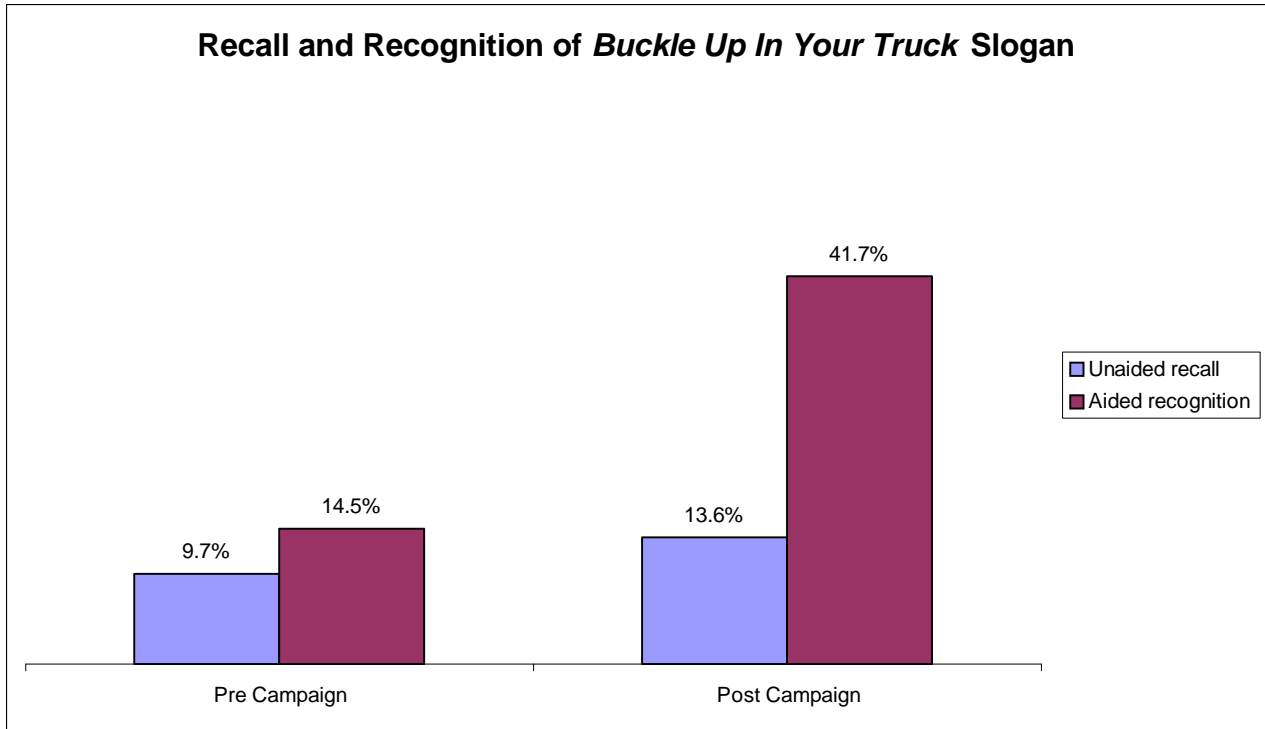
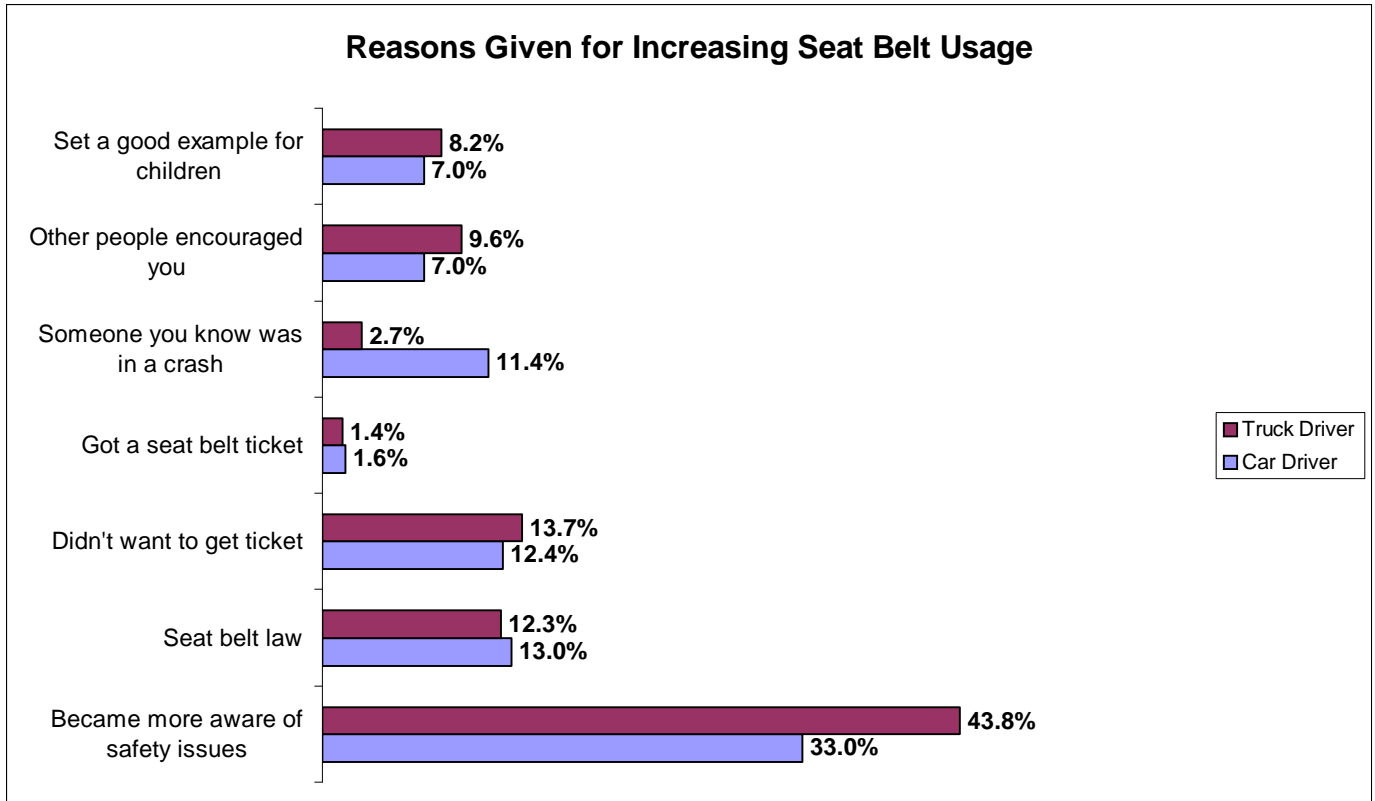


Figure 3

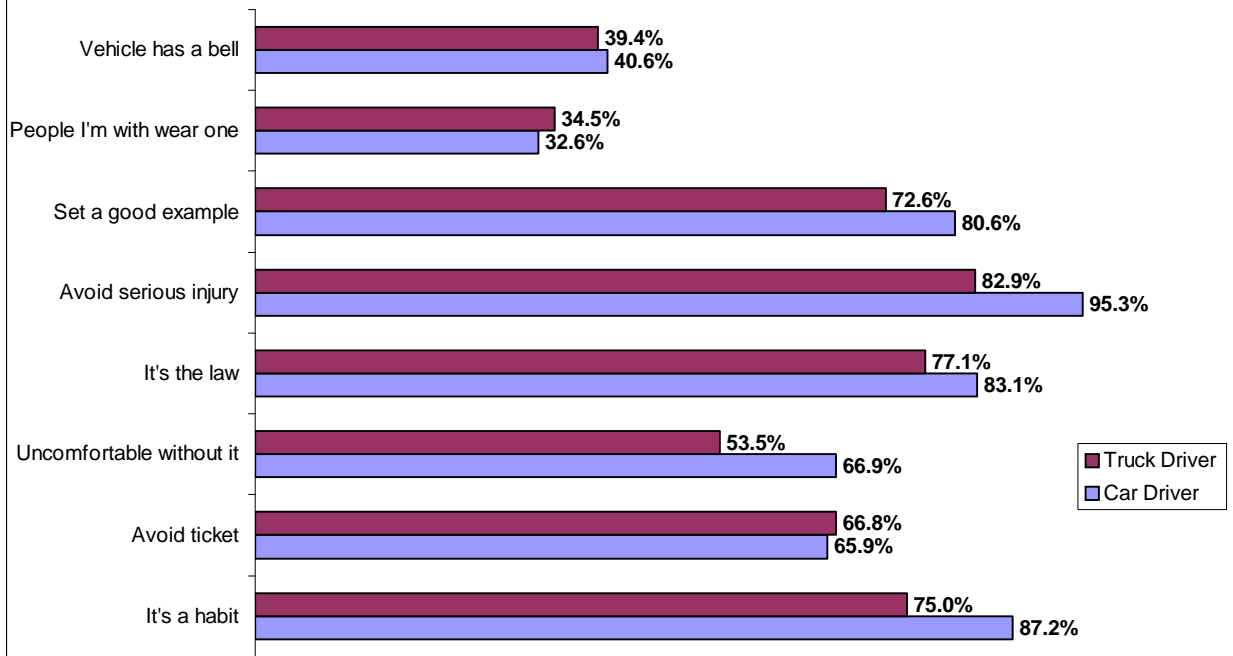
SEAT BELT USE

An overwhelming majority, 84.8% of the respondents, reported that they always wear a seat belt while driving a vehicle. This percentage was lower, 72.0%, for those respondents who use a pickup truck as their primary vehicle. The respondents were asked to self-report if this usage had changed over the past 12 months. A large number, 86% of the overall respondents, indicated that this behavior had NOT changed. **However, 18% of those who use a pickup truck reported that their seat belt usage had increased over the same period of time. This finding is statistically significant.** There was a slight increase in usage after the *Buckle Up in Your Truck* campaign – 14% reported that their seat belt usage had increased prior to the campaign and 15% reported an increase after the campaign. Of several reasons listed, increased awareness of safety issues was the top reason cited by the respondents for this change in behavior. **Those respondents whose primary vehicle is a pickup truck were significantly more likely to state that increased awareness would account for the change in behavior.**



All respondents, regardless of whether their behavior had changed in the past twelve months, were read a list of statements about the reasons that they might wear a seat belt. The reasons presented to the respondents included safety reasons, legal reasons, and habitual behaviors. Avoiding personal injury and habit, 93% and 85%, 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 habit as a reason for their usage.**

Reasons for Wearing a Seat Belt



PERCEPTIONS OF SAFETY ISSUES

In addition to be asked about their exposure to the *Buckle Up in Your Truck* media campaign, respondents were asked about their perception of the severity of various safety issues on Tennessee roads and highways. The respondents were presented with eight 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. Concern about drunk drivers continues to be reported as the most severe problem on Tennessee highways. However, there is equal concern about distracted drivers. If the categories “severe problem” and “very much a problem” are combined, 67.8% of the respondents reported distracted drivers as a problem and 65.5% reported drunk drivers as a problem.

	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT OF A PROBLEM	SMALL PROBLEM	NOT A PROBLEM
Drunk drivers	47.7%	17.8%	16.1%	6.7%	7.2%
Distracted drivers	42.1%	25.7%	22.4%	5.4%	3.5%
Aggressive drivers	33.9%	22.6%	27.4%	8.7%	6.5%
Drivers speeding	35.7%	25.8%	25.3%	7.4%	5.2 %
Numbers of large trucks on road	24.7%	17.4%	28.5%	11.8%	16.7%
Road construction	19.3%	15.1%	33.3%	15.7%	15.0%
Tired drivers	17.1%	16.3%	30.1%	13.6%	12.5%
Motorcycles on the road	4.8%	5.8%	19.8%	20.8%	47.5%

DEMOGRAPHICS

The respondents in this survey are reflective of the Tennessee population with one exception. Females are overrepresented in this sample, however, there is no significant difference between males and females who have seen or heard a message about the use of seatbelts. The remaining demographic characteristics for the overall sample, such as education and education, are representative of Tennesseans. More importantly, the respondents who indicated that they had heard a message regarding seat belts in the last 60 days are not significantly different than the overall population. This suggests that the media campaign is reaching all segments of the population.

	TOTAL SAMPLE (N =2,027)	SEEN OR HEARD BELT USE MESSAGE (N = 1,386)	TRUCK DRIVERS WHO HAVE SEEN OR HEARD BELT USE MESSAGE (N = 301)
GENDER			
Male	38.2%	39.6%	76.7%
Female	61.8%	60.4%	23.3%
AGE			
16 – 25	7.3%	7.5%	5.3%
26 – 35	10.7%	11.5%	12.0%
36 – 45	17.3%	17.2%	21.3%
46 – 55	22.5%	23.2%	24.9%
56 – 65	20.3%	19.9%	21.3%
65+	22.0%	20.7%	15.3%
RACE/ETHNICITY			
White	83.3%	83.7%	92.3%
Black	12.5%	13.1%	4.7%
Asian	.2%	0%	1.7%
Native American	.8%	.9%	1.0%
Hispanic	.5%	.5%	0%
Other	1.5%	1.4%	.3%
EDUCATION			
Less than High School	9.7%	9.2%	9.7%
High School	36.1%	36.5%	43.5%
Some College	26.4%	27.1%	28.8%
Bachelor's Degree	16.2%	15.7%	10.4%
Graduate Degree	11.6%	11.5%	7.7%

	TOTAL SAMPLE (N =2,027)	SEEN OR HEARD BELT USE MESSAGE (N = 1,386)	TRUCK DRIVERS WHO HAVE SEEN OR HEARD BELT USE MESSAGE (N = 301)
INCOME			
< \$5,000	3.8%	3.1%	2.5%
\$5,000 - \$15,000	7.2%	7.3%	6.5%
\$15,001 - \$30,000	17.0%	16.8%	19.6%
\$30,001 - \$50,000	24.0%	24.0%	24.3%
\$50,001 - \$75,000	18.1%	19.6%	21.4%
\$75,001 - \$100,000	10.8%	11.7%	12.0%
\$100,000 +	10.7%	10.4%	8.7%
Not sure	8.4%	7.2%	5.1%
REGION			
East	40.6%	40.9%	43.9%
Middle	36.8%	35.9%	38.2%
West	22.6%	23.2%	17.9%
SIZE OF COMMUNITY			
Large City	27.0%	26.8%	19.1%
Small City	24.6%	25.8%	26.4%
Town	11.0%	11.0%	14.9%
Small Town	13.0%	12.6%	13.2%
Rural – Nonfarm	13.1%	12.6%	15.3%
Rural - Farm	6.6%	7.2%	11.1%

METHODOLOGY

The Social Science Research Institute at the University of Tennessee administered a telephone survey to 2,027 individuals from randomly selected households in Tennessee between April 20, 2007 and May 25, 2007. **In addition, since the media campaign *Click it or Ticket* occurred during part of the same time frame as the *Buckle Up In Your Truck* campaign, it was also evaluated using the same survey instrument.** The results of this study have a margin of error of $\pm 3.4\%$ at the 95% confidence level with a cooperation rate of 42.6%.

Appendix

Survey

Hello, this is [YOUR NAME], from The University of Tennessee's Social Science Research Institute, calling on behalf of the Tennessee Governor's Highway Safety Office. We are conducting a study about traffic issues and laws 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.

1. Including yourself, how many members of this household are age 16 or older?
2. 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.
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
4. 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
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
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
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
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
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
10. How about motorcycles 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
 - 10 REFUSAL/MISSING

Next, I have some questions about your driving habits.

11. When driving how often do you talk on a cell phone?
- 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]

11a. When driving a motor vehicle, how often do you wear your seatbelt?

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

OR

11b. How often do you wear your seatbelt when you are a front seat passenger?

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

12 a. About how many miles would you estimate that you drive on a typical weekday?
_____ miles

Or

12 b. About how many minutes would you estimate that you spend driving on a typical weekday?
_____minutes

13. When sharing the road with a motorcycle, do you change the way you drive?

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

14. What do you do differently?

15. What is Tennessee's law regarding the use of helmets when riding a motorcycle?
[PLEASE DO NOT READ ... RECORD THE CLOSEST ANSWER]

- 1 Only the driver must wear one
- 2 Anyone on the motorcycle must wear a helmet
- 3 It's optional
- 4 Only the passenger must wear one
- 5 Other

- 8 Don't know
9 Refused
16. Has a family member or close friend been killed or injured while riding a motorcycle?
[CHOOSE ALL THAT APPLY]
1 FAMILY MEMBER KILLED
2 FAMILY MEMBER INJURED
3 FRIEND KILLED
4 FRIEND INJURED
5 NO
6 REFUSED
7 NO MORE CHOICES
17. 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
18. 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
19. 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
20. 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
21. Do you recall any slogans that were used in these messages?
- 1 Yes
 - 2 No
 - 8 Don't know
 - 9 Refusal
22. 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 Other
 - 8 DON'T KNOW
 - 9 REFUSAL
 - 10 NO MORE CHOICES
23. Which of the following slogans do you recall seeing or hearing in the past?
- [READ & ROTATE]
- 1 Click It or Ticket
 - 2 Strap In
 - 3 Seatbelts are Cool
 - 4 Be in the Click Zone
 - 5 None of the above
 - 6 No more choices
 - 9 Refused
24. 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
 - 5. New driver
 - 8. Don't know
 - 9. Refused
25. What caused the change? (DO NOT READ CHOICES)
- 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 (specify _____)
- 10. Don't know
- 11. Refused

26. 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. When I wear a seat belt, I do so because (RANDOM ORDER—CHECK ALL THAT APPLY)

a. It's a habit

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

b. I don't want to get a ticket

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

c. I'm uncomfortable without it

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

d. It's the law

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

e. I want to avoid serious injury

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

f. I want to set a good example for others

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

g. The people I'm with are wearing seatbelts

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

h. My vehicle has a bell, buzzer, or light that reminds me

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

i. Are there any other reasons why you wear you seat belt?

- 1 Yes (specify _____)
- 2 No
- 3 Don't know
- 4 Refused

27. Of the following reasons you just gave me for wearing your seat belt, which is the most important? (record only one response)

- 1. It's a habit
- 2. I don't want to get a ticket
- 3. I'm uncomfortable without it
- 4. Others want me to wear it
- 5. It's the law
- 6. I want to avoid serious injury
- 7. I want to set a good example for others
- 8. The people I'm with are wearing seatbelts
- 9. A bell, buzzer, or light reminds me
- 10. Other (specify)
- 11. Can't say one is most important/all are important
- 18. Don't Know
- 19. Refused

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

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

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

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

30. Assume that you do not wear your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? (**READ LIST**)
1. Very likely
 2. Somewhat likely
 3. Somewhat unlikely
 4. Very unlikely
 8. (VOL) Don't know
 9. (VOL) Refused
31. How much do you think the fine would be if you received a ticket for not wearing a seatbelt?_____
32. In your opinion, how effective are current laws and penalties at reducing drinking and driving. Would you say they are...
- 1 Very effective
 - 2 Somewhat effective
 - 3 Somewhat ineffective
 - 4 Very ineffective
 - 8 Don't know [DO NOT READ]
 - 9 Refused [DO NOT READ]
33. Do you think police in your area enforce drinking-and-driving laws ...
- [READ RESPONSES]
- 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]
34. 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
35. 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

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.

RESPONDENT'S GENDER - DO NOT ASK

- 1 MALE
- 2 FEMALE

- 36. What is your age?
USE 999 = REFUSED

- 37. How many people currently live in your household?

- 38. 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

- 39. 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

- 40. 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

- 41. 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

42. Which of the following categories best describes your total household income before taxes in 2003? 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]

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

- | | | | | | | | | | |
|----|------------|----|----------|----|------------|----|------------|----|---------|
| 01 | Anderson | 23 | Dyer | 45 | Jefferson | 67 | Overton | 89 | Warren |
| 02 | Bedford | 24 | Fayette | 46 | Johnson | 68 | Perry | 90 | |
| | Washington | | | | | | | | |
| 03 | Benton | 25 | Fentress | 47 | Knox | 69 | Pickett | 91 | Wayne |
| 04 | Bledsoe | 26 | Franklin | 48 | Lake | 70 | Polk | 92 | Weakley |
| 05 | Blount | 27 | Gibson | 49 | Lauderdale | 71 | Putnam | 93 | White |
| 06 | Bradley | 28 | Giles | 50 | Lawrence | 72 | Rhea | 94 | |
| | Williamson | | | | | | | | |
| 07 | Campbell | 29 | Grainger | 51 | Lewis | 73 | Roane | 95 | |
| | Wilson | | | | | | | | |
| 08 | Cannon | 30 | Greene | 52 | Lincoln | 74 | Robertson | | |
| 09 | Carroll | 31 | Grundy | 53 | Loudon | 75 | Rutherford | | |
| 10 | Carter | 32 | Hamblen | 54 | McMinn | 76 | Scott | | |
| 11 | Cheatham | 33 | Hamilton | 55 | McNairy | 77 | Sequatchie | | |
| 12 | Chester | 34 | Hancock | 56 | Macon | 78 | Sevier | | |
| 13 | Claiborne | 35 | Hardeman | 57 | Madison | 79 | Shelby | | |
| 14 | Clay | 36 | Hardin | 58 | Marion | 80 | Smith | | |

44. 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

45. Do you live on a farm?

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

46. Have you driven a pick up truck in the past 60 days? If yes, is this your primary vehicle?

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

CLICK IT OR TICKET:
A SURVEY OF TENNESSEANS

JUNE 2007

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

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

EXECUTIVE SUMMARY

The Center for Transportation Research conducted a telephone survey on behalf of the Governor's Highway Safety Office (GHSO) in May and June, 2007 with the goals of measuring the perceptions and attitudes of Tennesseans regarding traffic safety issues and their exposure to the *Click It or Ticket* media campaign. Data collection was scheduled to coincide with media buys in order to assess the effectiveness of these buys.

The survey shows that 83% of those surveyed “always” wear seat belt when driving a motor vehicle or “always” wear their seat belt when a front seat passenger. These numbers are further supported by the observational seat belt survey conducted annually across Tennessee. The 2007 data indicates an 80% seat belt usage rate for all vehicles.

Respondents report safety reasons for their use of seat belts.

Nearly three out of four respondents reported they had seen or heard a message encouraging people to wear their seat belts in the past 60 days. This number is high because the *Click It or Ticket* campaign immediately followed a two week *Buckle Up In Your Truck* media campaign. Over eight out of ten respondents who could recall a message were able to recall the *Click It or Ticket* slogan and almost nine out of ten respondents who could not initially recall a slogan reported hearing this slogan in the past when it was read to them.

Additional findings indicate that Tennesseans regard drunk drivers, distracted drivers, and speeding drivers as the most severe driving safety problems.

INTRODUCTION

The Center for Transportation Research at the University of Tennessee, conducted a telephone study of attitudes and perceptions about traffic safety issues held by Tennesseans. The purpose of the survey was to assess the effectiveness of the *Click It or Ticket* media campaign, administered by the Governor's Highway Safety Office from May 15, 2007 through June 6, 2007.

CLICK IT OR TICKET CAMPAIGN

Exposure and recognition of the *Click It or Ticket* slogan is extremely high. Respondents were asked if they had seen or heard a message that encourages people to wear their seat belts in the past sixty days. Overall, 73.3% of the respondents reported they had seen or heard a message in this time frame - 68.4% before this campaign began; 78.5% during the campaign; and 77.9% after the campaign concluded. A series of follow-up questions was asked of this group to determine the source of the message and their level of. A large majority of this **set of respondents**, **77%**, were able to **recall** this slogan without prompting prior to the campaign and this number grew to 88.9% after the campaign concluded. A list of slogans was then read to all respondents, regardless of their ability to recall a slogan. Again, the *Click It or Ticket* slogan was recognized by virtually all of the respondents. The slogan was **recognized** by 93.2% of those who could recall a slogan and by 85.7% of those who were not able to recall a slogan without aid. (see Figure1)

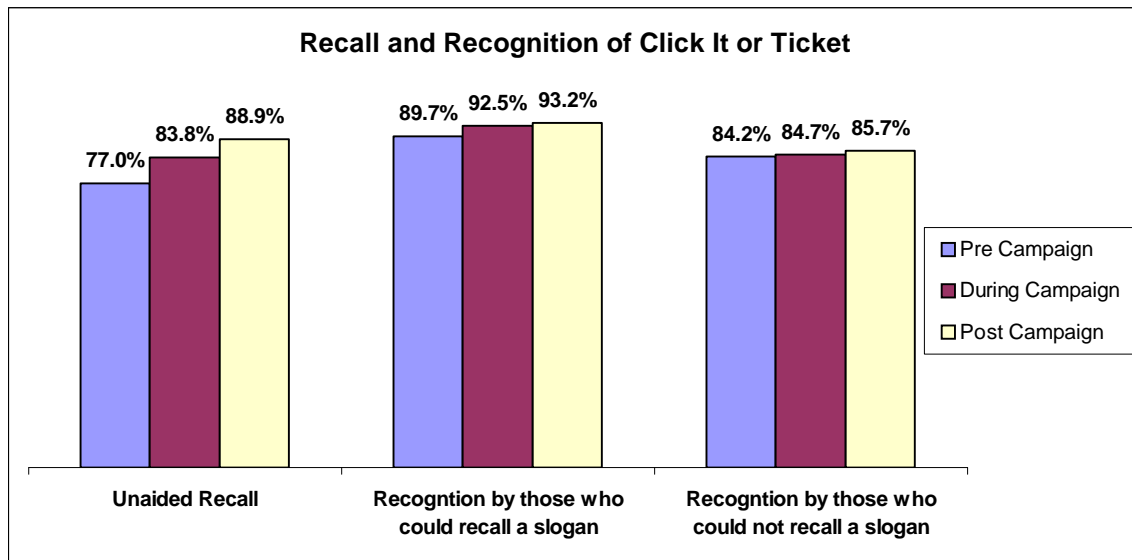


Figure 1

The citizens of Tennessee were exposed to the *Click It or Ticket* media campaign from a variety of sources. Media spots were seen on television and heard on the radio. Additionally, banners were placed along highways and interstates. Television continues to be the main venue for campaign exposure. However, those respondents in middle Tennessee were less likely to identify this medium as the source for message exposure however they were more likely to report having seen the message on a road sign. Both of these differences are statistically significant. (see Figure 2)

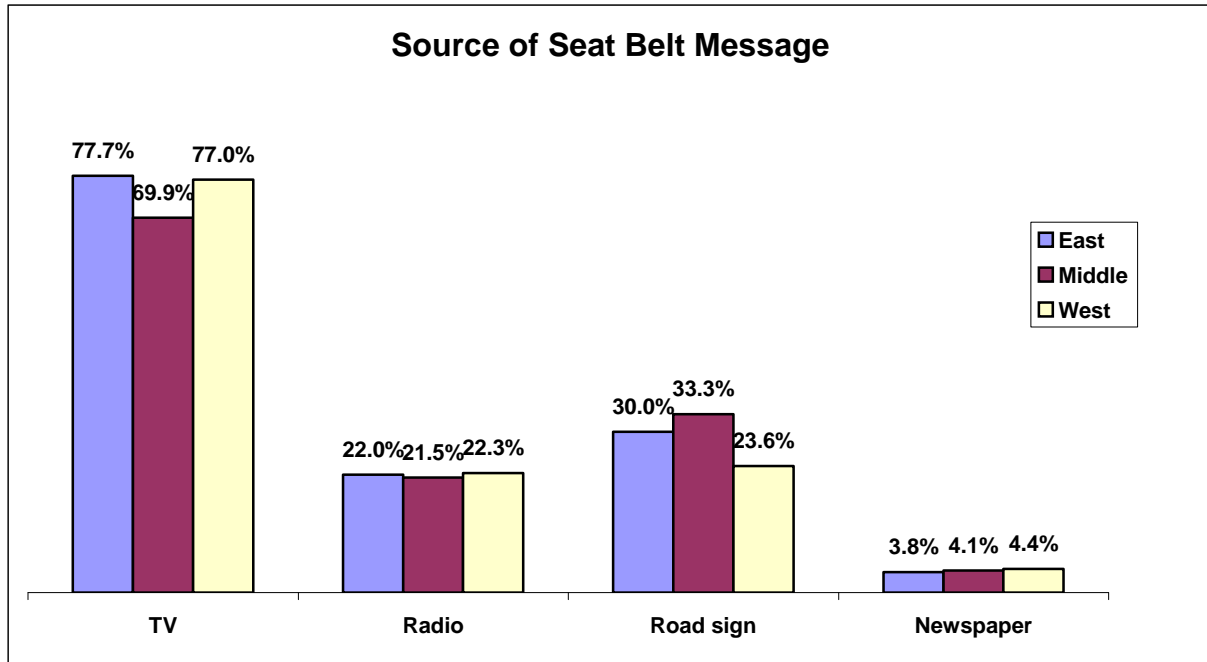


Figure 2

Fi

SEAT BELT USE

A large number of people reported that they wear a seat belt while driving a car as well as when they are a front seat passenger. The sample was split so that one- half of the sample was randomly chosen to be asked if they wore a seat belt while driving and the other half was asked if they wore a seat belt as a passenger in the front seat. The results varied little with **83.6% reporting they “always” wore a seat belt while driving** and **83.1% reporting they always wore a seat belt as a passenger**. (See Figure 3)

	Driver	Passenger
Always	83.6%	83.1%
Nearly always	8.3%	8.4%
Sometimes	3.7%	4.9%
Seldom	2.1%	1.9%
Never	2.3%	1.7%

Figure 3

Respondents were asked about their level of seat belt use over the past 12 months. The majority, 86.1% reported that their use had not changed and 12.2% reported that their use had increased. The respondents who reported an increase in use were read a list of possible reasons for the change. From this list, “You became more aware of safety issues” was the most common reason cited. (See Figure 4)

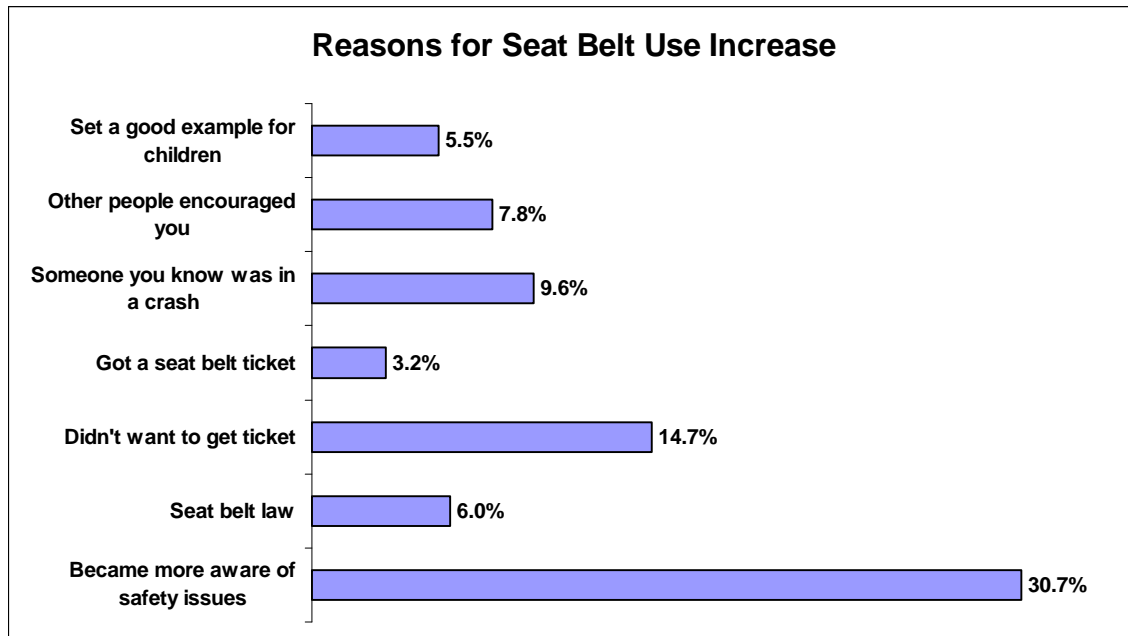


Figure 4

All respondents were asked to identify reasons they might wear a seat belt. The reasons addressed a number of areas including personal safety issues, personal habits, and legal issues. Safety appears to be the predominant reason for wearing a seat belt. It is the most common reason for wearing a seat belt as well as the most frequently cited reason for increasing seat belt use. (See figures 4 and 5)

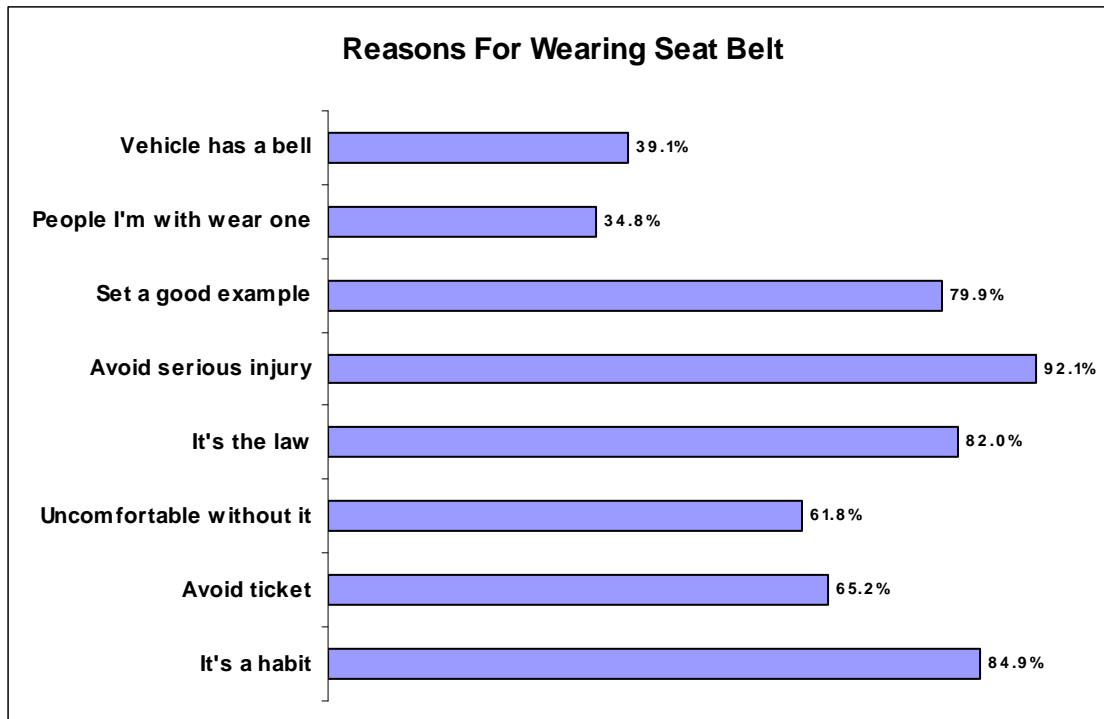


Figure 5

PERCEPTIONS OF SAFETY ISSUES

Respondents were asked about a number of driving safety issues and how much of a problem they felt they were. The list of issues was presented in random order to avoid respondent bias. Drunk drivers were reported to be the most severe problem, followed by the threat posed by distracted drivers. However, if the categories “severe problem” and “very much a problem” are combined, distracted drivers are reported to be the biggest problem and speeding drivers is reported to be as much of a problem as are drunk drivers.

	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT OF A PROBLEM	SMALL PROBLEM	NOT A PROBLEM
Drunk drivers	44.9%	16.8%	16.9%	8.4%	7.7%
Distracted drivers	41.1%	25.7%	22.6%	5.4%	4.1%
Aggressive drivers	32.8%	23.5%	27.0%	8.7%	7.2%
Drivers speeding	34.7%	27.1%	24.9%	6.8%	5.9%
Numbers of large trucks on road	24.4%	18.5%	27.2%	12.5%	16.3%
Road construction	18.7%	15.8%	33.2%	15.3%	15.3%
Tired drivers	14.7%	15.8%	30.8%	13.7%	13.8%
Motorcycles on the road	4.7%	6.0%	21.1%	21.6%	45.6%

DEMOGRAPHICS

The respondents in this study are representative of the general population in Tennessee with one exception. Females are overrepresented in this sample; however, there are no significant differences in attitudes, behavior, or exposure to a seat belt message between males and females. The remaining demographic characteristics are reflective of the of Tennessee’s population. Exposure to a seatbelt message is also characteristic of the sample and the population. It can be concluded that messages encouraging the use of seat belts is being received by all subpopulations in Tennessee.

	TOTAL SAMPLE (N = 1,734)	SEEN OR HEARD BELT USE MESSAGE (N = 1,271)
GENDER		
Male	38.8%	39.7%
Female	61.2%	60.3%
AGE		
16 – 25	8.0%	8.3%
26 – 35	11.0%	12.2%
36 – 45	17.4%	17.5%
46 – 55	23.6%	24.1%
56 – 65	19.7%	19.3%
65+	20.4%	18.6%
RACE/ETHNICITY		
White	84.2%	83.9%
Black	12.7%	13.1%
Asian	.3%	.1%
Native American	1.2%	1.2%
Hispanic	.5%	.6%
Other	1.2%	1.2%
EDUCATION		
Less than High School	10.3%	9.1%

High School	36.3%	36.6%
Some College	25.8%	27.3%
Bachelor's Degree	16.0%	15.8%
Graduate Degree	11.6%	11.2%

	TOTAL SAMPLE (N = 1,734)	SEEN OR HEARD BELT USE MESSAGE (N = 1,271)
INCOME		
< \$5,000	3.1%	2.7%
\$5,000 - \$15,000	7.5%	7.4%
\$15,001 - \$30,000	18.0%	17.8%
\$30,001 - \$50,000	23.1%	23.5%
\$50,001 - \$75,000	18.2%	19.7%
\$75,001 - \$100,000	10.8%	11.6%
\$100,000 +	10.6%	10.2%
Not sure	8.7%	7.1%
REGION		
East	41.7%	41.9%
Middle	35.6%	34.8%
West	22.7%	23.3%
SIZE OF COMMUNITY		
Large City	27.0%	26.6%
Small City	44.4%	24.3%
Town	10.9%	10.8%
Small Town	15.5%	15.6%
Rural – Nonfarm	14.8%	14.6%
Rural - Farm	7.3%	8.0%

METHODOLOGY

A telephone survey was administered by the Social Science Research Institute at the University of Tennessee using a Computer Assisted Telephone Interviewing system. The sample was drawn using a standard random digit dialing sampling technique. The telephone interviews were conducted between May 1, 2007 and June 20, 2007. The survey was administered to a household member in 1,734 households resulting in a margin of error of $\pm 3.4\%$ at the 95% confidence level. The cooperation rate for the survey was 42.6%.

Appendix

Survey

Hello, this is [YOUR NAME], from The University of Tennessee's Social Science Research Institute, calling on behalf of the Tennessee Governor's Highway Safety Office. We are conducting a study about traffic issues and laws 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.

1. Including yourself, how many members of this household are age 16 or older?
2. 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.
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
4. 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
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
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

- 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

- 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

- 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
 - 11 REFUSAL/MISSING

- 10. How about motorcycles 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
 - 12 REFUSAL/MISSING

Next, I have some questions about your driving habits.

- 11. When driving how often do you talk on a cell phone?
 - 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]
- 10 REFUSAL/MISSING [DO NOT READ]

11a. When driving a motor vehicle, how often do you wear your seatbelt?

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

OR

11b. How often do you wear your seatbelt when you are a front seat passenger?

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

12 a. About how many miles would you estimate that you drive on a typical weekday?
_____ miles

Or

12 b. About how many minutes would you estimate that you spend driving on a typical weekday?
_____minutes

13. When sharing the road with a motorcycle, do you change the way you drive?

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

14. What do you do differently?

15. What is Tennessee's law regarding the use of helmets when riding a motorcycle?

[PLEASE DO NOT READ ... RECORD THE CLOSEST ANSWER]

- 1 Only the driver must wear one
- 2 Anyone on the motorcycle must wear a helmet
- 3 It's optional
- 4 Only the passenger must wear one
- 5 Other
- 8 Don't know

9 Refused

16. Has a family member or close friend been killed or injured while riding a motorcycle?
[CHOOSE ALL THAT APPLY]
1 FAMILY MEMBER KILLED
2 FAMILY MEMBER INJURED
3 FRIEND KILLED
4 FRIEND INJURED
5 NO
6 REFUSED
7 NO MORE CHOICES
17. 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
18. 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
19. 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
20. 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

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

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

22. 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 Other
- 8 DON'T KNOW
- 9 REFUSAL
- 10 NO MORE CHOICES

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

[READ & ROTATE]

- 1 Click It or Ticket
- 2 Strap In
- 3 Seatbelts are Cool
- 4 Be in the Click Zone
- 5 None of the above
- 6 No more choices
- 10 Refused

24. 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
- 5. New driver
- 8. Don't know
- 9. Refused

25. What caused the change? (DO NOT READ CHOICES)

- 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 (specify _____)
 - 10. Don't know
 - 11. Refused
26. 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. When I wear a seat belt, I do so because (RANDOM ORDER—CHECK ALL THAT APPLY)
- a. It's a habit
 - 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused

 - b. I don't want to get a ticket
 - 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused

 - c. I'm uncomfortable without it
 - 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused

 - d. It's the law
 - 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused

 - e. I want to avoid serious injury
 - 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused

 - f. I want to set a good example for others
 - 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused

 - g. The people I'm with are wearing seatbelts
 - 1 Yes

- 2 No
- 3 Don't know
- 4 Refused
- h. My vehicle has a bell, buzzer, or light that reminds me
- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

- i. Are there any other reasons why you wear your seat belt?
- 1 Yes (specify _____)
- 2 No
- 3 Don't know
- 4 Refused

- 27. Of the following reasons you just gave me for wearing your seat belt, which is the most important? (record only one response)
 - 1. It's a habit
 - 2. I don't want to get a ticket
 - 3. I'm uncomfortable without it
 - 4. Others want me to wear it
 - 5. It's the law
 - 6. I want to avoid serious injury
 - 7. I want to set a good example for others
 - 8. The people I'm with are wearing seatbelts
 - 9. A bell, buzzer, or light reminds me
 - 10. Other (specify)
 - 11. Can't say one is most important/all are important
 - 18. Don't Know
 - 19. Refused
- 28. Have you ever received a ticket for not wearing seat belts?
 - 1. Yes
 - 2. No
 - 8. Don't know
 - 9. Refused
- 29. Have you ever received a warning for not wearing seat belts?
 - 1. Yes
 - 2. No
 - 8. Don't know
 - 9. Refused
- 30. Assume that you do not wear your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? (**READ LIST**)

1. Very likely
 2. Somewhat likely
 3. Somewhat unlikely
 4. Very unlikely
 8. (VOL) Don't know
 9. (VOL) Refused
31. How much do you think the fine would be if you received a ticket for not wearing a seatbelt?_____
32. In your opinion, how effective are current laws and penalties at reducing drinking and driving. Would you say they are...
- 3 Very effective
 - 4 Somewhat effective
 - 3 Somewhat ineffective
 - 5 Very ineffective
 - 8 Don't know [DO NOT READ]
 - 9 Refused [DO NOT READ]
33. Do you think police in your area enforce drinking-and-driving laws ...
- [READ RESPONSES]
- 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]
34. 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
 - 10 Refused
35. 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

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.

RESPONDENT'S GENDER - DO NOT ASK

- 1 MALE
- 2 FEMALE

36. What is your age?
USE 999 = REFUSED
37. How many people currently live in your household?
38. 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
39. 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
40. 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
41. 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
42. Which of the following categories best describes your total household income before taxes in 2003? 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]

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

- | | | | | | | | | | |
|----|-----------|----|----------|----|------------|----|------------|----|------------|
| 01 | Anderson | 23 | Dyer | 45 | Jefferson | 67 | Overton | 89 | Warren |
| 02 | Bedford | 24 | Fayette | 46 | Johnson | 68 | Perry | 90 | Washington |
| 03 | Benton | 25 | Fentress | 47 | Knox | 69 | Pickett | 91 | Wayne |
| 04 | Bledsoe | 26 | Franklin | 48 | Lake | 70 | Polk | 92 | Weakley |
| 05 | Blount | 27 | Gibson | 49 | Lauderdale | 71 | Putnam | 93 | White |
| 06 | Bradley | 28 | Giles | 50 | Lawrence | 72 | Rhea | 94 | Williamson |
| 07 | Campbell | 29 | Grainger | 51 | Lewis | 73 | Roane | 95 | Wilson |
| 08 | Cannon | 30 | Greene | 52 | Lincoln | 74 | Robertson | | |
| 09 | Carroll | 31 | Grundy | 53 | Loudon | 75 | Rutherford | | |
| 10 | Carter | 32 | Hamblen | 54 | McMinn | 76 | Scott | | |
| 11 | Cheatham | 33 | Hamilton | 55 | McNairy | 77 | Sequatchie | | |
| 12 | Chester | 34 | Hancock | 56 | Macon | 78 | Sevier | | |
| 13 | Claiborne | 35 | Hardeman | 57 | Madison | 79 | Shelby | | |
| 14 | Clay | 36 | Hardin | 58 | Marion | 80 | Smith | | |

44. 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

45. Do you live on a farm?

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

46. Have you driven a pick up truck in the past 60 days? If yes, is this your primary vehicle?

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

**100 DAYS OF SUMMER HEAT
MEDIA CAMPAIGN
A SURVEY OF TENNESSEANS**

September 2007

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

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

EXECUTIVE SUMMARY

The Center for Transportation Research conducted a telephone survey on behalf of the Governor's Highway Safety Office (GHSO) June through September, 2007. The two-fold purpose of this survey was to gather data regarding the perceptions and attitudes about traffic safety issues held by Tennesseans and to assess the effectiveness of the *100 Days of Summer Heat* campaign. This campaign had multiple messages with an anti-drinking and driving theme as well as seat belt theme. Also, there were messages that highlighted the enforcement component of this campaign.

The survey shows that over eight out of 10 of those surveyed “always” wear seat belt when driving a motor vehicle and as a front seat passenger. These findings have been very consistent from previous surveys and are further supported by the observational seat belt survey conducted annually across Tennessee. The 2007 data indicates an 80% seat belt usage rate for all vehicles.

Nearly three quarters of those interviewed indicated they had seen or heard a seat belt message in the past 60 days. While the “pre” number was a bit higher at 84%, this could be explained as the *Click it or Ticket* campaign had just ended and this campaign had only the one specific message aimed at the public.

Nearly 80% of the respondents indicated they had seen or heard an anti-drinking and driving message in the past 60 days. Respondents were asked if they could recall a specific anti-drinking and driving message and of those who could, 53% recalled (unaided) the *Booze It or Lose It* slogan. This number increased to 65% for the “during” phase of the campaign and continued to increase in the “post” period to 71%. Even if respondents said initially that they had **not** heard or seen an anti-drinking and driving message, nearly 50% recognized *Booze it or Lose it* when it was read to them.

Additional findings indicate that Tennesseans want to see more sobriety checkpoints. Seven out of 10 respondents indicate that sobriety checkpoints should be used more frequently. Given that drunk drivers are viewed as a “severe” or “very much of a problem” by nearly 70% of those interviewed supports this finding.

INTRODUCTION

The Center for Transportation Research at the University of Tennessee, conducted a telephone study of attitudes and perceptions about traffic safety issues held by Tennesseans. The purpose of the survey was to gather data regarding the perceptions and attitudes about traffic safety issues held by Tennesseans and to assess the effectiveness of the *100 Days of Summer Heat* campaign. This campaign was particularly lengthy and as a result extended data collection to a four-month period.

This report will focus on the “during” and “post” timeframes of the campaign since the “pre” would be the same as the “post” *Click it or Ticket* campaign report. This report is divided into seven sections to correspond with how the survey is organized. The survey is found in the appendix at the end of this report.

DRIVING SAFETY ISSUES

To begin with each respondent was asked about seven safety issues which were presented in random order. Once again these findings are consistent with previous surveys; generally, the two most severe problems cited by respondents are drunk drivers and distracted drivers. Over 70% of respondents indicated distracted drivers pose a “severe” or “very much a problem” on our roads. Drunk drivers are an issue for nearly two thirds of those interviewed. Following closely is aggressive drivers and speeding drivers as over half of those responding said these issues are “severe” or “very much a problem”. **See Table 1.**

	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT OF A PROBLEM	SMALL PROBLEM	NOT A PROBLEM
Drunk drivers	44.6%	18.0%	19.6%	7.1%	6.0%
Distracted drivers	43.0%	29.0%	18.9%	5.4%	2.8%
Aggressive drivers	31.4%	24.2%	28.4%	10.2%	4.9%
Drivers speeding	34.9%	26.4%	25.7%	7.8%	4.8%
Numbers of large trucks on road	25.6%	18.8%	26.4%	13.6%	14.4%
Road construction	16.7%	15.9%	34.5%	17.4%	13.7%
Tired drivers	15.3%	17.8%	31.4%	16.0%	10.1%
Motorcycles	4.5%	6.3%	20.6%	25.5%	41.8%

Table 1

Seat belt use appears to be stable over time with 83% saying they “always” wear their seatbelt as a driver while 86% indicate the same as a front seat passenger.

Nearly 60% of respondents indicate they “rarely” or “never” use a cell phone while driving while 33% say they “sometimes” or “frequently” do so.

When respondents were asked a couple of questions regarding motorcycles on the road, 62% indicated they change the way they drive. The most common behavior change given was slowing down and or becoming more cautious. Nearly three quarters knew that Tennessee’s helmet law covers all riders on the motorcycle.

EXPOSURE TO SEAT BELT USAGE MESSAGES

In order to measure exposure to the media campaign, respondents were asked to report if they had seen or heard any seatbelt messages in the past 60 days. Using the data collected from the Click it or Ticket “post” time frame we see nearly 84 % of all respondents said that they had seen or heard a message. This number declined to 74% and 71% respectively for the “during” and “post” campaign evaluation period.

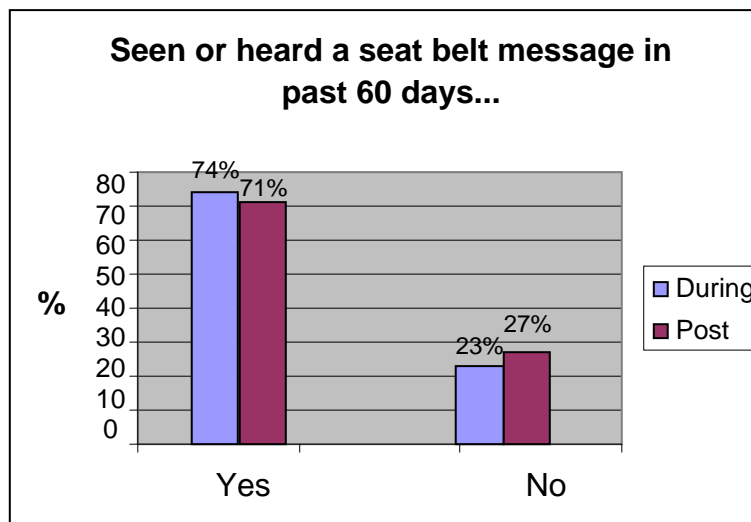


Figure 1

The media campaign utilized various mediums such as television, radio and road signs across the state. If respondents indicated 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, by far, was the most prevalent media with nearly 76% respondents indicating they had heard or seen seat belt message on TV. Road signs 34% and radio 23% followed respectively.

EXPOSURE TO ANTI - DRINKING AND DRIVING MESSAGES

In order to measure exposure to the media campaign, respondents were asked to report if they had seen or heard any anti-drinking and driving messages in the past 30 days. Very little change was observed throughout the two distinct time periods. Nearly 80% indicated they had seen or heard an anti-drinking and driving message in the past 30 days for the “during” time frame. This number increased slightly for the “post” timeframe, but given the margin of error it is likely **not** statistically significant. (See Figure 1)

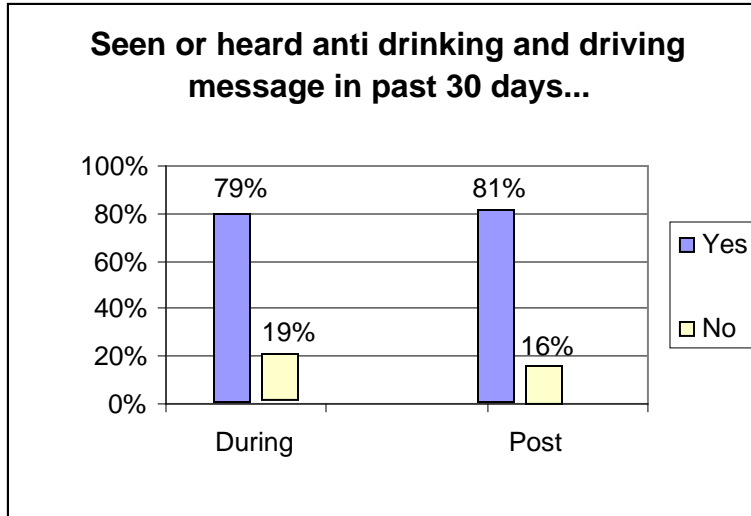
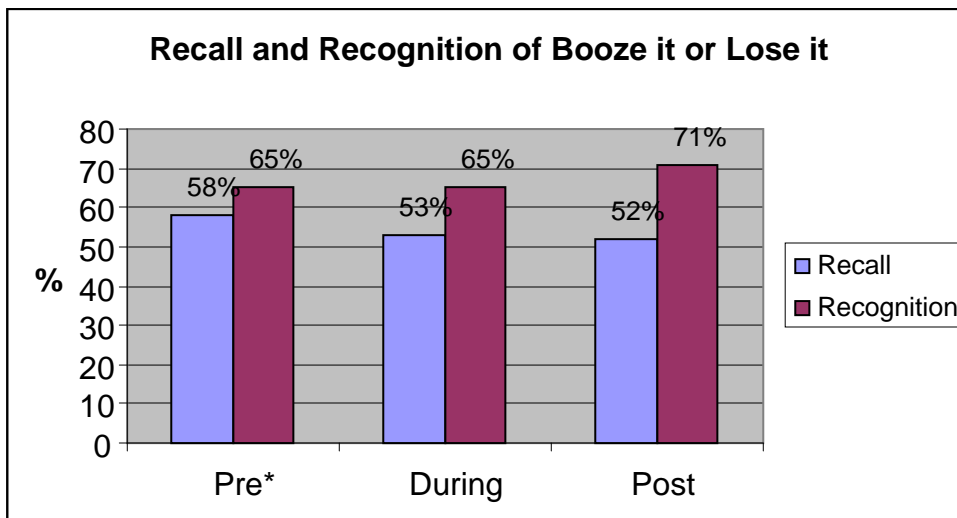


Figure 1

When asked specifically to recall the *Booze it or Lose it* slogan, 53% of all respondents said that they had seen or heard this message. This number stayed consistent for the “during” and “post” campaign evaluation period. **Recall** is when the respondent can cite a campaign theme from memory while **recognition** is when the respondent is read a list of campaigns themes to assist their memory. However, as expected, the recognition number increases to 65% for the “during” period and 71% for the “post” period as this slogan was read to the respondents. When we looked back at a previous survey that asked this same question (April 2007) there is only a slight change in recall between the “pre” and “during” time periods. Recognition stays constant. (See Figure 2)



*“Pre” data is taken from an April 2007 survey

Figure 2

Television, by far, was the most prevalent media with nearly 85% respondents indicating they had heard or seen an anti-drinking and driving message on TV. Radio garnered 22% of the responses and 16% indicated they had seen the message on road signs.

EFFECTIVENESS OF THE CAMPAIGN

The traditional time frames of “pre”, “during” and “post” were complicated due to the fact that the “post” *Click it or Ticket* evaluation overlapped with the “pre” *100 Days of Summer Heat* campaign. Consequently, we used the data collected during the “post” *Click it or Ticket* campaign for the “pre” *100 Days of Summer Heat* evaluation period since many of the same questions were duplicated for the summer heat campaign. However, since questions regarding the *Booze it and Lose it* campaign were not asked in the *Click it or Ticket* survey there is no “pre” data for the *Booze it and Lose it* slogan.

- **Pre-Campaign Respondents** - Those interviewed June 7 – June 17, 2007, before the campaign began;
- **Campaign Respondents** - Those interviewed June 18 – Sept. 8 2007, during the campaign;
- **Post-Campaign Respondents** - Those interviewed Sept. 9 – Sept 20, 2007, after the campaign concluded.

The distribution of the survey respondents are as follows:

Campaign	82.5%
Post-Campaign	17.5%
N	2068

EFFECTIVENESS OF DRINKING AND DRIVING LAWS

Additionally, respondents were asked a series of question to measure their perceptions of the effectiveness of efforts to curb drinking and driving. Once again the results show roughly six out of 10 respondents see the current laws as “very effective” or “somewhat effective”, while 42% thought they were “very” or “somewhat ineffective”. (See Figure 3) However, over 70% of the sample viewed local police as “very strictly” or “somewhat strictly” enforcing drinking-and-driving laws. (See Figure 4)

Three quarters of those interviewed have not seen a sobriety checkpoint in the past 12 months which again, has stayed fairly consistent in recent surveys. Nearly 70% of the respondents indicated an interest in seeing more sobriety checkpoints.

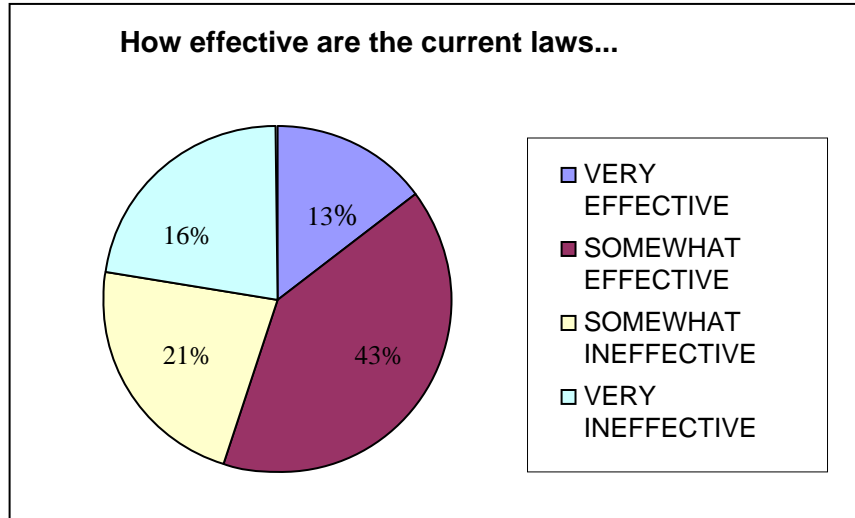


Figure 3

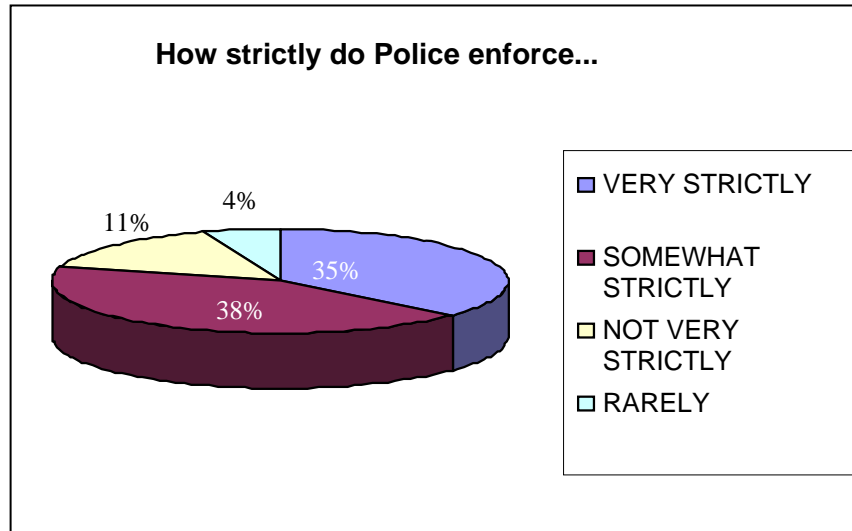


Figure 4

METHODOLOGY

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 6/7/07 – 9/20/07. The dates for seatbelt message portion were 6/7/07 – 9/20/07; dates for remainder of the survey were 6/18/07 – 9/20/07. The survey was administered to a household member in 2,068 households across the State, and has a margin of error of $\pm 3.4\%$ at the 95% confidence level.

DEMOGRAPHICS

	TOTAL SAMPLE (N = 2,068)	SEEN OR HEARD USE OF SEAT BELT CAMPAIGN (N = 1,527)	SEEN OR HEARD ANTI- DRINKING AND DRIVING MESSAGE (N = 1,642)
GENDER			
Male	40.8%	43.0%	42.6%
Female	59.2%	57.0%	57.4%
AGE			
16 – 25	6.7%	7.5%	6.6%
26 – 35	11.7%	12.2%	11.3%
36 – 45	16.7%	17.6%	17.0%
46 – 55	23.8%	24.6%	24.3%
56 – 65	20.2%	19.6%	20.5%
65+	20.9%	18.5%	20.3%
RACE/ETHNICITY			
White	86.1%	84.9%	87.2%
Black	11.2%	12.4%	10.5%
Asian	.3%	.1%	.2%
Native American	.5%	.5%	.4%
Hispanic	.5%	.7%	.5%
Other	1.4%	1.5%	1.2%
EDUCATION			
Less than High School	9.7%	10.1%	8.6%
High School	33.6%	34.2%	33.1%
Some College	24.1%	24.7%	24.4%
Bachelor's Degree	19.3%	19.2%	19.8%
Graduate Degree	13.3%	11.8%	14.1%
INCOME			
< \$5,000	3.7%	3.7%	3.2%
\$5,000 - \$15,000	8.2%	8.1%	7.7%
\$15,001 - \$30,000	16.9%	17.0%	16.3%
\$30,001 - \$50,000	24.7%	25.1%	24.4%
\$50,001 - \$75,000	22.4%	22.8%	23.1%
\$75,001 - \$100,000	11.1%	10.9%	11.5%
\$100,000 +	12.9%	12.5%	13.7%
REGION			
East	43.4%	43.2%	43.1%
Middle	35.9%	35.4%	35.7%
West	20.7%	21.5%	21.2%
SIZE OF COMMUNITY			
Large City	27.7%	26.3%	27.7%
Small City	23.4%	23.6%	24.4%
Town	10.4%	10.9%	9.9%

	Total Sample (N = 2,068)	Seen or Heard Use of Seat Belt Campaign (N =)	Seen or Heard Anti- Drinking and Driving Message (N = 1,683)
Small Town	12.8%	13.7%	12.8%
Rural – Nonfarm	17.0%	16.9%	16.4%
Rural - Farm	8.5%	8.5%	8.6%

Appendix

Survey

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.

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

RESPONDENT'S GENDER - DO NOT ASK

- 1 MALE
- 2 FEMALE

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.

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

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

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

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

How about the number 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

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

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

How about motorcycles 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

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]

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]

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]

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

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

When sharing the road with a motorcycle, do you change the way you drive?

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

What do you do differently?

What is Tennessee's law regarding the use of helmets when riding a motorcycle?

[PLEASE DO NOT READ ... RECORD THE CLOSEST ANSWER]

- 1 Only the driver must wear one
- 2 Anyone on the motorcycle must wear a helmet
- 3 It's optional
- 4 Only the passenger must wear one
- 5 Other
- 8 Don't know
- 9 Refused

Has a family member or close friend been killed or injured while riding a motorcycle?

[CHOOSE ALL THAT APPLY]

- 1 FAMILY MEMBER KILLED
- 2 FAMILY MEMBER INJURED
- 3 FRIEND KILLED
- 4 FRIEND INJURED
- 5 NO
- 6 REFUSED
- 7 NO MORE CHOICES

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

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

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

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

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

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

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 Other
- 8 DON'T KNOW
- 9 REFUSAL
- 10 NO MORE CHOICES

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

[READ & ROTATE]

- 1 Click It or Ticket
- 2 Buckle up or you'll get picked up
- 3 Seatbelts are Cool
- 4 Be in the Click Zone
- 5 Buckle Up In Your Truck
- 6 Don't Let a Great Time Be the Last Time
- 7 None of the above
- 11 Refused
- 12 No more choices

Now, I'd like to ask you some more questions about your driving habits.

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
5. New driver
8. Don't know
9. Refused

What caused the change? (DO NOT READ CHOICES)

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 (specify _____)
10. Don't know
11. Refused

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

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

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

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

In the past 30 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

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

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

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

What were those slogans?

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

- 1 Booze it and Lose it
- 2 Drive Responsibly
- 3 Think before you drink
- 4 Drinking and Driving equals death
- 5 Fans don't let fans drive drunk
- 6 100 Days of summer heat
- 7 Other
- 8 DON'T KNOW
- 9 REFUSAL
- 10 NO MORE CHOICES

Which of the following slogans do you recall seeing or hearing in the past 30 days?

[READ & ROTATE]

- 1 Booze it and Lose it
- 2 Drive Responsibly
- 3 Think before you Drink
- 4 Drinking and Driving Equals Death
- 5 Fans don't let fans drive drunk
- 6 100 Days of summer heat
- 7 NONE OF THE ABOVE [DO NOT READ]
- 8 NO MORE CHOICES

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

Would you say they are

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

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

- 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]

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

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

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?

Have you driven a pickup truck at least once in the past 30 days?

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

Is this your primary vehicle?

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

How many people currently live in your household?

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

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

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

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

What radio station do you listen to most frequently?

Which of the following categories best describes your total household income before taxes in 2004? 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]

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

- | | | | | |
|-------------|-------------|---------------|------------|---------------|
| 01 Anderson | 23 Dyer | 45 Jefferson | 67 Overton | 89 Warren |
| 02 Bedford | 24 Fayette | 46 Johnson | 68 Perry | 90 Washington |
| 03 Benton | 25 Fentress | 47 Knox | 69 Pickett | 91 Wayne |
| 04 Bledsoe | 26 Franklin | 48 Lake | 70 Polk | 92 Weakley |
| 05 Blount | 27 Gibson | 49 Lauderdale | 71 Putnam | 93 White |

06	Bradley	28	Giles	50	Lawrence	72	Rhea	94	Williamson
07	Campbell	29	Grainger	51	Lewis	73	Roane	95	Wilson
08	Cannon	30	Greene	52	Lincoln	74	Robertson		
09	Carroll	31	Grundy	53	Loudon	75	Rutherford		
10	Carter	32	Hamblen	54	McMinn	76	Scott		
11	Cheatham	33	Hamilton	55	McNairy	77	Sequatchie		
12	Chester	34	Hancock	56	Macon	78	Sevier		
13	Claiborne	35	Hardeman	57	Madison	79	Shelby		
14	Clay	36	Hardin	58	Marion	80	Smith		
15	Cocke	37	Hawkins	59	Marshall	81	Stewart		
16	Coffee	38	Haywood	60	Maury	82	Sullivan		
17	Crockett	39	Henderson	61	Meigs	83	Sumner		
18	Cumberland	40	Henry	62	Monroe	84	Tipton		
19	Davidson	41	Hickman	63	Montgomery	85	Trousdale		
20	Decatur	42	Houston	64	Moore	86	Unicoi		
21	DeKalb	43	Humphreys	65	Morgan	87	Union		
22	Dickson	44	Jackson	66	Obion	88	Van Buren		

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

Do you live on a farm?

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

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

**BOOZE IT OR LOSE IT
MEDIA CAMPAIGN
A SURVEY OF TENNESSEANS**

September 2007

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

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

EXECUTIVE SUMMARY

The Center for Transportation Research conducted a telephone survey on behalf of the Governor's Highway Safety Office (GHSO) during August and September, 2007. The two-fold purpose of this survey was to gather data regarding the perceptions and attitudes about traffic safety issues held by Tennesseans and to assess the effectiveness of the *Booze it and Lose it* campaign. The survey was conducted in a two month span to allow for data collection to occur in three distinct time frames, a “pre”, “during” and “post” period whereby we might monitor the campaign’s effectiveness throughout the time frame.

Over 70% of the respondents indicated they had seen or heard an anti-drinking and driving message in the past 60 days. Respondents were asked if they could recall a specific anti-drinking and driving message and of those who could, nearly 75% recalled the *Booze It or Lose It* slogan. Of those respondents who said they had **not** heard or seen an anti-drinking and driving message, over half did in fact recognize *Booze it or Lose it* when it was read to them.

Nearly 60% of those surveyed “strongly” or “somewhat” agree that those who drink and drive are alcoholics or problem drinkers.

Additional findings indicate that Tennesseans want to see more sobriety checkpoints. Seven out of 10 respondents indicate that sobriety checkpoints should be used more frequently. Given that drunk drivers are viewed as a “severe” or “very much of a problem” by nearly 70% of those interviewed supports this finding.

The survey shows that over eight out of 10 of those surveyed “always” wear seat belt when driving a motor vehicle and as a front seat passenger. These findings have been very consistent from previous surveys and are further supported by the observational seat belt survey conducted annually across Tennessee. The 2007 data indicates an 80% seat belt usage rate for all vehicles.

INTRODUCTION

The Center for Transportation Research at the University of Tennessee, conducted a telephone study of attitudes and perceptions about traffic safety issues held by Tennesseans. The purpose of the survey was to gather data regarding the perceptions and attitudes about traffic safety issues held by Tennesseans and to assess the effectiveness of the *Booze it and Lose it* campaign.

This report is divided into seven sections to correspond with how the survey was organized. The survey is found in the appendix at the end of this report.

DRIVING SAFETY ISSUES

To begin with each respondent was asked about seven safety issues which were presented in random order. Once again these findings are consistent with previous surveys; generally, the two most severe problems cited by respondents are drunk drivers and distracted drivers. Over 70% of respondents indicated distracted drivers pose a “severe” or “very much a problem” on our roads. Drunk drivers are issues for nearly 70 percent of those interviewed. Aggressive drivers and speeding drivers account for roughly 60% of those who responded. **See Table 1.**

Table 1

	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT OF A PROBLEM	SMALL PROBLEM	NOT A PROBLEM
Drunk drivers	49.3%	18.1%	19.2%	7.7%	5.8%
Distracted drivers	45.4%	27.5%	19.5%	4.5%	3.1%
Aggressive drivers	32.2%	22.7%	29.1%	10.2%	5.8%
Drivers speeding	35.0%	25.5%	25.6%	8.3%	5.6%
Numbers of large trucks on road	26.9%	18.1%	25.8%	11.6%	17.7%
Road construction	17.6%	14.9%	32.0%	18.0%	17.4%
Tired drivers	18.9%	16.2%	38.9%	16.0%	10.0%

EXPOSURE TO DRINKING AND DRIVING MESSAGES

In order to measure exposure to the media campaign, respondents were asked to report if they had seen or heard any anti-drinking and driving messages in the past 60 days. Very little change was observed throughout the three distinct time periods. Almost seven out of 10 indicated they had seen or heard an anti-drinking and driving message in the past 60 days for the “pre” time frame. This number only increased to 75% for both the “during” and “post” timeframes. (See Figure 1)

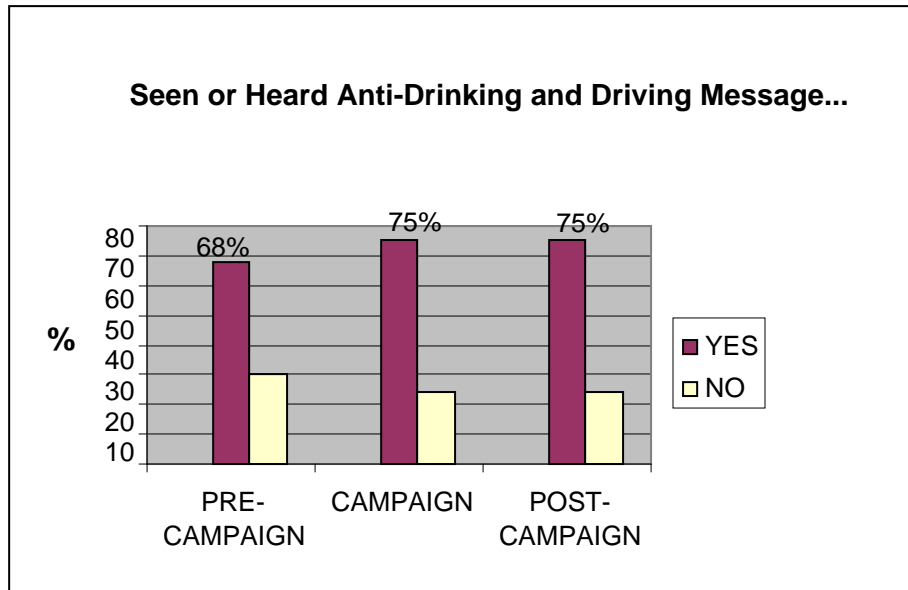


Figure 1

When asked specifically to recall the *Booze it or Lose it* slogan, 63.3% of all respondents said that they had seen or heard this message during the “pre” timeframe. This number increased in the “during” and “post” campaign evaluation period with a high at nearly 72% during the “post” time frame. While not a huge jump, given the +/- margin of error, this increase is statistically significant. (See Figure 2)

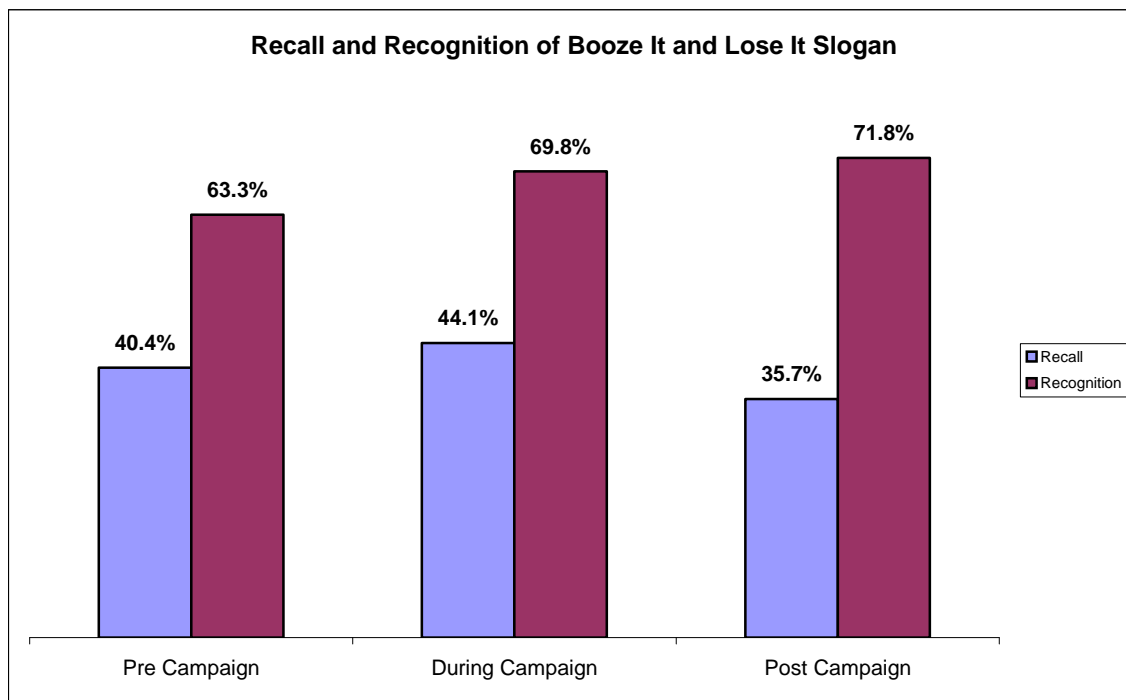


Figure 2

The media campaign utilized various mediums such as television, radio and road signs across the state. If respondents indicated they had been exposed to a message concerning seat belt use, they were then asked about where they had seen or heard the message. See **Figure 3**. Television, by far, was the most prevalent media with more than eight out of 10 respondents indicating they had heard or seen an anti-drinking and driving message on TV. Road signs and radio followed respectively.

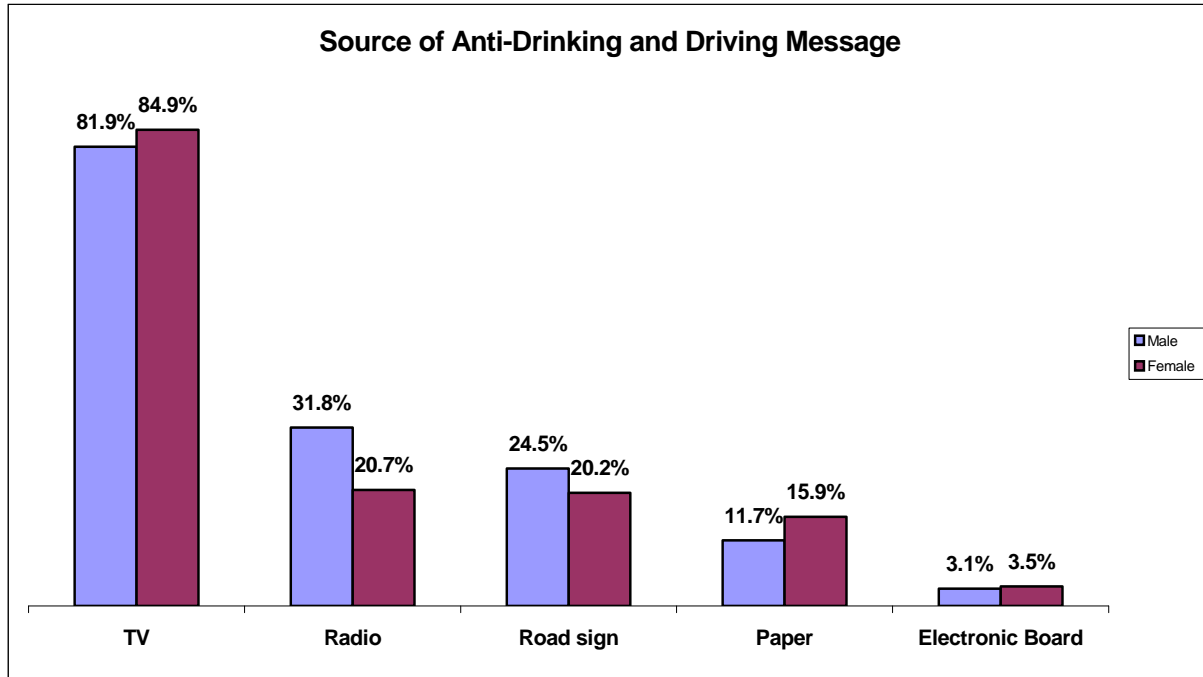


Figure 3

EFFECTIVENESS OF THE CAMPAIGN

To assess the possible impact of this driving safety campaign, respondents were first divided into three groups:

- ***Pre-Campaign Respondents*** - Those interviewed August 6 – August 14, 2007, before the campaign began;
- ***Campaign Respondents*** - Those interviewed August 15 – Sept. 3, 2007, during the campaign;
- ***Post-Campaign Respondents*** - Those interviewed Sept. 3 – Sept 12, 2007, after the campaign concluded.

The distribution of the survey respondents are as follows:

Pre-Campaign	36%
Campaign	49.8%
Post-Campaign	14.2%
N	2322

EFFECTIVENESS OF DRINKING AND DRIVING LAWS

Additionally, respondents were asked a series of question to measure their perceptions of the effectiveness of efforts to curb drinking and driving. Once again the results show roughly six out of 10 respondents see the current laws as “very effective” or “somewhat effective”, while 42% thought they were “very” or “somewhat ineffective”. However, over 70% of the sample viewed local police as “very strictly “or “somewhat strictly” enforcing drinking-and-driving laws.

Over 70% of those interviewed have not seen a sobriety checkpoint in the past 12 months which again, has stayed fairly consistent in recent surveys. Nearly three-fourths of the respondents indicated an interest in seeing more sobriety checkpoints.

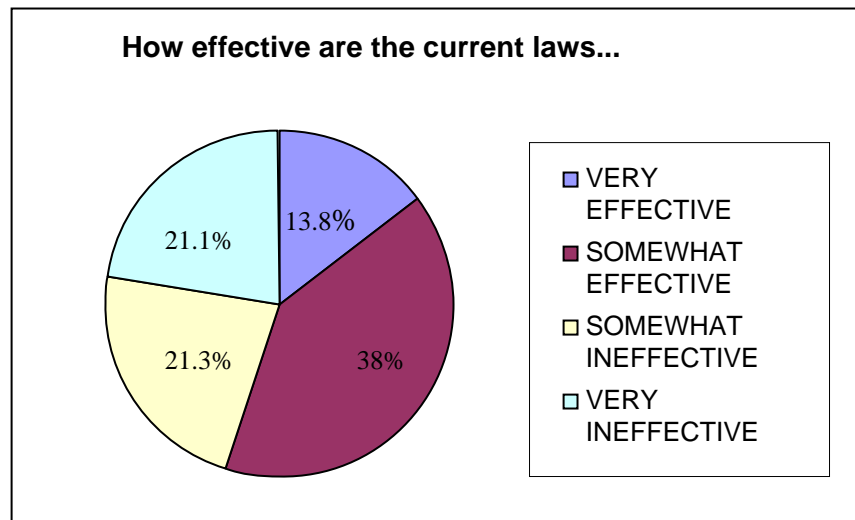


Figure 4

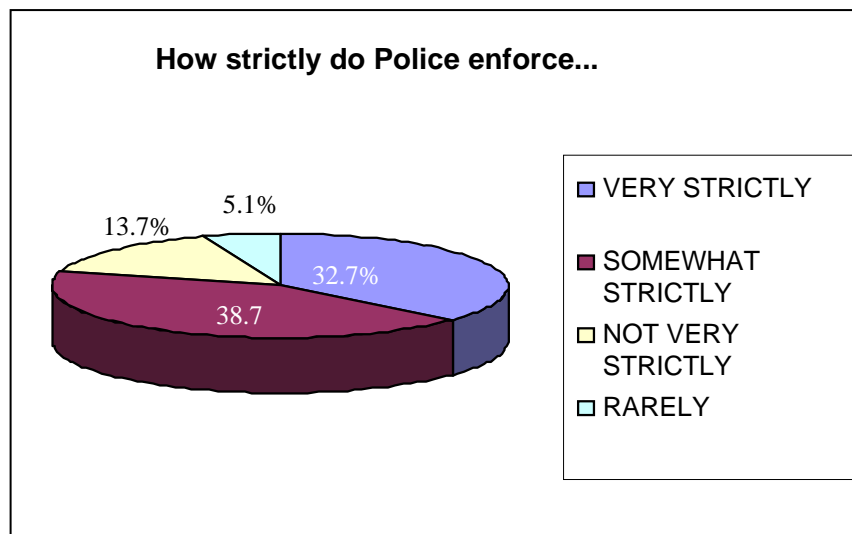


Figure 5

DRINKING-AND-DRIVING LAWS AND PENALTIES

Several survey items address awareness of Tennessee drinking-and-driving laws. We asked respondents if they had heard of BAC or Blood Alcohol Concentration, what the level was, and if they knew Tennessee had an open container law and who it covered.

Almost eight out of 10 respondents had heard of BAC and 40% answered that 0.08 is the specific BAC limit for Tennessee at which a person would be considered legally intoxicated.

Nearly 80% knew Tennessee had an open container law, but approximately two-thirds believed it covered everyone in the car, not just the driver which is the case in Tennessee. Less than 11% knew only the driver is restricted.

Over one-third of those interviewed thought that ALL drivers would actually be dangerous driving with a BAC at the legal limit and another 20% thought MOST drivers would be dangerous at this level.

DRINKING-AND-DRIVING BEHAVIOR

Included in the survey were questions asking respondents about their drinking and drinking-and-driving behavior. Most (61%) indicated they had not had any alcoholic beverages to drink during the past 12 months. Of those who did admit to consuming alcohol, 8 % stated that they drank on no more than one or two days a week, while only 3.6% 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 899 individuals that responded to this question, 167 (or 19%) answered “yes.” While 55 (or 32%) reported they had done so on 1 or 2 occasions over the past year, 45 (or 27%) indicated that they drove within two hours of drinking alcohol at least 6 times or more. 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.

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 877 drinkers that responded to this item, 510 (or 57.5%) answered “yes.” However, four out of 10 drinkers indicated they had NOT avoided driving after drinking. 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 roughly 80%, not wanting to be stopped by police is a “very important” reason.

We also inquired if the participants knew anyone who had been arrested for a DUI in the past two years. An overwhelming majority, 70% said no, however the remaining 30% indicated they did know someone who had been arrested for a DUI.

A series of questions were then asked of each respondent to gain an understanding of their perceptions of drinking and driving behavior and likelihood of being in a crash. The perceived certainty of being arrested garnered the highest response with nearly three-quarters indicating that it was “almost certain” or “very likely” that they would be arrested if they drove after drinking alcoholic beverages. The likelihood of a conviction was deemed “almost certain” or “very likely” by nearly 60% of those interviewed.

	ALMOST CERTAIN	VERY LIKELY	SOMEWHAT LIKELY	SOMEWHAT UNLIKELY	VERY UNLIKELY
LIKELIHOOD OF CRASH AFTER TOO MUCH ALCOHOL	12.7	30.7	27.0	3.7	21.9
LIKELIHOOD OF BEING STOPPED BY POLICE	11.4	20.5	36.6	13.0	14.5
LIKELIHOOD OF BEING ARRESTED	42.6	31.4	12.0	2.4	6.5
LIKELIHOOD OF CONVICTION	30.8	27.6	19.6	6.3	9.0

For opinions about those who drink and drive, respondents were asked the degree of agreement or disagreement with four statements. Nearly 80% of those interviewed “strongly” or “somewhat agree” with the statement that people shouldn’t drive after drinking any alcohol. Over eight out of 10 respondents indicated they “strongly” or “somewhat agree” that drinking drivers don’t care about the risk to others.

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
DRINKING DRIVERS ARE ALCOHOLICS	31.9	25.6	24.5	13.4
PEOPLE SHOULD NOT DRIVE AFTER ANY ALCOHOL	60.5	17.0	14.7	6.7
GOOD PEOPLE DONT DRINK AND DRIVE	27.1	15.3	26.6	27.8
DRINKING DRIVERS DONT CARE ABOUT RISK TO OTHERS	59.5	22.9	11.5	4.5

DEMOGRAPHICS

	TOTAL SAMPLE (N = 2,322)	SEEN OR HEARD ANTI- DRINKING AND DRIVING MESSAGE (N = 1,683)
GENDER		
Male	42.8%	44.7%
Female	57.2%	55.3%
AGE		
16 – 25	7.0%	6.8%
26 – 35	10.8%	11.9%
36 – 45	18.0%	18.7%
46 – 55	21.5%	22.2%
56 – 65	21.3%	21.9%
65+	21.2%	18.4%
RACE/ETHNICITY		
White	87.4%	87.7%
Black	9.6%	9.4%
Asian	.5%	.5%
Native American	.8%	.8%
Hispanic	.5%	.4%
Other	1.2%	1.2%
EDUCATION		
Less than High School	9.9%	7.9%
High School	34.6%	34.0%
Some College	24.3%	25.4%
Bachelor’s Degree	20.6%	21.3%
Graduate Degree	10.3%	11.1%
INCOME		
< \$5,000	3.0%	2.1%
\$5,000 - \$15,000	7.0%	6.2%
\$15,001 - \$30,000	17.8%	17.5%
\$30,001 - \$50,000	25.0%	24.9%
\$50,001 - \$75,000	21.8%	23.2%
\$75,001 - \$100,000	10.7%	11.1%
\$100,000 +	14.7%	14.9%
REGION		
East	41.3%	40.9%
Middle	37.5%	38.3%
West	21.1%	20.9%

	TOTAL SAMPLE (N = 2,322)	SEEN OR HEARD ANTI- DRINKING AND DRIVING MESSAGE (N = 1,683)
SIZE OF COMMUNITY		
Large City	26.7%	26.7%
Small City	21.9%	22.2%
Town	13.0%	12.1%
Small Town	12.4%	11.1%
Rural – Nonfarm	17.0%	17.6%
Rural - Farm	9.1%	9.0%

METHODOLOGY

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 August 6 – Sept.12, 2007. The survey was administered to a household member in 2,232 households across the State, and has a margin of error of $\pm 3.4\%$ at the 95% confidence level.

Appendix

Survey

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.

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

RESPONDENT'S GENDER - DO NOT ASK

- 1 MALE
- 2 FEMALE

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.

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

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

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

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

How about the number 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

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

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

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]

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]

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]

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

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

This next question 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 month
- 8 Not sure
- 9 Refused

When you drink alcoholic beverages, which ONE of the following beverages do you drink MOST OFTEN? Do you usually drink beer, light beer, wine, wine coolers, hard liquor or mixed drinks, or some other alcoholic beverage?

(If respondent says "it varies", ask:) Which would you say you drank the most servings of in the past year?

- 1 Beer
- 2 Light beer
- 3 Wine
- 4 Wine coolers
- 5 Hard liquor or mixed drinks
- 6 Other
- 8 Not sure
- 9 Refused

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

- 1 Yes
- 2 No
- 3 I don't drive at all
- 8 Don't know
- 9 Refused

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

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

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

- 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 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.

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

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

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

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

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

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

Is there any other reason you would avoid driving after drinking an alcoholic beverage?

- 1 Yes
- 2 No
- 8 Not sure
- 9 Refused

What is that reason?

Of these reasons for deliberately avoiding driving after drinking alcoholic beverages, which is the most important?

[READ CHOICES]

- 1 I want to avoid serious injury to myself
- 2 I want to avoid seriously injuring other people
- 3 I don't want to be stopped by police
- 4 I want to set a good example for others
- 5 The people I'm with would not approve
- 6 It is wrong to drive after drinking any alcohol at all
- 7 Some other reason
- 8 Don't know
- 9 Refused

Now, I'd like to ask you about your views regarding drinking and driving. The following questions deal with attitudes about drinking alcoholic beverages and driving.

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

Would you say they are

- 1 Very effective
- 2 Somewhat effective

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

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

- 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]

The amount of alcohol in a person's body can be measured in terms of the "Blood Alcohol Concentration", which is often called the BAC (B-A-C) level.

Have you ever heard of blood alcohol concentration or BAC levels?

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

To the best of your knowledge, what is the specific BAC limit for Tennessee at which a person would be considered legally intoxicated?

[READ CHOICES]

- 1 .02
- 2 .05
- 3 .08
- 4 .10
- 5 .15
- 8 Not sure
- 9 Refused

In your opinion, how many drivers would actually be dangerous driving with a BAC at the legal limit? Would you say...

[READ CHOICES]

- 1 All
- 2 Most
- 3 Some
- 4 Few, OR
- 5 None
- 8 Don't know
- 9 Refused

In Tennessee, is the legal BAC LIMIT the same for drivers under 21 as it is for drivers over 21?

- 1 Yes
- 2 No
- 8 Not sure
- 9 Refused

To the best of your knowledge, does Tennessee have any law that makes it illegal to have an open container of alcohol inside the car while someone is driving?

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

To the best of your knowledge, which of the following best describes Tennessee law about open-containers of alcohol in a moving motor vehicle?

[READ STATEMENTS]

- 1 There are no restrictions to having an open-container of alcohol in a motor vehicle.
- 2 Only drivers are prohibited from having an open-container of alcohol.
- 3 No one in the car can have an open-container of alcohol.
- 8 DON'T KNOW [DO NOT READ]
- 9 REFUSED [DO NOT READ]

Has anyone you know been arrested for a drinking and driving violation anytime in the past two years?

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

For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Most people who drive after drinking too much alcohol are alcoholics or problem drinkers.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8 Don't know
- 9 Refused

People should not be allowed to drive if they have been drinking any alcohol at all.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8 Don't know
- 9 Refused

Good people don't drink and drive.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8 Don't know
- 9 Refused

Drivers who drink and drive don't care about the risk they impose on others.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8 Don't know
- 9 Refused

How likely are you to be involved in a crash while driving after you have had too much alcohol to drink? Are you....

- 1 Almost certain
- 2 Very likely
- 3 Somewhat likely
- 4 Somewhat unlikely
- 5 Very unlikely
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

Please tell me how likely each of the following events are to happen
IF A PERSON SUCH AS YOURSELF DROVE AFTER HAVING TOO MUCH TO DRINK.

How likely are you to be stopped by a police officer for driving after you have had too much to drink? Is it ...

- 1 Almost certain
- 2 Very likely
- 3 Somewhat likely
- 4 Somewhat unlikely
- 5 Very unlikely
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

If a police officer stops you for driving while intoxicated (drunk driving), how likely would it be that you would be arrested?

Would it be

- 1 Almost certain
- 2 Very likely
- 3 Somewhat likely
- 4 Somewhat unlikely
- 5 Very unlikely
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

If you were ARRESTED for driving while intoxicated (drunk driving), what is the likelihood that you would be convicted of that offense?

Would it be...

- 1 Almost certain
- 2 Very likely
- 3 Somewhat likely
- 4 Somewhat unlikely
- 5 Very unlikely
- 8 Don't know [DO NOT READ]
- 9 Refused [DO NOT READ]

What would most likely happen to a driver the FIRST TIME he or she was punished for drunk driving?

[DO NOT READ. CHECK ALL THAT APPLY]

[IF RESPONDENT SAYS BEING ARRESTED...ASK "WHAT WOULD BE THE PUNISHMENT?"]

1. Nothing
2. Probation
3. License restricted
4. License suspended for a period
5. Going to jail
6. Placed in a treatment program
7. Community service
8. DWI Class
9. Reprimand/Warning
10. Fine/Ticket - (Probe for dollar amount)
11. Higher insurance
12. Points
13. Motor vehicle impounded
14. Breath-a-lizer attached to steering column
15. Other
16. Don't know
17. Refused

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

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

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

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

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

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

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

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

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

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

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?

How many people currently live in your household?

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

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

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

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

Which of the following categories best describes your total household income before taxes in 2004? 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]

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

- | | | | | |
|-------------|-------------|---------------|--------------|---------------|
| 01 Anderson | 23 Dyer | 45 Jefferson | 67 Overton | 89 Warren |
| 02 Bedford | 24 Fayette | 46 Johnson | 68 Perry | 90 Washington |
| 03 Benton | 25 Fentress | 47 Knox | 69 Pickett | 91 Wayne |
| 04 Bledsoe | 26 Franklin | 48 Lake | 70 Polk | 92 Weakley |
| 05 Blount | 27 Gibson | 49 Lauderdale | 71 Putnam | 93 White |
| 06 Bradley | 28 Giles | 50 Lawrence | 72 Rhea | 94 Williamson |
| 07 Campbell | 29 Grainger | 51 Lewis | 73 Roane | 95 Wilson |
| 08 Cannon | 30 Greene | 52 Lincoln | 74 Robertson | |

09	Carroll	31	Grundy	53	Loudon	75	Rutherford
10	Carter	32	Hamblen	54	McMinn	76	Scott
11	Cheatham	33	Hamilton	55	McNairy	77	Sequatchie
12	Chester	34	Hancock	56	Macon	78	Sevier
13	Claiborne	35	Hardeman	57	Madison	79	Shelby
14	Clay	36	Hardin	58	Marion	80	Smith
15	Cocke	37	Hawkins	59	Marshall	81	Stewart
16	Coffee	38	Haywood	60	Maury	82	Sullivan
17	Crockett	39	Henderson	61	Meigs	83	Sumner
18	Cumberland	40	Henry	62	Monroe	84	Tipton
19	Davidson	41	Hickman	63	Montgomery	85	Trousdale
20	Decatur	42	Houston	64	Moore	86	Unicoi
21	DeKalb	43	Humphreys	65	Morgan	87	Union
22	Dickson	44	Jackson	66	Obion	88	Van Buren

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

Do you live on a farm?

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

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