



GLENGARIFF GROUP, INC.  


**MICHIGAN DISTRACTED DRIVER SURVEY**

**MARCH 2012  
600 SAMPLE SURVEY**

## TABLE OF CONTENTS

<u>Page</u>	<u>Topic</u>
3	Methodology
4	Key Findings
9	Aggregate Survey Report
19	Cross-tabulation Report

## **METHODOLOGY**

The Glengariff Group, Inc conducted a 600 sample, live operator telephone survey of Michigan drivers. The survey was conducted on March 1-4, 2012 and has a margin of error of +/-4.0% with a 95% level of confidence. 90% of respondents were interviewed via landlines. 10% of respondents were interviewed via cell phones. This survey was commissioned by the Michigan State Police, Office of Highway Safety Planning.

## KEY FINDINGS

### How Drivers Are Being Distracted

Respondents were read a series nine different things drivers might do in a car and asked if they had done that activity in the past sixty days. The nine activities are ranked below from most likely to be done to least likely to be done.

88.7%	Talk to other passengers
80.5%	Adjust the car radio
56.5%	Accept or make a cell phone call
48.0%	Eat food
25.3%	Interact with a child in the back seat
17.2%	Look at incoming text messages or emails
10.3%	Conduct personal grooming or adjust appearance
8.2%	Send text messages or emails
1.5%	Read a book, iPad, Kindle

### Age is the Great Differentiator

The greatest demographic differentiator for these activities is age. Younger respondents under 30 years old are significantly more likely to groom themselves, use their cell phone to make or receive calls, send texts or emails and look at incoming texts or emails. The chart below tracks each activity by age group.

<u>Activity</u>	<u>18-29</u>	<u>30-39</u>	<u>40-49</u>	<u>50-64</u>	<u>65+</u>
Talk to Passengers	94.9%	94.7%	89.5%	87.3%	81.8%
Adjust Car Radio	93.9%	94.7%	84.9%	77.6%	56.6%
Make/ Receive Calls	79.8%	69.3%	57.9%	55.9%	23.2%
Eat	55.6%	60.0%	56.6%	47.3%	20.2%
Child in backseat	26.3%	53.3%	36.2%	16.4%	1.0%
Look at Text/Email	39.4%	26.7%	16.4%	11.5%	0.0%
Conduct Grooming	24.2%	13.3%	7.2%	7.3%	4.0%
Sent Texts/Emails	25.3%	13.3%	6.6%	2.4%	0.0%
Read a book/iPad/Kindle	1.0%	4.0%	0.7%	1.8%	1.0%

### Using Cell Phones for Calls

56.5% of respondents said they made or accepted cell phone calls while driving. 18.8% of respondents used a hands free device while 33.7% of respondents used a standard cell phone. 4.0% of respondents said they used both a hands free device and their cell phone.

Of these respondents who made/accepted calls while driving:

- 27.2% did this on a daily basis meaning 9.2% of all drivers accept/make calls on a daily basis while driving.
- 70.8% of these drivers said they would be less likely to use their cell phone while driving if it was against the law – 25.2% of respondents, or 8.5% of the full survey, said it would make no difference to them using a cell phone while driving if it was against the law.

#### Using Cell Phones to Send Texts/ Emails

8.2% of respondents said they sent texts or emails while driving.

Of these respondents who sent texts/emails while driving:

- 24.5% did this on a daily basis meaning that 2.0% of all drivers send texts/emails on a daily basis while driving.
- By a margin of 77.6%-18.4%, these drivers say it is against the law to send texts/emails while driving.
- When asked what would make them most likely to stop this behavior:
  - 36.7% said putting points on their license.
  - 30.6% said if they knew police were looking to catch people doing it.
  - 12.2% said if the fine was higher.
  - But 6.1% of these respondents said they would not stop.

#### Using Cell Phones to Read Incoming Texts/ Emails

17.2% of respondents said they looked at incoming texts/ emails while driving.

Of these respondents who looked at texts/emails while driving:

- 19.4% did this on a daily basis meaning that 3.3% of all drivers look at texts/emails on a daily basis while driving.
- By a margin of 62.1%-27.2%, these drivers say it is against the law to look at incoming texts/emails while driving.
- When asked what would make them most likely to stop this behavior:
  - 36.9% said putting points on their license.
  - 28.2% said if they knew police were looking to catch people doing it.
  - 10.7% said if the fine was higher.
  - But 11.7% of these respondents said they would not stop.

### Banning Cell Phone Usage

By a margin of 70.0% - 25.0%, respondents support legislation that would ban the use of hand held cell phones while driving. 52.3% of respondents strongly support banning hand held cell phones while driving.

When told that Michigan's current law bans reading or sending texts/emails while driving and placed a \$100 fine for the first offense and \$200 fine for the second offense 38.7% of respondents said they were less likely to do it again, 7.5% said it would make them more likely to do it again – and 52.8% of respondents said it made no difference to them.

### How Dangerous is This Behavior

89.3% of respondents believe drivers that talk on their cell phone are distracted drivers.

- 83.5% of respondents believe drivers on their cell phones are more likely to be involved in a traffic crash.

99.2% of respondents believe drivers that are texting or checking email while driving are distracted.

- 95.7% of respondents believe drivers texting/checking email are more likely to be involved in a traffic crash.

By a margin of 58.0%-7.2%, respondents believe a drunk driver is more dangerous than a driver on their cell phone. 33.0% of respondents believe they are equally dangerous on the road.

By a margin of 33.3%-22.0%, respondents believe a drunk driver is more dangerous than a texting driver. 42.3% of respondents believe they are equally dangerous on the road.

## MICHIGAN DISTRACTED DRIVER SURVEY

Hello, my name is \_\_\_\_\_. I'm not selling anything. I'm doing a survey of people in your community. It should take approximately six minutes.

1. Could you please tell me what county you live in? IF WAYNE, ASK: AND WOULD THAT BE IN DETROIT OR OUTSIDE OF DETROIT?

[CODE BY COUNTY LIST/ RECORD COUNTY]\_\_\_\_\_

[RECORD PHONE NUMBER]\_\_\_\_\_

1.	Upper Peninsula/ North	9.0%	(54)
2.	Southwest	11.3%	(68)
3.	West Michigan	11.3%	(68)
4.	Mid Michigan	10.0%	(60)
5.	E Central	11.7%	(70)
6.	Oakland County	12.2%	(73)
7.	Macomb County	6.8%	(41)
8.	City of Detroit	7.2%	(43)
9.	Wayne County	11.2%	(67)
10.	Remainder of Det MSA	9.3%	(56)

2. How often do you drive a motor vehicle?

1.	Every day or almost every day.	83.8%	(503)
2.	A few days a week	14.5%	(87)
3.	A few days a month	1.3%	(8)
4.	A few days per year	0.3%	(2)
5.	Or never....TERMINATE	0.0%	(0)
6.	Other _____	0.0%	(0)
7.	Undecided/ Don't Know....DO NOT OFFER	0.0%	(0)
8.	Refused....DO NOT OFFER	0.0%	(0)

I am going to read you a list of activities some people might do in the car. Thinking about the last sixty days that you have been driving, tell me if you have done that activity in your car. Have you.....

3. Talked to other passengers in your car.

1.	Yes	88.7%	(532)
2.	No	11.3%	(68)
3.	Don't Know/ Refused....DO NOT OFFER	0.0%	(0)

4. Eaten food

1.	Yes	48.0%	(288)
2.	No	52.0%	(312)
3.	Don't Know/ Refused....DO NOT OFFER	0.0%	(0)

5.	Read a book, newspaper, iPad or Kindle		
1.	Yes	1.5%	(9)
2.	No	98.3%	(590)
3.	Don't Know/ Refused....DO NOT OFFER	0.2%	(1)
6.	Interacted with a child in the back seat		
1.	Yes	25.3%	(152)
2.	No	74.7%	(448)
3.	Don't Know/ Refused....DO NOT OFFER	0.0%	(0)
7.	Adjusted the car radio		
1.	Yes	80.5%	(483)
2.	No	19.5%	(117)
3.	Don't Know/ Refused....DO NOT OFFER	0.0%	(0)
8.	Have you done any personal grooming such as putting on make up, shaving, or adjusting your appearance in the mirror while driving.		
1.	Yes	10.3%	(62)
2.	No	89.2%	(535)
3.	Don't Know/ Refused....DO NOT OFFER	0.5%	(3)

9. Have you made or accepted phone calls ....IF YES, ASK: AND DO YOU USE A HANDS FREE DEVICE OR DO YOU USE YOUR CELL PHONE?

1.	Yes, hands free device....MOVE TO Q12	18.8%	(113)
2.	Yes, cell phone....MOVE TO Q10	33.7%	(202)
3.	Yes, hands free device and cell phone...DO NOT OFFER/Q12	4.0%	(24)
4.	NO, do not accept or make phone calls/ Q12	43.5%	(261)
5.	Don't Know/ Refused....DO NOT OFFER/ Q12	0.0%	(0)

10. And how often do you make or accept telephone calls while driving?

1.	Daily	27.2%	(55)
2.	A couple times per week	28.7%	(58)
3.	Several times per month	16.3%	(33)
4.	Rarely	27.7%	(56)
5.	Don't Know/ Refused....DO NOT OFFER	0.0%	(0)

11. Would you be less likely to use your cell phone while driving if it was against the law to do so? Or would making it illegal make no difference to your using your cell phone while driving?

1.	Less likely	70.8%	(143)
2.	No effect	25.2%	(51)
3.	Don't Know/ Not Sure....DO NOT OFFER	4.0%	(8)
4.	Refused....DO NOT OFFER	0.0%	(0)

12. Have you sent text message or emails while driving?

1.	Yes....MOVE TO Q13	8.2%	(49)
2.	No....MOVE TO Q16	91.8%	(551)
3.	Don't Know/ Refused....DO NOT OFFER/Q16	0.0%	(0)

13.	And how often do you send text messages or emails while driving?		
1.	Daily	24.5%	(12)
2.	A couple times per week	24.5%	(12)
3.	Several times per month	28.6%	(14)
4.	Rarely	22.4%	(11)
5.	Don't Know/ Refused...DO NOT OFFER	0.0%	(0)
14.	And would you say it is against the law or not against the law to send text message or emails while you are driving?		
1.	Against the law	77.6%	(38)
2.	Not against the law	18.4%	(9)
3.	Don't Know/ Not Sure....DO NOT OFFER	4.1%	(2)
4.	Refused....DO NOT OFFER	0.0%	(0)
15.	Which of the following would make you more likely NOT to send text messages or emails while driving?		
1.	If the fine for doing it was higher	12.2%	(6)
2.	If I knew police were looking to catch people doing it.	30.6%	(15)
3.	If it put points on my license.	36.7%	(18)
4.	Or is there something else? _____	4.1%	(2)
5.	I wouldn't stop....DO NOT OFFER	6.1%	(3)
6.	Don't Know/ Refused....DO NOT OFFER	10.2%	(5)
16.	Have you looked at incoming text messages or emails while driving?		
1.	Yes....MOVE TO Q17	17.2%	(103)
2.	No....MOVE TO Q20	82.7%	(496)
3.	Don't Know/ Refused....DO NOT OFFER/Q20	0.2%	(1)

17.	And how often do you look at incoming text messages or emails while driving?		
1.	Daily	19.4%	(20)
2.	A couple times per week	28.2%	(29)
3.	Several time per month	18.4%	(19)
4.	Rarely	33.0%	(34)
5.	Don't Know/ Refused....DO NOT OFFER	1.0%	(1)
18.	And would you say it is against the law or not against the law to look at incoming text messages or emails while you are driving?		
1.	Against the law	62.1%	(64)
2.	Not against the law	27.2%	(28)
3.	Don't Know/ Not Sure....DO NOT OFFER	10.7%	(11)
4.	Refused....DO NOT OFFER	0.0%	(0)
19.	Which of the following would make you more likely NOT check incoming text messages or emails while driving?		
1.	If the fine for doing it was higher	10.7%	(11)
2.	If I knew police were looking to catch people doing it.	28.2%	(29)
3.	If it put points on my license	36.9%	(38)
4.	Or is there something else? _____	3.9%	(4)
5.	I wouldn't stop....DO NOT OFFER	11.7%	(12)
6.	Don't Know/ Refused....DO NOT OFFER	8.7%	(9)
20.	Do you believe that drivers talking on their cell phones are distracted or not distracted while driving?		
1.	Distracted	89.3%	(536)
2.	Not distracted	7.5%	(45)
3.	Don't Know....DO NOT OFFER	3.0%	(18)

	4. Refused....DO NOT OFFER	0.2%	(1)
21.	Do you believe that drivers who talk on their cell phones are more likely, less likely or equally likely to be involved in a traffic crash as a driver NOT talking on their cell phone?		
	1. More likely	83.5%	(501)
	2. Equally likely	12.8%	(77)
	3. Less likely	0.7%	(4)
	4. Don't Know...DO NOT OFFER	2.8%	(17)
	5. Refused...DO NOT OFFER	0.2%	(1)
22.	Would you support or oppose legislation that banned the use of hand held cell phones while driving? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?		
	1. Strongly support	52.3%	(314)
	2. Somewhat support	17.7%	(106)
	3. Somewhat oppose	12.0%	(72)
	4. Strongly oppose	13.0%	(78)
	5. Don't Know...DO NOT OFFER	4.8%	(29)
	6. Refused....DO NOT OFFER	0.2%	(1)
23.	Do you believe that drivers texting or checking email while driving are distracted or not distracted while driving?		
	1. Distracted	99.2%	(595)
	2. Not Distracted	0.5%	(3)
	3. Don't Know...DO NOT OFFER	0.2%	(1)
	4. Refused...DO NOT OFFER	0.2%	(1)

24. Do you believe drivers who text or email while driving are more likely , less likely or equally likely to be involved in a traffic crash as a driver NOT texting or emailing?

1.	More likely	95.7%	(574)
2.	Equally likely	2.8%	(17)
3.	Less likely	0.5%	(3)
4.	Don't Know....DO NOT OFFER	0.8%	(5)
5.	Refused....DO NOT OFFER	0.2%	(1)

25. Michigan law currently bans either reading or sending texts or email while driving. Drivers face a \$100 fine for a first offense and a \$200 fine for a second offense. Does knowing that make you more or less likely to either receive or send texts or emails while driving, or does it make no difference to you? ASK: WOULD THAT BE MUCH MORE/LESS LIKELY OR JUST SOMEWHAT MORE/LESS LIKELY?

1.	Much more likely	5.8%	(35)
2.	Little more likely	1.7%	(10)
3.	Makes no difference to me	52.8%	(317)
4.	Little less likely	11.7%	(70)
5.	Much less likely	27.0%	(162)
6.	Don't Know/ Refused	1.0%	(6)

26. Which driver do you think is a bigger danger on the road? A drunk driver or a driver that is talking on their cell phone?

1.	Drunk driver	58.0%	(348)
2.	Talking driver	7.2%	(43)
3.	Both equally dangerous	33.0%	(198)
4.	Depends....DO NOT OFFER	1.2%	(7)
5.	Don't Know/ Refused....DO NOT OFFER	0.7%	(4)

27. And which driver do you think is a bigger danger on the road, a drunk driver or a driver that is texting on their cell phone?

1.	Drunk driver	33.3%	(200)
2.	Texting driver	22.0%	(132)
3.	Both equally dangerous	42.3%	(254)
4.	Depends....DO NOT OFFER	1.2%	(7)
5.	Don't Know/ Refused....DO NOT OFFER	0.7%	(4)

Now, just a couple of questions for statistical purposes.

28. What is your race or ethnic background?

1.	White	74.8%	(449)
2.	African American	14.8%	(89)
3.	Hispanic (Puerto Rican/ Mexican-American)	2.0%	(12)
4.	Asian	1.3%	(8)
5.	Mixed Race	0.7%	(4)
6.	Native American	1.7%	(10)
7.	Don't Know/ Refused....DO NOT OFFER	4.7%	(28)

29. Could you please tell me in what year you were born?

1.	1983-1994	(18-29)	16.5%	(99)
2.	1973-1982	(30-39)	12.5%	(75)
3.	1963-1972	(40-49)	25.3%	(152)
4.	1948-1962	(50-64)	27.5%	(165)
5.	1947 and earlier	(65+)	16.5%	(99)
6.	Refused....DO NOT OFFER		1.7%	(10)

30.	What is the last grade or level of schooling you completed?		
1.	Did not graduate from high school	4.0%	(24)
2.	High school graduate	23.0%	(138)
3.	Non college/ Post high school/ Technical Training	2.8%	(17)
4.	Some college	20.7%	(124)
5.	College Graduate	37.2%	(223)
6.	Post Graduate School	11.0%	(66)
7.	Don't know/ Refused...DO NOT OFFER	1.3%	(8)
31.	GENDER:		
1.	Male	50.0%	(300)
2.	Female	50.0%	(300)
32.	PHONE:		
1.	Cell	10.0%	(60)
2.	Landline	90.0%	(540)

Thank you. That completes our survey.

2. How often do you drive a motor vehicle?

	Every	Few/Week	Few/ Month	Few/ Year
North	85.2%	14.8%	0.0%	0.0%
Southwest	76.5%	23.5%	0.0%	0.0%
West	80.9%	17.6%	1.5%	0.0%
Mid	86.7%	13.3%	0.0%	0.0%
E Central	78.6%	18.6%	2.9%	0.0%
Oakland	90.4%	9.6%	0.0%	0.0%
Macomb	87.8%	9.8%	2.4%	0.0%
Detroit	81.4%	11.6%	4.7%	2.3%
Wayne	86.6%	11.9%	0.0%	1.5%
Rem MSA	85.7%	10.7%	3.6%	0.0%
18-29	89.9%	9.1%	1.0%	0.0%
30-39	86.7%	10.7%	1.3%	1.3%
40-49	88.8%	10.5%	0.7%	0.0%
50-64	86.7%	13.3%	0.0%	0.0%
65+	62.6%	31.3%	5.1%	1.0%
Caucasian	84.0%	15.1%	0.9%	0.0%
Afr Amer	85.4%	10.1%	2.2%	2.2%
Male	85.7%	12.0%	2.0%	0.3%
Female	82.0%	17.0%	0.7%	0.3%

3. Talked to other passengers in your car.

	Yes	No
North	96.3%	3.7%
Southwest	89.7%	10.3%
West	89.7%	10.3%
Mid	85.0%	15.0%
E Central	82.9%	17.1%
Oakland	87.7%	12.3%
Macomb	82.9%	17.1%
Detroit	81.4%	18.6%
Wayne	98.5%	1.5%
Rem MSA	89.3%	10.7%
18-29	94.9%	5.1%
30-39	94.7%	5.3%
40-49	89.5%	10.5%
50-64	87.3%	12.7%
65+	81.8%	18.2%
Caucasian	89.8%	10.2%
Afr Amer	83.1%	16.9%
Male	88.3%	11.7%
Female	89.0%	11.0%

4. Eaten food

	Yes	No
North	55.6%	44.4%
Southwest	50.0%	50.0%
West	52.9%	47.1%
Mid	53.3%	46.7%
E Central	40.0%	60.0%
Oakland	53.4%	46.6%
Macomb	41.5%	58.5%
Detroit	41.9%	58.1%
Wayne	34.3%	65.7%
Rem MSA	55.4%	44.6%
18-29	55.6%	44.4%
30-39	60.0%	40.0%
40-49	56.6%	43.4%
50-64	47.3%	52.7%
65+	20.2%	79.8%
Caucasian	49.9%	50.1%
Afr Amer	43.8%	56.2%
Male	49.0%	51.0%
Female	47.0%	53.0%

5. Read a book, newspaper, iPad or Kindle

	Yes	No
North	1.9%	98.1%
Southwest	2.9%	97.1%
West	0.0%	98.5%
Mid	0.0%	100.0%
E Central	1.4%	98.6%
Oakland	4.1%	95.9%
Macomb	2.4%	97.6%
Detroit	0.0%	100.0%
Wayne	0.0%	100.0%
Rem MSA	1.8%	98.2%
18-29	1.0%	99.0%
30-39	4.0%	96.0%
40-49	0.7%	99.3%
50-64	1.8%	98.2%
65+	1.0%	98.0%
Caucasian	1.6%	98.2%
Afr Amer	1.1%	98.9%
Male	2.3%	97.3%
Female	0.7%	99.3%

6. Interacted with a child in the back seat

	Yes	No
North	22.2%	77.8%
Southwest	39.7%	60.3%
West	32.4%	67.6%
Mid	30.0%	70.0%
E Central	24.3%	75.7%
Oakland	17.8%	82.2%
Macomb	22.0%	78.0%
Detroit	11.6%	88.4%
Wayne	25.4%	74.6%
Rem MSA	21.4%	78.6%
18-29	26.3%	73.7%
30-39	53.3%	46.7%
40-49	36.2%	63.8%
50-64	16.4%	83.6%
65+	1.0%	99.0%
Caucasian	27.2%	72.8%
Afr Amer	15.7%	84.3%
Male	25.3%	74.7%
Female	25.3%	74.7%

7. Adjusted the car radio

	Yes	No
North	92.6%	7.4%
Southwest	76.5%	23.5%
West	76.5%	23.5%
Mid	78.3%	21.7%
E Central	77.1%	22.9%
Oakland	89.0%	11.0%
Macomb	73.2%	26.8%
Detroit	76.7%	23.3%
Wayne	82.1%	17.9%
Rem MSA	80.4%	19.6%
18-29	93.9%	6.1%
30-39	94.7%	5.3%
40-49	84.9%	15.1%
50-64	77.6%	22.4%
65+	56.6%	43.4%
Caucasian	81.7%	18.3%
Afr Amer	79.8%	20.2%
Male	85.0%	15.0%
Female	76.0%	24.0%

8. Have you done any personal grooming such as putting on make up, shaving, or adjusting your appearance in the mirror while driving.

	Yes	No
North	9.3%	90.7%
Southwest	10.3%	89.7%
West	16.2%	82.4%
Mid	10.0%	90.0%
E Central	4.3%	95.7%
Oakland	15.1%	83.6%
Macomb	12.2%	87.8%
Detroit	7.0%	93.0%
Wayne	11.9%	86.6%
Rem MSA	5.4%	94.6%
18-29	24.2%	74.7%
30-39	13.3%	86.7%
40-49	7.2%	92.8%
50-64	7.3%	92.1%
65+	4.0%	94.9%
Caucasian	10.5%	89.1%
Afr Amer	10.1%	88.8%
Male	7.0%	92.7%
Female	13.7%	85.7%

9. Have you made or accepted phone calls ....IF YES, ASK: AND DO YOU USE A HANDS FREE DEVICE OR DO YOU USE YOUR CELL PHONE?

	Hands Free	Cell Phone	Both	No
North	11.1%	35.2%	5.6%	48.1%
Southwest	10.3%	36.8%	5.9%	47.1%
West	10.3%	45.6%	2.9%	41.2%
Mid	16.7%	33.3%	6.7%	43.3%
E Central	20.0%	27.1%	1.4%	51.4%
Oakland	31.5%	41.1%	2.7%	24.7%
Macomb	31.7%	31.7%	2.4%	34.1%
Detroit	16.3%	23.3%	2.3%	58.1%
Wayne	25.4%	20.9%	7.5%	46.3%
Rem MSA	16.1%	37.5%	1.8%	44.6%
18-29	25.3%	51.5%	3.0%	20.2%
30-39	25.3%	37.3%	6.7%	30.7%
40-49	18.4%	34.2%	5.3%	42.1%
50-64	18.8%	32.7%	4.2%	44.2%
65+	7.1%	15.2%	1.0%	76.8%
Caucasian	16.3%	36.7%	4.7%	42.3%
Afr Amer	23.6%	27.0%	1.1%	48.3%
Male	18.7%	34.0%	4.3%	43.0%
Female	19.0%	33.5%	3.7%	44.0%

10. And how often do you make or accept telephone calls while driving?

	Daily	Week	Month	Rarely
North	5.3%	68.4%	5.3%	21.1%
Southwest	24.0%	20.0%	24.0%	32.0%
West	22.6%	38.7%	16.1%	22.6%
Mid	25.0%	20.0%	15.0%	40.0%
E Central	31.6%	26.3%	15.8%	26.3%
Oakland	43.3%	23.3%	13.3%	20.0%
Macomb	30.8%	23.1%	38.5%	7.7%
Detroit	20.0%	0.0%	30.0%	50.0%
Wayne	42.9%	35.7%	0.0%	21.4%
Rem MSA	23.8%	19.0%	14.3%	42.9%
18-29	31.4%	35.3%	13.7%	19.6%
30-39	21.4%	39.3%	25.05	14.3%
40-49	26.9%	26.9%	19.2%	26.9%
50-64	25.9%	24.1%	11.1%	38.9%
65+	26.7%	6.7%	20.0%	46.7%
Caucasian	24.8%	32.1%	17.0%	26.1%
Afr Amer	41.7%	12.5%	12.5%	33.3%
Male	31.4%	26.5%	15.7%	26.5%
Female	23.0%	31.0%	17.0%	29.0%

11. Would you be less likely to use your cell phone while driving if it was against the law to do so? Or would making it illegal make no difference to your using your cell phone while driving?

	Less Likely	No Effect
North	57.9%	26.3%
Southwest	80.0%	20.0%
West	64.5%	25.8%
Mid	65.0%	35.0%
E Central	68.4%	31.6%
Oakland	76.7%	23.3%
Macomb	61.5%	23.1%
Detroit	80.0%	20.0%
Wayne	57.1%	42.9%
Rem MSA	90.5%	9.5%
18-29	56.9%	43.1%
30-39	71.4%	14.3%
40-49	75.0%	21.2%
50-64	81.5%	14.8%
65+	60.0%	40.0%
Caucasian	72.1%	24.2%
Afr Amer	54.2%	41.7%
Male	65.7%	31.4%
Female	76.0%	19.0%

12. Have you sent text message or emails while driving?

	Yes	No
North	1.9%	98.1%
Southwest	7.4%	92.6%
West	7.4%	92.6%
Mid	8.3%	91.7%
E Central	4.3%	95.7%
Oakland	16.4%	83.6%
Macomb	12.2%	87.8%
Detroit	2.3%	97.7%
Wayne	11.9%	88.1%
Rem MSA	7.1%	92.9%
18-29	25.3%	74.7%
30-39	13.3%	86.7%
40-49	6.6%	93.4%
50-64	2.4%	97.6%
65+	0.0%	100.0%
Caucasian	9.1%	90.9%
Afr Amer	5.6%	94.4%
Male	11.0%	89.0%
Female	5.3%	94.7%

13. And how often do you send text messages or emails while driving?

	Daily	Week	Month	Rarely
North	0.0%	0.0%	0.0%	100.0%
Southwest	40.0%	20.0%	20.0%	20.0%
West	0.0%	80.0%	0.0%	20.0%
Mid	40.0%	0.0%	40.0%	20.0%
E Central	66.7%	33.3%	0.0%	0.0%
Oakland	33.3%	16.7%	25.0%	25.0%
Macomb	0.0%	40.0%	40.0%	20.0%
Detroit	0.0%	0.0%	100.0%	0.0%
Wayne	25.0%	12.5%	37.5%	25.0%
Rem MSA	0.0%	25.0%	50.0%	25.0%
18-29	32.0%	28.0%	32.0%	8.0%
30-39	20.0%	20.0%	40.0%	20.0%
40-49	20.0%	20.0%	10.0%	50.0%
50-64	0.0%	25.0%	25.0%	50.0%
65+	--	--	--	--
Caucasian	24.4%	22.0%	26.8%	26.8%
Afr Amer	40.0%	20.0%	40.0%	0.0%
Male	27.3%	24.2%	27.3%	21.2%
Female	18.8%	25.0%	31.3%	25.0%

14. And would you say it is against the law or not against the law to send text message or emails while you are driving?

	Against	Not Against	Don't Know
North	0.0%	100.0%	0.0%
Southwest	80.0%	20.0%	0.0%
West	100.0%	0.0%	0.0%
Mid	100.0%	0.0%	0.0%
E Central	100.0%	0.0%	0.0%
Oakland	58.3%	33.3%	8.3%
Macomb	100.0%	0.0%	0.0%
Detroit	0.0%	100.0%	0.0%
Wayne	87.5%	0.0%	12.5%
Rem MSA	50.0%	50.0%	0.0%
18-29	84.0%	12.0%	4.0%
30-39	60.0%	30.0%	10.0%
40-49	90.0%	10.0%	0.0%
50-64	50.0%	50.0%	0.0%
65+	--	--	--
Caucasian	78.0%	17.1%	4.9%
Afr Amer	80.0%	20.0%	0.0%
Male	72.7%	24.2%	3.0%
Female	87.5%	6.3%	6.3%

15. Which of the following would make you more likely NOT to send text messages or emails while driving?

	Fine	Police	License	Other	Wouldn't Stop
North	0.0%	0.0%	0.0%	100.0%	0.0%
Southwest	40.0%	40.0%	20.0%	0.0%	0.0%
West	0.0%	40.0%	20.0%	20.0%	0.0%
Mid	0.0%	40.0%	20.0%	0.0%	20.0%
E Central	0.0%	33.3%	33.3%	0.0%	33.3%
Oakland	0.0%	33.3%	41.7%	0.0%	8.3%
Macomb	0.0%	40.0%	60.0%	0.0%	0.0%
Detroit	100.0%	0.0%	0.0%	0.0%	0.0%
Wayne	12.5%	25.0%	62.5%	0.0%	0.0%
Rem MSA	50.0%	0.0%	25.0%	0.0%	0.0%
18-29	8.0%	32.0%	40.0%	8.0%	4.0%
30-39	10.0%	30.0%	40.0%	0.0%	10.0%
40-49	10.0%	30.0%	30.0%	0.0%	10.0%
50-64	50.0%	25.0%	25.0%	0.0%	0.0%
65+	--	--	--	--	--
Caucasian	7.3%	31.7%	36.6%	4.9%	7.3%
Afr Amer	40.0%	20.0%	40.0%	0.0%	0.0%
Male	15.2%	24.2%	36.4%	6.1%	9.1%
Female	6.3%	43.8%	37.5%	0.0%	0.0%

16. Have you looked at incoming text messages or emails while driving?

	Yes	No
North	14.8%	82.5%
Southwest	11.8%	88.2%
West	19.1%	80.9%
Mid	21.7%	78.3%
E Central	10.0%	90.0%
Oakland	26.0%	72.6%
Macomb	22.0%	78.0%
Detroit	4.7%	95.3%
Wayne	22.4%	77.6%
Rem MSA	16.1%	83.9%
18-29	39.4%	59.6%
30-39	26.7%	73.3%
40-49	16.4%	83.6%
50-64	11.5%	88.5%
65+	0.0%	100.0%
Caucasian	19.2%	80.6%
Afr Amer	6.7%	93.3%
Male	19.7%	80.0%
Female	14.7%	85.3%

17. And how often do you look at incoming text messages or emails while driving?

	Daily	Week	Month	Rarely
North	0.0%	50.0%	0.0%	50.0%
Southwest	12.5%	37.5%	37.5%	12.5%
West	15.4%	30.8%	15.4%	38.5%
Mid	15.4%	7.7%	23.1%	53.8%
E Central	28.6%	28.6%	14.3%	14.3%
Oakland	21.1%	42.1%	10.5%	26.3%
Macomb	22.2%	11.1%	11.1%	55.6%
Detroit	0.0%	0.0%	50.0%	50.0%
Wayne	33.3%	20.0%	20.0%	26.7%
Rem MSA	22.2%	33.3%	33.3%	11.1%
18-29	30.8%	23.1%	17.9%	25.6%
30-39	5.0%	30.0%	35.0%	30.0%
40-49	16.0%	28.0%	8.0%	48.0%
50-64	15.8%	36.8%	15.8%	31.6%
65+	--	--	--	--
Caucasian	18.6%	29.1%	18.6%	32.6%
Afr Amer	50.0%	16.7%	16.7%	0.0%
Male	16.9%	30.5%	23.7%	27.1%
Female	22.7%	25.0%	11.4%	40.9%

18. And would you say it is against the law or not against the law to look at incoming text messages or emails while you are driving?

	Against	Not Against	Don't Know
North	37.5%	37.5%	25.0%
Southwest	75.0%	25.0%	0.0%
West	61.5%	23.1%	15.4%
Mid	61.5%	38.5%	0.0%
E Central	85.7%	14.3%	0.0%
Oakland	63.2%	36.8%	0.0%
Macomb	66.7%	22.2%	11.1%
Detroit	50.0%	50.0%	0.0%
Wayne	60.0%	13.3%	26.7%
Rem MSA	55.6%	22.2%	22.2%
18-29	74.4%	15.4%	10.3%
30-39	40.0%	45.0%	15.0%
40-49	72.0%	28.0%	0.0%
50-64	47.4%	31.6%	21.1%
65+	--	--	--
Caucasian	62.8%	26.7%	10.5%
Afr Amer	50.0%	50.0%	0.0%
Male	71.2%	22.0%	6.8%
Female	50.0%	34.1%	15.9%

19. Which of the following would make you more likely NOT check incoming text messages or emails while driving?

	Fine	Police	License	Wouldn't Stop
North	12.5%	12.5%	25.0%	25.0%
Southwest	12.5%	50.0%	12.5%	25.0%
West	7.7%	7.7%	46.2%	15.4%
Mid	7.7%	46.2%	15.4%	15.4%
E Central	28.6%	14.3%	28.6%	28.6%
Oakland	5.3%	36.8%	42.1%	5.3%
Macomb	11.1%	11.1%	55.6%	11.1%
Detroit	50.0%	50.0%	0.0%	0.0%
Wayne	6.7%	33.3%	53.3%	6.7%
Rem MSA	11.1%	22.2%	44.4%	0.0%
18-29	10.3%	28.2%	38.5%	7.7%
30-39	10.0%	35.0%	20.0%	5.0%
40-49	8.0%	20.0%	48.0%	0.0%
50-64	15.8%	31.6%	36.8%	0.0%
65+	--	--	--	--
Caucasian	9.3%	30.2%	34.9%	2.3%
Afr Amer	16.7%	33.3%	50.0%	0.0%
Male	8.5%	28.8%	33.9%	3.4%
Female	13.6%	27.3%	40.9%	4.5%

20. Do you believe that drivers talking on their cell phones are distracted or not distracted while driving?

	Distracted	Not Distracted
North	83.3%	13.0%
Southwest	91.2%	5.9%
West	91.2%	5.9%
Mid	88.3%	8.3%
E Central	92.9%	5.7%
Oakland	86.3%	12.3%
Macomb	90.2%	2.4%
Detroit	95.3%	2.3%
Wayne	88.1%	10.4%
Rem MSA	87.5%	5.4%
18-29	87.9%	10.1%
30-39	85.3%	5.3%
40-49	92.1%	7.2%
50-64	86.1%	10.9%
65+	96.0%	2.0%
Caucasian	89.1%	8.0%
Afr Amer	91.0%	5.6%
Male	88.3%	7.7%
Female	90.3%	7.3%

21. Do you believe that drivers who talk on their cell phones are more likely, less likely or equally likely to be involved in a traffic crash as a driver NOT talking on their cell phone?

	More	Equally	Less
North	75.9%	22.2%	0.0%
Southwest	85.3%	10.3%	0.0%
West	89.7%	8.8%	0.0%
Mid	93.3%	6.7%	0.0%
E Central	80.0%	14.3%	1.4%
Oakland	78.1%	15.1%	1.4%
Macomb	78.0%	14.6%	2.4%
Detroit	86.0%	11.6%	2.3%
Wayne	86.6%	10.4%	0.0%
Rem MSA	80.4%	16.1%	0.0%
18-29	73.7%	24.2%	2.0%
30-39	82.7%	9.3%	0.0%
40-49	86.2%	11.2%	0.7%
50-64	83.0%	13.9%	0.6%
65+	91.9%	4.0%	0.0%
Caucasian	83.7%	12.7%	0.7%
Afr Amer	83.1%	13.5%	1.1%
Male	85.0%	10.7%	1.0%
Female	82.0%	15.0%	0.3%

22. Would you support or oppose legislation that banned the use of hand held cell phones while driving? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
North	44.4%	18.5%	14.8%	13.0%
Southwest	57.4%	11.8%	13.2%	13.2%
West	50.0%	25.0%	8.8%	11.8%
Mid	45.0%	13.3%	23.3%	13.3%
E Central	58.6%	11.4%	12.9%	11.4%
Oakland	56.2%	13.7%	8.2%	17.8%
Macomb	41.5%	26.8%	4.9%	22.0%
Detroit	65.1%	18.6%	14.0%	0.0%
Wayne	55.2%	20.9%	11.9%	7.5%
Rem MSA	46.4%	21.4%	7.1%	19.6%
18-29	34.3%	20.2%	21.2%	20.2%
30-39	42.7%	18.7%	16.0%	18.7%
40-49	52.6%	17.8%	9.2%	13.2%
50-64	55.2%	18.2%	11.5%	10.9%
65+	71.7%	14.1%	6.1%	4.0%
Caucasian	51.7%	17.6%	12.5%	12.9%
Afr Amer	58.4%	11.2%	14.6%	12.4%
Male	49.7%	17.7%	11.0%	16.0%
Female	55.0%	17.7%	13.0%	10.0%

23. Do you believe that drivers texting or checking email while driving are distracted or not distracted while driving?

	Distracted	Not Distracted
North	100.0%	0.0%
Southwest	95.6%	1.5%
West	98.5%	1.5%
Mid	100.0%	0.0%
E Central	98.6%	1.4%
Oakland	100.0%	0.0%
Macomb	100.0%	0.0%
Detroit	100.0%	0.0%
Wayne	100.0%	0.0%
Rem MSA	100.0%	0.0%
18-29	99.0%	1.0%
30-39	98.7%	0.0%
40-49	99.3%	0.7%
50-64	99.4%	0.0%
65+	99.0%	1.0%
Caucasian	99.1%	0.7%
Afr Amer	100.0%	0.0%
Male	99.0%	0.7%
Female	99.3%	0.3%

24. Do you believe drivers who text or email while driving are more likely , less likely or equally likely to be involved in a traffic crash as a driver NOT texting or emailing?

	More	Equally	Less
North	100.0%	0.0%	0.0%
Southwest	94.1%	4.4%	0.0%
West	98.5%	0.0%	1.5%
Mid	95.0%	5.0%	0.0%
E Central	92.9%	1.4%	1.4%
Oakland	91.8%	5.5%	0.0%
Macomb	97.6%	2.4%	0.0%
Detroit	97.7%	2.3%	0.0%
Wayne	95.5%	3.0%	1.5%
Rem MSA	96.4%	3.6%	0.0%
18-29	92.9%	4.0%	2.0%
30-39	97.3%	1.3%	0.0%
40-49	95.4%	3.9%	0.0%
50-64	96.4%	3.0%	0.6%
65+	97.0%	0.0%	0.0%
Caucasian	95.8%	3.1%	0.7%
Afr Amer	94.4%	2.2%	0.0%
Male	95.7%	2.7%	0.7%
Female	95.7%	3.0%	0.3%

25. Michigan law currently bans either reading or sending texts or email while driving. Drivers face a \$100 fine for a first offense and a \$200 fine for a second offense. Does knowing that make you more or less likely to either receive or send texts or emails while driving, or does it make no difference to you? ASK: WOULD THAT BE MUCH MORE/LESS LIKELY OR JUST SOMEWHAT MORE/LESS LIKELY?

	MML	LML	No Diff	LLL	MLL
North	11.1%	0.0%	55.6%	16.7%	16.7%
Southwest	2.9%	4.4%	52.9%	8.8%	30.9%
West	10.3%	1.5%	55.9%	13.2%	17.6%
Mid	1.7%	1.7%	56.7%	5.0%	35.0%
E Central	2.9%	0.0%	50.0%	12.9%	32.9%
Oakland	4.1%	4.1%	42.5%	15.1%	32.9%
Macomb	2.4%	2.4%	56.1%	4.9%	34.1%
Detroit	7.0%	0.0%	65.1%	11.6%	16.3%
Wayne	10.4%	1.5%	53.7%	13.4%	19.4%
Rem MSA	5.4%	0.0%	46.4%	12.5%	32.1%
18-29	6.1%	4.0%	46.5%	12.1%	31.3%
30-39	9.3%	1.3%	49.3%	17.3%	22.7%
40-49	3.9%	0.7%	52.0%	12.5%	30.3%
50-64	6.7%	1.2%	50.3%	11.5%	28.5%
65+	5.1%	2.0%	68.7%	7.1%	15.2%
Caucasian	5.8%	2.2%	52.1%	11.4%	27.6%
Afr Amer	5.6%	0.0%	56.2%	13.5%	23.6%
Male	5.0%	1.0%	54.7%	13.0%	24.3%
Female	6.7%	2.3%	51.0%	10.3%	29.7%

26. Which driver do you think is a bigger danger on the road? A drunk driver or a driver that is talking on their cell phone?

	Drunk	Talking	Equally
North	59.3%	13.0%	27.8%
Southwest	61.8%	4.4%	30.9%
West	60.3%	4.4%	30.9%
Mid	65.0%	5.0%	30.0%
E Central	52.9%	10.0%	37.1%
Oakland	60.3%	4.1%	35.6%
Macomb	58.5%	9.8%	29.3%
Detroit	44.2%	7.0%	48.8%
Wayne	52.2%	4.5%	40.3%
Rem MSA	62.5%	12.5%	19.6%
18-29	69.7%	6.1%	23.2%
30-39	70.7%	5.3%	22.7%
40-49	53.3%	11.2%	32.2%
50-64	58.8%	5.5%	34.5%
65+	40.4%	7.1%	50.5%
Caucasian	59.5%	7.1%	31.2%
Afr Amer	52.8%	7.9%	39.3%
Male	59.3%	8.7%	30.7%
Female	56.7%	5.7%	35.3%

27. And which driver do you think is a bigger danger on the road, a drunk driver or a driver that is texting on their cell phone?

	Drunk	Texting	Equally
North	31.5%	33.3%	33.3%
Southwest	35.3%	25.0%	38.2%
West	29.4%	20.6%	45.6%
Mid	41.7%	16.7%	40.0%
E Central	27.1%	22.9%	50.0%
Oakland	28.8%	21.9%	46.6%
Macomb	39.0%	22.0%	39.0%
Detroit	27.9%	9.3%	60.5%
Wayne	34.3%	22.4%	40.3%
Rem MSA	41.1%	23.2%	30.4%
18-29	32.3%	27.3%	37.4%
30-39	46.7%	20.0%	30.7%
40-49	32.9%	21.7%	43.4%
50-64	32.7%	22.4%	43.6%
65+	25.3%	19.2%	52.5%
Caucasian	34.7%	24.3%	38.8%
Afr Amer	29.2%	13.5%	57.3%
Male	37.7%	23.3%	37.7%
Female	29.0%	20.7%	47.0%