



GLENGARIFF GROUP, INC.
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DRIVER ATTITUDE AND BELIEFS OMNIBUS SURVEY

**600 Sample Survey
January 20, 2014**

METHODOLOGY

The Glengariff Group, Inc. conducted a 600 sample, live operator telephone survey of statewide Michigan drivers. The survey was conducted from January 13-16, 2014. 80% of respondents were contacted via land line telephone. 20% of respondents were contacted via cell phone telephone. The survey has a margin of error of +/-4.0% with a 95% level of confidence. The left column represents the aggregate survey percentage. The right column represents (n) or the raw number of respondents.

DRIVER ATTITUDE AND BELIEFS OMNIBUS SURVEY January 2014

Hello, my name is _____. I'm not selling anything. I am doing a survey of people in your community about traffic safety.

1. Could you please tell me what county you live in?

[CODE BY COUNTY LIST]

[RECORD PHONE NUMBER]_____

1.	Upper Peninsula	3.2%	(19)
2.	Northwest Michigan	4.7%	(28)
3.	Northeast Michigan	2.0%	(12)
4.	West Michigan	11.0%	(66)
5.	Southwest Michigan	9.8%	(59)
6.	South Central Michigan	9.8%	(59)
7.	Flint/ Tri-Cities	11.7%	(70)
8.	Oakland County	13.5%	(81)
9.	Macomb County	8.8%	(53)
10.	Wayne County	17.0%	(102)
11.	Remainder of Det MSA	8.5%	(51)

2. How often do you drive a motor vehicle?

1.	Every day or almost every day.	87.3%	(524)
2.	A few days a week	11.0%	(66)
3.	A few days a month	1.2%	(7)
4.	A few days per year	0.5%	(3)
5.	Or never....TERMINATE	0.0%	(0)
6.	Other _____	0.0%	(0)
7.	Undecided/ Don't Know/ refused....DO NOT OFFER	0.0%	(0)

3. Is the primary vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?
[IF DRIVES MORE THAN ONE VEHICLE, ASK: Which vehicle did you drive last?]

1.	Car	53.0%	(318)
2.	Van	11.7%	(70)
3.	SUV	22.3%	(134)
4.	Motorcycle	0.2%	(1)
5.	Pickup Truck	12.8%	(77)
6.	Other truck _____	0.0%	(0)
7.	Don't Know/ Refused...DO NOT OFFER	0.0%	(0)

4. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pickup? [DO NOT OFFER OPTIONS.]

1.	Always	91.2%	(547)
2.	Most of the time	4.8%	(29)
3.	Half of the time	1.0%	(6)
4.	Rarely	1.2%	(7)
5.	Never	1.8%	(11)
6.	Undecided/ Don't Know/ Refused....DO NOT OFFER	0.0%	(0)

5. Michigan law allows police to stop drivers solely for a seat belt violation. What do you think the fine is for such a ticket? [DO NOT OFFER RESPONSES. IF DON'T KNOW, ASK: What would be your best guess?] [INTERVIEWER NOTE: IF ASKED AFTER A RESPONSE IS GIVEN, THE FINE IS \$65.]

1.	\$25	1.5%	(9)
2.	\$50	9.2%	(55)
3.	\$65	13.8%	(83)
4.	\$100	21.2%	(127)
5.	Other [SEE APPENDIX A]	29.3%	(176)
6.	Undecided/ Don't Know/ RefusedDO NOT OFFER	25.0%	(150)

6. Now I would like to ask a few questions about drinking and driving. How many drinks would you need to consume in a two-hour time period before you would consider yourself unsafe to drive? A drink could be a can of beer, glass of wine, or a shot of hard liquor.

1.	Number of drinks: _____	76.3%	(458)
	1 drink	26.6%	(122)
	2 drinks	40.2%	(184)
	3 drinks	19.2%	(88)
	4 drinks	7.4%	(34)
	5 drinks	2.6%	(12)
	6 drinks	2.6%	(12)
	7 drinks	0.4%	(2)
	8 drinks	0.4%	(2)
	12 drinks	0.2%	(1)
	17 drinks	0.2%	(1)
2.	Undecided/ Don't Know/ Refused ...DO NOT OFFER	23.7%	(142)

7. It is illegal to drive if alcohol or drugs have impaired your driving skills, and you are assumed to be impaired if your blood or breath alcohol content is too high. At what blood alcohol percentage would it be illegal for an adult to drive in Michigan? [INTERVIEWER NOTE: PLEASE CODE “1%” AS “0.01%,” “10%” AS “0.10%,” AND SO ON. THE RELEVANT BAC LEVELS ARE ALL LESS THAN 1%, BUT MANY PEOPLE ARE UNCLEAR ON WHERE THE DECIMAL POINT GOES.]

1.	.01 % (or 1%)	6.2%	(37)
2.	.02 % (or 2%)	4.0%	(24)
3.	.05 % (or 5%)	2.5%	(15)
4.	.08 % (or 8%)	43.5%	(261)
5.	.10 % (or 10%)	3.0%	(18)
6.	.15% (or 15%)	0.5%	(3)
7.	Other [SEE APPENDIX B]	9.7%	(58)
8.	Undecided/ Don't Know/ Refused...DO NOT OFFER	30.7%	(184)

8. Now I would like to ask you about another law. Some states have a “move over law” that requires drivers to change lanes or slow down when approaching an emergency vehicle that is stopped on the side of the road with its overhead lights activated. Does Michigan have a “move over law?”

1.	Yes...MOVE TO QUESTION 9	79.3%	(476)
2.	No....SKIP TO QUESTION 16	6.2%	(37)
3.	Undecided / Don't Know/ Refused...SKIP TO Q16/ DO NOT OFFER	14.5%	(87)

9. Does Michigan law require you to move over a lane, or can you just slow down? DO NOT OFFER RESPONSES.

1.	Must move over	65.8%	(313)
2.	Can just slow down	7.1%	(34)
3.	Both move over and slow down	27.1%	(129)
3.	Undecided / Don't Know/ Refused....DO NOT OFFER	0.0%	(0)

I would also like to know what sort of vehicles you believe the law applies to. For each of the following, could you tell me whether you believe the “move over law” applies to them?

[ROTATE 10-15]

10. Police cars?

1.	Yes	96.4%	(459)
2.	No	2.9%	(14)
3.	Undecided / Don't Know...DO NOT OFFER	0.6%	(3)
4.	Refused....DO NOT OFFER	0.0%	(0)

11. Fire Trucks/Ambulances?

1.	Yes	96.8%	(461)
2.	No	2.9%	(14)
3.	Undecided / Don't Know....DO NOT OFFER	0.2%	(1)
4.	Refused....DO NOT OFFER	0.0%	(0)

12. Tow trucks?

1.	Yes	60.3%	(287)
2.	No	29.8%	(142)
3.	Undecided / Don't Know....DO NOT OFFER	9.9%	(47)
4.	Refused....DO NOT OFFER	0.0%	(0)

13. Construction vehicles?

1.	Yes	57.4%	(273)
2.	No	35.5%	(169)
3.	Undecided / Don't Know....DO NOT OFFER	6.9%	(33)
4.	Refused....DO NOT OFFER	0.2%	(1)

14.	Any stopped car or truck?		
1.	Yes	38.2%	(182)
2.	No	52.7%	(251)
3.	Undecided / Don't Know....DO NOT OFFER	8.8%	(42)
4.	Refused....DO NOT OFFER	0.2%	(1)

15.	Bicyclists?		
1.	Yes	39.9%	(190)
2.	No	51.9%	(247)
3.	Undecided / Don't Know....DO NOT OFFER	8.2%	(39)
4.	Refused....DO NOT OFFER	0.0%	(0)

INTERVIEWER NOTE: IF ASKED, Michigan does, in fact, have a “move over law” that requires drivers to move over if they can (or slow down and pass with caution if they cannot) when approaching an emergency vehicle stopped on the side of the road with its lights activated. This applies only to emergency vehicles, such as police cars, rescue vehicles, and tow trucks.

16.	I would also like to ask you about Michigan’s graduated driver license law. This is the law that gradually expands privileges for new drivers as they gain experience. Some states restrict 16-year-old drivers from having multiple passengers or teenage passengers. Does Michigan law restrict how many passengers a 16-year-old driver can have in a vehicle?		
1.	Yes	71.7%	(430)
2.	No	10.0%	(60)
3.	Undecided/ Don't Know/ Refused....DO NOT OFFER	18.3%	(110)

17.	Are teen drivers in Michigan with a graduated driver license allowed to use a cell phone while driving to make phone calls?		
1.	Yes	4.7%	(28)
2.	No	88.2%	(529)
3.	Only in emergencies....DO NOT OFFER	0.8%	(5)
4.	Undecided/ Don't Know/ Refused....DO NOT OFFER	6.3%	(38)

18. Now let's move onto some questions about all drivers. If a driver were to be stopped by the police, on a scale of 1 to 10, how likely would he or she be to get a ticket rather than a verbal warning? Again, 1 means he never gets a ticket, and 10 means he always does. [IF THE ANSWER IS SOMETHING LIKE "I always obey traffic laws" OR "I would never be stopped," ASK, "Not you perhaps, but if the police were to stop someone else, how likely would a ticket be on a one to ten scale?"]

MEAN:	6.8									
1	2	3	4	5	6	7	8	9	10	DK/REF
1.3%	1.0%	2.3%	2.7%	26.8%	6.7%	15.0%	16.3%	8.3%	11.7%	7.8%
(8)	(6)	(14)	(16)	(161)	(40)	(90)	(98)	(50)	(70)	(47)

19. Now, if you were driving during the day and saw a car stopped by a police officer, what would be your first thought about what the officer stopped the driver for? [DO NOT OFFER OPTIONS./ ACCEPT JUST ONE RESPONSE]

1.	Speeding	75.7%	(454)
2.	Seat Belt	1.8%	(11)
3.	Drunk Driving	0.8%	(5)
4.	Red Light Running	1.3%	(8)
5.	Tailgating	0.2%	(1)
6.	Aggressive Driving	1.7%	(10)
7.	Faulty equipment (taillight out, etc.)	2.0%	(12)
8.	Car crash	0.0%	(0)
9.	Undecided/ Don't Know/ Refused....DO NOT OFFER	16.5%	(99)

20. Would you assume it was the same thing if you saw a car stopped at night, or would you guess something else? [DO NOT OFFER OPTIONS. CODE PREVIOUS OR NEW ANSWER.]

1.	Speeding	42.3%	(254)
2.	Seat Belt	0.2%	(1)
3.	Drunk Driving	27.0%	(162)
4.	Red Light Running	0.8%	(5)
5.	Tailgating	0.2%	(1)
6.	Aggressive Driving	2.7%	(16)
7.	Faulty equipment (taillight out, etc.)	9.5%	(57)
8.	Car crash	0.2%	(1)
9.	Undecided/ Don't Know/ Refused....DO NOT OFFER	17.2%	(103)

Now, I am going to read several statements. For each one, please tell me if you agree or disagree with that statement. ASK: Would that be strongly agree/disagree or just somewhat agree/disagree?

21. Seat belts are just as likely to harm you as help you.

1	Strongly agree	7.7%	(46)
2	Somewhat agree	13.2%	(79)
3	Somewhat disagree	17.7%	(106)
4	Strongly disagree	59.7%	(358)
5.	Don't Know/ Refused ...DO NOT OFFER	1.8%	(11)

22. If I were in a crash, I would want to have my seat belt on.

1.	Strongly agree	88.3%	(530)
2.	Somewhat agree	7.7%	(46)
3.	Somewhat disagree	1.2%	(7)
4.	Strongly disagree	1.7%	(10)
5.	Don't Know/ Refused ...DO NOT OFFER	1.2%	(7)

23.	My driving skills are better than those of the average driver.	
1.	Strongly agree	43.2% (259)
2.	Somewhat agree	35.5% (213)
3.	Somewhat disagree	10.5% (63)
4.	Strongly disagree	4.3% (26)
5.	Don't Know/ Refused ...DO NOT OFFER	6.5% (39)
24.	I am less likely to be in a crash than the average driver.	
1.	Strongly agree	32.3% (194)
2.	Somewhat agree	29.2% (175)
3.	Somewhat disagree	19.3% (116)
4.	Strongly disagree	10.2% (61)
5.	Don't Know/ Refused ...DO NOT OFFER	9.0% (54)
25.	Police should enforce seat belt laws for adults more strictly.	
1.	Strongly agree	36.8% (221)
2.	Somewhat agree	23.5% (141)
3.	Somewhat disagree	18.5% (111)
4.	Strongly disagree	16.7% (100)
5.	Don't Know/ Refused ...DO NOT OFFER	4.5% (27)
26.	Police should enforce car seat and seat belt laws for children more strictly.	
1.	Strongly agree	75.8% (455)
2.	Somewhat agree	12.8% (77)
3.	Somewhat disagree	5.2% (31)
4.	Strongly disagree	4.0% (24)
5.	Don't Know/ Refused ...DO NOT OFFER	2.2% (13)

27.	Police should enforce drunk driving laws more strictly.		
	1. Strongly agree	72.7%	(436)
	2. Somewhat agree	12.3%	(74)
	3. Somewhat disagree	6.5%	(39)
	4. Strongly disagree	4.3%	(26)
	5. Don't Know/ Refused ...DO NOT OFFER	4.2%	(25)
28.	Police should enforce red light-running more strictly.		
	1. Strongly agree	64.7%	(388)
	2. Somewhat agree	19.0%	(114)
	3. Somewhat disagree	8.2%	(49)
	4. Strongly disagree	3.8%	(23)
	5. Don't Know/ Refused ...DO NOT OFFER	4.3%	(26)
29.	Police should enforce speed limits more strictly.		
	1. Strongly agree	33.7%	(202)
	2. Somewhat agree	33.2%	(199)
	3. Somewhat disagree	19.5%	(117)
	4. Strongly disagree	8.8%	(53)
	5. Don't Know/ Refused ...DO NOT OFFER	4.8%	(29)
30.	About those speed limits: in your community, would you say that speed limits on local roads are too high, too low, or just about right?		
	1. Speed limits too high	2.7%	(16)
	2. Speed limits too low	9.3%	(56)
	3. Speed limits just about right	86.8%	(521)
	4. Undecided/ Don't Know/ Refused...DO NOT OFFER	1.2%	(7)

31. If you are involved in an automobile crash, in which you are unhurt and the vehicle is drivable, should you move the vehicle off the roadway?
- | | |
|--|-------------|
| 1. Yes | 83.0% (498) |
| 2. No | 14.0% (84) |
| 3. Don't Know Undecided...DO NOT OFFER | 3.0% (18) |
| 4. Refused....DO NOT OFFER | 0.0% (0) |
32. If you are involved in an automobile crash, in which you are unhurt, should you remain in the vehicle with your seat belt on or should you get out of the vehicle and move to the side of the road?
- | | |
|--|-------------|
| 1. Stay in vehicle with seat belt on | 30.5% (183) |
| 2. Move to the side of the road | 59.3% (356) |
| 3. Don't Know/ Undecided....DO NOT OFFER | 10.0% (60) |
| 4. Refused....DO NOT OFFER | 0.2% (1) |
33. In Michigan, it is illegal to drink if you are under 21 years of age. If an adult provides alcohol to someone under 21 years old would you say that individual can or cannot be held legally liable for providing alcohol to a minor?
- | | |
|--|-------------|
| 1. Can be held liable | 96.5% (579) |
| 2. Cannot be held liable | 1.7% (10) |
| 3. Don't Know/ Undecided....DO NOT OFFER | 1.7% (10) |
| 4. Refused....DO NOT OFFER | 0.2% (1) |
34. Now a couple of questions about cell phone use in the vehicle. Do you make or accept phone calls while drivingIF YES, ASK: AND DO YOU USE A HANDS FREE DEVICE OR DO YOU USE YOUR CELL PHONE?
- | | |
|--|-------------|
| 1. Yes, hands free device . . MOVE TO QUESTION 35 | 25.2% (151) |
| 2. Yes, cell phone . . MOVE TO QUESTION 35 | 27.8% (167) |
| 3. Yes, hands free device and cell phone . . MOVE TO QUESTION 35 | 5.7% (34) |
| 4. NO, do not accept or make phone calls . . SKIP TO QUESTION 36 | 41.0% (246) |
| 5. Don't Know/ Refused....DO NOT OFFER/ SKIP TO QUESTION 36 | 0.3% (2) |

35.	And how often do you make or accept telephone calls while driving?	
1.	Daily	31.0% (109)
2.	A couple times per week	28.4% (100)
3.	Several times per month	15.3% (54)
4.	Rarely	25.0% (88)
5.	Don't Know/ Refused....DO NOT OFFER	0.3% (1)
36.	Have you sent text messages or e-mails while driving?	
1.	Yes....MOVE TO QUESTION 37	16.3% (98)
2.	No....SKIP TO QUESTION 38	83.5% (501)
3.	Don't Know/ Refused....DO NOT OFFER/ SKIP TO QUESTION 38	0.2% (1)
37.	And how often do you send text messages or e-mails while driving?	
1.	Daily	21.4% (21)
2.	A couple times per week	21.4% (21)
3.	Several times per month	15.3% (15)
4.	Rarely	41.8% (41)
5.	Don't Know/ Refused....DO NOT OFFER	0.0% (0)
38.	Have you looked at incoming text messages or e-mails while driving?	
1.	Yes....MOVE TO QUESTION 39	31.0% (186)
2.	No....SKIP TO QUESTION 40	69.0% (414)
3.	Don't Know/ Refused....DO NOT OFFER/ SKIP TO QUESTION 40	0.0% (0)

39. And how often do you look at incoming text messages or e-mails while driving?

1.	Daily	22.6%	(42)
2.	A couple times per week	22.0%	(41)
3.	Several time per month	11.8%	(22)
4.	Rarely	43.5%	(81)
5.	Don't Know/ Refused....DO NOT OFFER	0.0%	(0)

40. And would you say it is against the law or not against the law to send text message or e-mails while you are driving?

1.	Against the law	84.3%	(506)
2.	Not against the law	7.5%	(45)
3.	Don't Know/ Not Sure....DO NOT OFFER	8.0%	(48)
4.	Refused....DO NOT OFFER	0.2%	(1)

INTERVIEWER NOTE: Michigan law prohibits drivers from reading, manually typing, or sending a text message while driving. Driving is defined as: operating a moving motor vehicle on a street or highway. Exceptions are in place for reporting crashes, crimes or other emergencies. Drivers face a \$100 fine for a first offense and a \$200 fine for subsequent violations. No points are assessed or posted to a person's driving record.

Now, just a few questions for statistical purposes.

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

1.	1990-1996 (18-24)	7.0%	(42)
2.	1985-1989 (25-29)	9.5%	(57)
3.	1979-1984 (30-35)	7.7%	(46)
4.	1974-1978 (36-40)	9.8%	(59)
5.	1964-1973 (41-49)	20.7%	(124)
6.	1959-1963 (50-55)	11.3%	(68)
7.	1950-1958 (56-64)	14.8%	(89)
8.	1949 and before (65 and over)	18.2%	(109)
9.	Don't Know/ Refused...DO NOT OFFER	1.0%	(6)

42.	What is your race or ethnic background?		
1.	White	80.3%	(482)
2.	African American	11.7%	(70)
3.	Hispanic (Puerto Rican/ Mexican-American)	1.7%	(10)
4.	Asian	1.5%	(9)
5.	Mixed Race	1.0%	(6)
6.	Native American	0.3%	(2)
7.	Don't Know/ Refused...DO NOT OFFER	3.5%	(21)
43.	What is the last grade or level of schooling you completed? [DO NOT OFFER OPTIONS]		
1.	1 st to 8 th Grade	0.5%	(3)
2.	9 th Grade	0.5%	(3)
3.	10 th Grade	0.8%	(5)
4.	11 th Grade	1.5%	(9)
5.	12 Grade	0.5%	(3)
6.	High School Graduate	23.3%	(140)
7.	Non College/ Post High School/ Technical Training	3.2%	(19)
8.	Some College	22.7%	(136)
9.	College Graduate	31.5%	(189)
10.	Post Graduate School	14.7%	(88)
11.	Don't Know/ Undecided...DO NOT OFFER	0.3%	(2)
12.	Refused...DO NOT OFFER	0.5%	(3)
44.	Sex: DO NOT ASK		
1.	Male	50.0%	(300)
2.	Female	50.0%	(300)

45. TELEPHONE: DO NOT ASK

- | | |
|---------------|-------------|
| 1. Cell phone | 20.0% (120) |
| 2. Land line | 80.0% (480) |

THANK YOU, THAT COMPLETES OUR SURVEY.

APPENDIX A: QUESTION 5/ WHAT DO YOU THINK THE FINE IS FOR SUCH A TICKET/ OTHER

<u>Other</u>	<u>Number</u>	<u>Percent</u>
150	21	11.9 %
75	50	28.4 %
250	7	4.0 %
85	8	4.5 %
125	7	4.0 %
180	2	1.1 %
130	1	0.6 %
60	14	8.0 %
500	12	6.8 %
70	9	5.1 %
200	14	8.0 %
160	1	0.6 %
20	2	1.1 %
80	6	3.4 %
600	1	0.6 %
42	1	0.6 %
120	2	1.1 %
55	1	0.6 %
45	2	1.1 %
35	2	1.1 %
30	2	1.1 %
300	3	1.7 %
350	1	0.6 %
10	1	0.6 %
302	1	0.6 %
90	4	2.3 %
115	1	0.6 %
Total	176	100.0 %

APPENDIX B: QUESTION 7/ AT WHAT BLOOD ALCOHOL PERCENTAGE WOULD IT BE ILLEGAL FOR AN ADULT TO DRIVE IN MICHIGAN/ OTHER?

Other	Number	Percent
0.03%	6	10.3 %
0.07%	9	15.5 %
0.028%	1	1.7 %
0.04%	2	3.4 %
0.015%	2	3.4 %
0.06%	8	13.8 %
0.09%	7	12.1 %
0.018%	1	1.7 %
0.3%	5	8.6 %
0.013%	1	1.7 %
0.8%	7	12.1 %
0.012%	2	3.4 %
0.102%	1	1.7 %
0.25%	2	3.4 %
0.76%	1	1.7 %
0.0125%	1	1.7 %
0.2%	1	1.7 %
0.004%	1	1.7 %
Total	58	100.0 %