

Highway Safety Media Campaign Awareness and Attitudes

Final Report

Katie N. Womack – Senior Research Scientist

Neal A. Johnson – Assistant Research Scientist

Texas A&M Transportation Institute



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16. Abstract A survey of Wisconsin residents measured traffic safety message awareness, opinions regarding effectiveness, knowledge of several traffic laws, and self-reported driving behaviors. The online survey was completed by 1,554 Wisconsinites in the North, Southeast, and Southwest regions of the state. Focus groups delved further into preferences and perceptions. Key findings indicate higher awareness of national campaigns, with 83 percent recognition of the Click It or Ticket message. Wisconsin-specific messages were less recognized, with highest recognition of Zero in Wisconsin by 46 percent of respondents. TV was the most common source for receiving safety messages. Respondents were more receptive to safety experts and educators than celebrity messengers. The study showed receptiveness to more campaigns and stricter enforcement of traffic safety laws. The biggest traffic safety concerns among focus group participants were reckless driving, drunk driving, speeding, and distracted driving.			
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Disclaimer: The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the Wisconsin Department of Transportation.

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Executive Summary

Introduction

Wisconsin has one of the best highway safety records in the United States. Yet, the State is driven by a Zero Vision mission to regard any preventable death on its roadways as one too many. To that end, the Wisconsin Department of Transportation commissioned a study to assess the State's current safety campaign media communication by garnering feedback from the public, with the ultimate goal of creating a maximally effective and strategic traffic safety communication plan. This report presents the study results from a two-pronged approach to garner public feedback on current communications. This report also provides a set of recommendations based on public feedback received.

Survey

An online survey yielded responses from 1,554 Wisconsin residents distributed across three broad geographic areas of the State – North, Southeast and Southwest.

Self-Reported Behavior:

- The vast majority of survey respondents reported they always (88.4%) or nearly always (7.1%) wear their seat belt.
- 35.1 percent reported exceeding the speed limit by 5mph at least half the time or more often on local roads. 18.2 percent reported exceeding the speed limit by 10mph at least half the time or more often on local roads.
- Highway speeding was self-reported more often than local road speeding. 47.5 percent reported exceeding the speed limit by 5mph at least half the time or more often on highways. In contrast to local road speeding, 17.6 percent reported going 10mph over the limit frequently.
- Approximately one-quarter (25.9 %) of respondents reported driving after drinking more than they thought they should with some frequency.
- Analysis by demographic characteristics indicates seat belt non-use is higher among people of color and younger occupants. Speeders are more likely to be younger, male, Black, residing in rural areas, and residents in the northern area of the State.

Shifts in Self-Reported Behavior:

Respondents were asked if and by how much their behavior had changed over the past year.

Changes in a positive direction were noted as:

- 24.6 percent reported some increase in seat belt use.
- 12.2 percent reported some decrease in speeding behavior.
- 13.7 percent reported they drink and drive less now than a year ago.
- 30.4 percent reported they text and drive less often.

Changes in a negative direction were noted as:

- 20.6 percent reported they speed more now than a year ago.
- 14.4 percent reported drinking and driving more often, 10.9 percent much more often.
- 17.6 percent reported texting and driving more often, 11.9 percent much more often.

Message Awareness

The most recognized safety messages were associated with national campaigns. “Click It or Ticket” had been seen or heard by 83 percent of respondents; “Drive Sober or Get Pulled Over” by 75 percent; “Drive Now. Text Later” by 69 percent; and “Share the Road” by 61 percent. The “Zero in Wisconsin” message was familiar to 45.6 percent of those surveyed. The least recognized message was “Are you INDISTRACTIBLE?”, recognized by just under 10 percent of the sample.

The highest percent of awareness of an enforcement message was for impaired driving, as 78.3 percent had heard of impaired driving enforcement in the past year (53.2 percent) or within the past few months (25.1 percent). Similarly, respondents thought there was a greater likelihood of apprehension for impaired driving than for other violations. Over two-thirds of the sample (68.4 percent) said they knew someone who had been arrested for drinking and driving. Over 72 percent of respondents had heard or seen a speed enforcement message within the past year. Least awareness was for seat belt enforcement, with over one-third of respondents reporting they had not seen or heard any messaging. The most common source for receiving each safety message was TV.

Campaigns

The majority of respondents (60.8 %) agreed that more traffic safety campaigns are needed in Wisconsin. In general, respondents agreed that they would pay attention to a traffic safety expert more than a celebrity, and that crash victim stories are more effective than a safety reminder.

Knowledge

Wisconsinites surveyed indicated good knowledge of the mandatory seat belt requirement for all vehicle occupants and the ban on driver texting on all Wisconsin roads. Not as clear are the nuances of the components of the intoxicated driving law.

Countermeasures

A majority of respondents supported four countermeasure options – required ignition interlock for convicted offenders; higher fines for texting and driving; in-person driver license renewal for drivers 75 and older; and camera speed enforcement in school zones.

Focus Groups

Using survey results as a foundation, ideas for a communications plan were generated and focus group tested with 43 Wisconsin residents in five different areas of the State. These group discussions helped clarify issues of concern to the Wisconsin public and examine preferences regarding traffic safety messaging.

Concerns

Focus group participants revealed their four biggest traffic safety concerns are reckless driving, drunk driving, speeding, and distracted driving. To counter these threats to safety, focus group participants were largely supportive of stricter enforcement of current laws.

Traffic Safety Campaign Messages

Participants in general leaned toward informative, short, and/or clever messages. Campaigns that evoke sadness were not favored although noted as potentially impactful for some people.

Most effective messengers of traffic safety information, voiced by groups, are authentic and credible sources. Celebrities may carry some influence and recognition, but their message may be less effective unless it is personal.

1.0 Introduction

1.1 Study Objectives

The goal of this project was to assess and improve upon the effectiveness of Wisconsin's traffic safety media campaigns in reducing crashes, injuries and fatalities. The first objective of the project was to conduct a survey of a representative sample of the Wisconsin population, to measure attitudes and perceptions regarding traffic safety messaging, and answer specific questions related to awareness and effectiveness. A second objective was to develop a safety communications plan that incorporates findings from the survey. A third objective was to delve more deeply with focus groups on message awareness, impacts, preferences and ways to increase effectiveness.

1.2 Study Methods

The study began with a literature review to establish a foundation for the approach and content for survey and focus group efforts. Additionally, the review provided a means of comparing results of the Wisconsin Safety Campaign Awareness and Attitudes study with results of other states or jurisdictions.

A questionnaire was developed for online distribution to a sample of Wisconsin panel members from 1,000 households in the State. A set of 45 questions was agreed upon and formatted on the Qualtrics survey platform. The survey instrument was pre-tested with a small number of residents in Wisconsin during development. The final questionnaire draft was pre-tested with two senior drivers also living in the vicinity. Survey procedures were approved by the Texas A&M University Institutional Review Board (TAMU IRB) which determines risk and privacy compliance for human subjects' research conducted on behalf of the TAMU System.

The survey was conducted online using a third-party sampling vendor. The vendor distributed the survey to a quasi-representative sample from a statewide survey panel generated from the universe of Wisconsin households. This statewide panel is quasi-representative because those who participate in the survey self-select, yet their invitation into the survey panel is from the universe of households in the state. In essence, this compares favorably with the self-selection of participation in a telephone or mail survey. The U.S. Census reports that 84.7 percent of Wisconsin households have a broadband internet subscription, which is comparable to the U.S. at 85.2 percent. Additionally, households with internet users tend to mirror the driving population.

The minimum desired sample size was 1,000 usable responses. To achieve geographic representation, the State was divided into five sections corresponding to Division of State Patrol Regions, two of which were later combined to accomplish the desired sample in the northern portion of the State from the panel of potential respondents. Sample targets were proportionate to population in the resultant three regions.

The survey was conducted July 7 through July 25, 2023. The survey was monitored daily to identify imbalances in the sample. For example, when the proportion of females became disproportionate to an unacceptable degree, the survey was temporarily closed to females. Similarly, efforts were made to limit the percent of non-driver respondents, and to adjust the

sample flow to attain the desired regional distributions. A limitation of the survey was an error in skip logic that resulted in follow-up questions not asked initially as to how campaign messages were seen or heard. Once discovered, the logic was repaired and an additional 500 respondents were added to the sample. The end result was a larger sample size for all other questions and 1554 usable responses. Respondents were required to be at least 18 years old and had lived in Wisconsin for at least 30 days prior to the survey. The survey instrument is provided in Appendix A.

After analysis of survey results showing descriptive level findings, a preliminary communications plan was developed for testing in the field with focus groups in five different areas of the State. The communications plan included general recommendations for development of overarching goals for traffic safety communication and media objectives for attaining these goals. Primary and secondary target audiences were identified based on the self-reported behaviors of survey respondents. The preliminary plan also included an event calendar and suggestions for taglines, messages and talking points. These suggestions were focus group-tested in the next task.

Seven focus groups comprised of Wisconsin residents were planned. TAMU IRB approved recruiting, consenting, discussion and compensation procedures. The discussion guide is provided in Appendix B. Six in-person focus groups were planned for the week of November 14-18, 2023, and one online group was planned for December 5, 2023.

The groups were scheduled to approximate the five-region geographic distribution of the online representative survey. Two groups were planned for the northern half of the State, one more centrally located, two in the Southeast area (Milwaukee) and one in the Southwest area (Madison). Figure 1 illustrates the distribution of focus group sites.



Figure 1. Map of Focus Group Locations

Participants were recruited in four main ways:

1. Using local contacts:
 - a. University of Wisconsin Extension – Point person was contacted and helped arrange two groups and recruited through existing local contacts.
 - b. Church setting – Group was planned to be held at a church location and church leadership recruited parishioners.
 - c. University setting – Group was planned to be held in a university setting, where university students, faculty and staff could attend. Recruiting occurred through email listservs at the University.
 - d. Library setting – Group was held in a library space. Local patrons would be recruited through postings and with library staff's assistance through their usual channels.
 - e. Other local contacts were also used to help recruit friends, neighbors, co-workers or other people in the community.
2. Social media ads - social media ads on Facebook were deployed in some locations as either a primary recruiting mechanism or to supplement the attendance at groups.
3. Recruiting in-person – This method was employed for the Ashland focus group, where no one pre-registered. Several locals were approached to participate, with one library patron agreeing to participate.
4. Online group recruitment – Participants for an online focus group were recruited by asking participants in the in-person groups to pass on information about the online group to friends, family or others in Wisconsin. In addition, participants unable to make in-person groups received an invitation to attend the online group.

A focus group discussion guide was developed that included topics/questions covered in the online survey. Introductory questions were added to create a comfortable discussion environment. Prompts helped explore thinking behind responses. PowerPoint visuals were used to present material, and participants were asked to engage in a polling exercise as described below.

Upon arrival, participants were greeted by a TTI staff assistant. Prior to beginning the session, participants signed consent forms agreeing to participate and to be audio recorded. Refreshments were served at each group session. Figure 2 shows the setup arrangement and a focus group session in progress.



Figure 2. Focus Group Pictures

2.0 Literature Review

The literature reviewed included four main focus areas – a review of relevant behavior theory, studies on traffic safety perception, traffic safety communication program outcomes, and a detailed review of survey methods directly related to traffic safety opinion surveys.

Theory

There are several theories that can provide insights for efforts to affect behavior change in the larger population (Robertson & Pashley, 2015). These include:

- Theory of planned behavior – a person’s perspective is shaped by three things:
 - Attitudes – an individual’s attitude toward that behavior.
 - Norms – what societal norms are surrounding the behavior.
 - Control – how well a person perceives they have control in the situation.
- Health belief model – people avoid behaviors that affect their health and well-being.
- Protective motivation theory – people are motivated by protecting themselves from harm.
- Transtheoretical model of change – five stages of change:
 - Pre-contemplation
 - Contemplation
 - Preparation
 - Action
 - Maintenance

The theories of behavior listed above can help understand the process of decision-making with regard to risks. Psychosocial theories in particular give credence to the importance of understanding the attitudes of the target audience for traffic safety campaigns. Three examples are:

- Social norms theory – based on social perceptions of how others behave.
- Elaboration-likelihood model - people will change if they feel it is personally relevant or if it is their social responsibility.

- Theory of rational behavior – people already behave the way they think is best (Elvik, 2016).

These theories can be helpful when trying to understand how to change the behavior of a population or sub-group. However, as Elvik (2016) discusses, the choices drivers make are made quickly and without analysis and consideration of alternatives, therefore, driving choices are not always grounded in rational thought. Likewise, Otto et al. (2022) discussed how fast thinking can lead to mistakes or misguided ideas about the safety of personal driving habits. Additionally, driving habits can be disrupted by changes in mood, as found by Silva et al. (2020).

Some approaches that have been used to affect change in traffic safety behavior are:

- Social marketing – changing behavior based on the benefits to society as a whole (Kaiser & Aigner-Breuss, 2017).
- Creating cognitive dissonance – demonstrating to someone that thinks they are a good driver that this is inconsistent with their behavior (Otto et al, 2022).
- Bolstering perceived self-efficacy – using slogans like “we can do this or “it’s up to you” that make someone feel like they have control.
- Using community-based participatory research (CBPR) – using the existing community ties and resources to further a particular message (Hamann et al., 2021).

Perceptions of Traffic Safety

The perception of traffic safety as an issue can be informed by socio-demographic factors and the driving practices of each individual (Anak, 2021, p. 1342). This is also shaped by the beliefs of those in a community and the expectations and perceptions of the consequences of their behavior, how other people are behaving, what behavior is acceptable and one’s ability to safely conduct the behavior (Austin et al., 2021).

One inherent problem with road safety campaigns is that many drivers perceive their own driving habits as being fine and therefore are blind to a need to improve or change any behaviors (Silva et al., 2020). As Elvik (2016) explains, they are often overconfident in their driving abilities and “if road users are satisfied with their behavior, they will see no reason to change it (p. 6).”

Furthermore, driving behavior is largely automated, and therefore a person may not be able to identify that any behavior changes are needed unless something negative happens (Elvik, 2016). This means that traffic safety messages can sometimes be ignored by road users who see them as irrelevant because they have not experienced any consequences from their decisions.

Maheshwarie and D’Souza (2014) found that videos and lectures about traffic safety can be used to increase the perception of danger of certain behaviors, but the long-term impact of these programs is unknown. Alonso et al. (2021) specifically discussed how men have a lower perception of risk and therefore are harder to reach with traffic safety messaging.

Outcomes/Impact/Effectiveness

Various studies seek to determine the degree to which specific campaigns or approaches result in a measurable difference in behavior, awareness, or understanding of consequential risk. The following are a few notable examples:

In the example of Owensboro, Kentucky, observed seatbelt use during the “Buckle Up Owensboro” campaign increased from the pre-program period to mid and immediate post-program (Retting et al., 2020). However, six months after the program observed seatbelt use decreased again.

In a similar study in Oklahoma and Tennessee called “More Cops, More Stops” three behaviors of impaired driving, seatbelt use, and speeding were targeted simultaneously (Nichols et al., 2016). The study found the program did result in increased recognition, however, the more targeted national programs of “Click It or Ticket” and “Drive Sober or Get Pulled Over” had generally greater recognition. Silva et al. (2020) pointed out that videos emphasizing increased penalties can decrease overconfidence in driving abilities among both men and women. Similarly, shocking videos also reduce overconfidence, but this is more effective among women than men. Fear-based campaigns are also more effective with women than men because women tend to remember and act upon the message, while men tend to dismiss it (Hoekstra & Wegman, 2011).

Ward et al. (2021) discussed how threatening messages can sometimes turn people off what they perceive a threat to their personal freedom. This can be remedied by using words like could, consider, and may versus must, should, and need.

Dynamic message signs (DMS) are also another popular method of reaching the public with traffic safety messaging. In a study conducted in a rural area, Schroder et al. (2016) found that among those who encountered a safety message on a dynamic message sign, a majority of study participants observed and recalled seeing a message and 23 percent reported changing their behavior because of the message.

Larger-scale measures of effectiveness such as reduced crashes, injuries, or deaths prove difficult for determining specific reasons for the reduction (Hoekstra & Wegman, 2011). However, Robertson & Pashley (2015, p. iv) summarized the findings of Phillips et al. (2009), looking at studies in 14 European countries and showed traffic safety campaigns there have overall:

- Reduced the number of road incidents by approximately 9 percent.
- Increased seat belt use by 25 percent.
- Reduced speeding by 16 percent.
- Increased yielding behavior by 37 percent.
- Increased risk comprehension by about 16 percent.

Traffic Safety Surveys

The definitive document for providing guidance on conducting traffic safety public awareness surveys originates from the recommendations of a National Highway Traffic Safety Administration-Governors Highway Safety Association (NHTSA-GHSA) working group

published in 2009. These recommendations are based on surveys previously conducted by 38 states, NHTSA and other entities, and are summarized in a 2010 Traffic Tech report (NHTSA, 2010). Beginning in 2011, many states have incorporated a public awareness survey into their planning and evaluation programs as a traffic safety performance measure.

The recommendations include a basic set of core questions designed to track media and law enforcement safety campaigns focused on seat belt use, impaired driving, and speeding. The sections below identify key points with regard to survey methodology, question construction and rationale, followed by examples and findings from similar surveys at the state and national level.

Methods

The NHTSA-GHSA recommendations are specifically applicable to traffic safety campaign awareness surveys. In their report, the working group summarized key recommendations for methods and questions for states to use.

For survey approaches:

- Conduct the survey with a representative sample of drivers throughout the state.
- Conduct the survey either by phone or pen and paper questionnaires in driver license offices.
- Repeat the core questions each year.
- The best time for the annual survey is in July.
- Use a minimum sample size of 500.
- Include basic demographic questions, age and gender at a minimum.

For survey questions, nine core questions are recommended - three questions for each topic of speeding, belt use, and impaired driving. The questions measure self-reported behavior, media awareness, and enforcement awareness.

Surveys conducted in driver license offices are of necessity shorter, usually one page with fixed-choice response questions. The working group does not recommend longer surveys or open-ended questions because they tend to disrupt licensing office business and also increase refusals and incompleteness rates. Many states do not permit surveys in their driver license offices.

A telephone survey has the advantage of affording a more complex set of questions. The working group recommends the telephone interview for a public awareness survey but notes several disadvantages: a) more costly; b) higher refusals rates; and c) under-represents populations that have abandoned landline phones. These challenges were noted in 2009 and are truer today. According to the Pew Research Center, typical telephone survey response rates fell to a mere six percent in 2018. In 2020, the Pew Research Center reported that 80 percent of Americans say they generally do not answer calls from unknown numbers (Pew Research Center, 2020). For these reasons and escalating costs, the Pew Research Center conducts the majority of United States polling surveys online using a survey panel.

Two prominent surveys that do use telephone interviews for measuring and tracking public sentiment on traffic safety issues over time are the Motor Vehicle Occupant Safety Survey (MVOSS) and the AAA Foundation for Traffic Safety's (AAFTS) Traffic Safety Culture Index.

MVOSS is a national survey that focuses primarily on occupant protection but also includes other topics and has been conducted periodically since 1994. This NHTSA sponsored survey has had seven iterations, the most recent conducted in 2016-2017 with results published in 2019 and 2020 (Bailly 2019, Spado 2019, Martin 2020, Diecker 2020). The six prior surveys were administered by phone. In the latest iteration a combination of online and mail questionnaires was used. The sample size was 11,419 respondents aged 18 and above. The survey was in effect two surveys, as two different versions were used with each version covering unique topics, and both survey versions having common questions related to crash injury experience and demographic variables. The total sample was split between 6,009 respondents completing Version A and 5,410 completing Version B. To get 11,419 respondents an initial mailing to 45,000 households was used. Four follow-up contacts were made totaling 148,302 mailings. The response rate was 31.2 percent for Version A and 24.5 percent for Version B. The sample was purchased from Marketing Systems Group as an addressed based file called the Computerized Delivery Sequence (CDS), which is a database containing over 135,000,000 residential addresses covering almost all the households in the United States.

An essential component of the MVOSS methodology involved extensive pilot testing and question vetting. Additionally, the researchers tested various incentive amounts and concluded that a \$1 pre-survey combined with a \$5 post-survey incentive was most effective. The survey averaged 21.4 minutes for Version A and 20.1 minutes for Version B to complete.

The sampling and subsequent analysis for the MVOSS survey is a sophisticated approach that involves multiple stratification levels, weighting, and an analysis of non-response bias. As noted, the timeframe for this type of probability-based, representative survey is extensive and is an example of the NHTSA-GHSA working group's assessment of a less-than-viable option for states, given the lengthy turnaround for results and the high price tag.

The AAFTS Traffic Safety Culture Index (TSCI) is a valuable resource for practitioners and traffic safety advocates because it tracks perceptions and attitudes related to current traffic safety issues. The TSCI includes five core questions “pertaining to people’s perceived danger, perceived risk of apprehension, social disapproval, self-reported behaviors, and support for safety countermeasures” (AAFTS, 2022, p.8).

The TSCI is an annual survey administered currently through an online platform to a probability-based sample of United States residents aged 16 and older. The 2021 survey obtained responses from 3,382 residents aged 16 and older surveyed in July and August, 2,657 of whom were active licensed drivers (AAFTS, 2022).

Survey Instrument Construction

There are similarities in the content of the three surveys described above with regard to question construction. The ten core questions for public awareness surveys recommended by the NHTSA_GHSA working group are provided as Appendix C. MVOSS questions on seat belts, speeding, cell phone use, and alcohol questions were extracted and provided in Appendix D. Appendix E lists the five core questions that are constant in the AAFTS TSCI survey. See these appendices for complete examples of questions described below.

For self-reported driving related behaviors, questions are often constructed as:

- In the past 30 days, how often have you... [multiple choice response]
- How many times during the past 30 days did you... [# of times]
- The last time you drove, did you... [behavior listed]
- How many days out of the past 30 days did you drive... [# of times]
- [In this scenario] how often do you...
- Have you ever... [yes/no, useful for screening]

For awareness of media or other outreach activities, example formats include:

- In the past 30 days, have you read, seen, or heard anything about... [issue or program]
- Which of the following [campaign names or tag lines] have you read, seen, or heard recently... or during the past 30 days/year [rotate list of names of campaigns and ask to check all that apply]

Acceptable/Unacceptable driving behaviors or Risky/Safe behaviors that indicate individual opinions as well as social norms are typically addressed with Agree/Disagree statements, such as:

- Drivers [doing a behavior] is... [Likert scale responses, e.g., dangerous – not dangerous]
- Most/Some/Only a Few/None of the people I know...
- It is common for people in my area to...[Agree/Disagree]
- Driving [while doing risky behavior] is...[Acceptable/Unacceptable]
- On a scale of 1-10, how dangerous do you think it is to...

For effectiveness or receptiveness to traffic safety programs/initiatives, various types of questions are commonly used:

- Which of the following has influenced you to [behavior change]
- How effective do you think...[strategy] is in getting drivers to [behavior change]
- Agree/disagree statements about likeability of program/initiative/campaign
- Checklist of preferred message delivery methods
- Checklist of preferred messengers

Perception of enforcement or consequences of non-compliance and risk-taking behavior have been measured with questions such as:

- How likely do you think you would be stopped by police for ... [Likert scale responses]
- During the past [period of time] has enforcement of [issue] by police in your area increased, decreased or stayed the same? [can add strength adverbs such as “greatly,” “slightly,” etc.]
- True/False statements of citation, crash, consequential outcomes (for example: “The seat belt law is strongly enforced in my State”; “The chances of getting a ticket for texting and driving are low.”)

Knowledge questions are common additions to public awareness surveys and are especially useful at the state level. These type questions are often phrased as multiple-choice responses

with either one correct answer or with “check all that apply” type choices that are correct. Examples of knowledge questions specific to a state can be found in the Texas survey presented in Appendix F.

Individual question items are limitless and driven by the objectives of the survey sponsor. Comparison to benchmark questions included as single items or subset of items in larger scale surveys is simple to perform by using comparable questions. For example, the Behavioral Risk Factor Surveillance System (BRFSS) is the Center for Disease Control’s interview survey conducted in all states and covers a wide variety of health-related risk behaviors, including seat belt use and drinking and driving. States can examine their results in comparison to other states as well as at the national level. The Traffic Injury Research Foundation (TIRF) conducts frequent national opinion polls on impaired driving in the United States. The variety of methods they use offer a good resource for question modelling and tailoring at the state level.

Original questions should be pre-tested for clarity and validity. The MVOSS survey is a good example of thorough cognitive testing of questions (how well questions are understood); usability testing of the survey instrument (including likelihood of responding to the survey as presented); and use of several rounds of pilot testing to identify and improve on modes of administration. A well-constructed survey instrument is less burdensome to answer, will result in higher response rates, and should answer the research questions of interest with sufficient confidence for decision-making based on results.

Recent Survey Findings

In the 2021 Traffic Safety Culture Index, the AAA Foundation for Traffic Safety (AAAFTS) found that hands-free cell phone use is perceived as being less dangerous than hand-held cell phone use. Likewise, 79 percent of the survey respondents supported a hands-free cell phone law. Higher percentages of people report *reading* a text message or *talking* on a hand-held phone than *typing* a text message.

Regarding aggressive driving behaviors, speeding is not seen as unsafe as some other driver behaviors such as running a red light (AAAFTS, 2022). People self-report speeding, despite thinking that they are likely to get a ticket for doing so. Less than half of respondents (45 percent) support speeding cameras in residential areas.

Drowsy driving is considered dangerous by 95 percent of respondents, and most drivers disapprove of this behavior (AAAFTS, 2022). However, about 19 percent report driving when drowsy. Not surprisingly, impaired driving is seen as a dangerous behavior, and also now includes marijuana and prescription drugs (AAAFTS, 2022). According to focus groups, people generally drink and drive because they feel fine and believe they are not drunk (VanWechel et al., 2008). The propensity to drink and drive can also be affected by the drinking culture in the state.

Low seatbelt use remains a concern among traffic safety professionals. In North Dakota focus groups, VanWechel et al. (2008) found low seatbelt use is more often an issue in rural areas and the propensity to wear a seatbelt may be influenced by having children or other family members in the vehicle.

Periodic surveys conducted pre- and post-pandemic have been useful in highlighting some of the impacts of COVID-19 on traffic safety, not only in crash trends, but also with regard to perceptions. The Traffic Safety Culture Index showed that people perceive they are less likely to get a ticket for an offence in 2020 than in the previous years of the survey (AAAFTS, 2021). People are also less likely to approve of countermeasures to combat traffic safety issues since the pandemic began.

3.0 Survey of Wisconsin Residents

The Highway Safety Media Campaign Awareness and Attitudes Survey was built on the background and survey literature review and provided a starting point for measuring and understanding how Wisconsin drivers receive and respond to traffic safety messages. The survey included measurements of self-reported behavior, perceptions of enforcement, support for countermeasures, awareness of and opinions regarding traffic safety campaigns, and knowledge of key traffic safety laws. The survey was intended to provide a snapshot of views and behaviors of a sample of Wisconsin residents in the summer of 2023.

3.1 Sample characteristics

Demographics

Table 1 is a breakdown of the gender, age, race/ethnicity, and education composition of the sample, along with a comparison of these variables for the State. Note that females are overrepresented in the survey sample despite monitoring their participation. Female overrepresentation in general is common in survey participation. The imbalance can be managed during analysis by weighting responses. The TTI team opted not to weight responses as the male/female proportions are likely closer to that of the driving population. Nonetheless, a bias toward females should be considered in interpreting the results.

For other demographic variables, the sample mirrored the State reasonably. The sample was largely from the White population, as is Wisconsin's composition, with slight variations in proportions for people of color. The sample is underrepresented by those with less than high school education. Seniors are underrepresented in the sample, as they are underrepresented in the driving population.

Table 1. Demographics of Respondents

Category		Survey Respondents	Wisconsin Demographics
		%	%
Age*	18–21	8.2%	7.0%
	22–30	16.6%	14.3%
	31-45	35.5%	23.6%
	46-65	29.2%	33.8%
	Over 65	9.8%	21.3%
	Prefer not to answer	0.7%	-
Race/Ethnicity*	White	82.3%	81.8%
	Black	8.7%	5.6%
	Hispanic	4.6%	6.2%
	Asian or Hmong	2.0%	2.7%
	Other	1.2%	3.7%
	Prefer not to answer	1.2%	-
Gender*	Female	57.7%	50.7%
	Male	41.5%	49.3%
	Prefer not to answer	0.8%	-
Education**	Less than high school diploma	3.4%	7.2%
	High school or GED	24.5%	30.7%
	Some college, Associate degree, or technical school	33.8%	31.9%
	College Degree	28.0%	30.3%***
	Advanced degree	10.2%	

*Source: 2020 Census

**Source: 2021 American Community Survey

***Note: The dataset did not provide a breakout of degree type

Sample Geographic Representation

Figure 3 depicts the five-region distribution of responses. For analysis purposes, the three less populated northern regions were combined and defined as North. The North sample was comprised of 614 respondents or 39.5 percent of the total sample. The Southeast region, which is the most populous region of the State and includes Milwaukee, contributed 37.7 percent of the sample. The Southwest region, which includes the capital of Madison, contributed 22.7 percent of the sample.

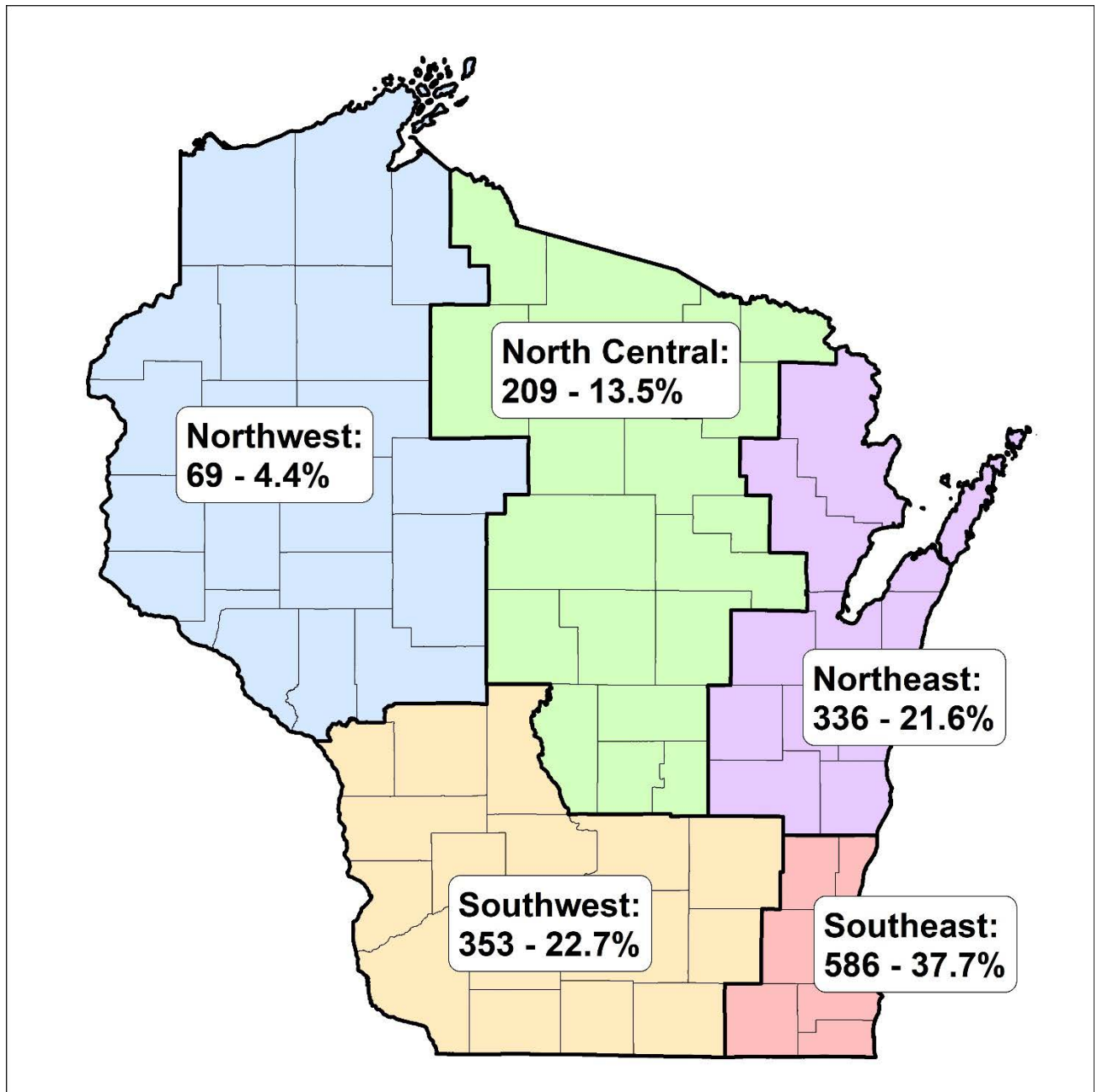


Figure 3. Responses by Region

Respondents were asked to identify their location type as one of the following: large city, medium-size city, suburb, small town, and rural. Figure 4 illustrates the sample composition for a rural/urban comparison. As shown, 43.3 percent of the sample was from a rural or small town and 56.6 percent was from what would be considered a more urban environment.

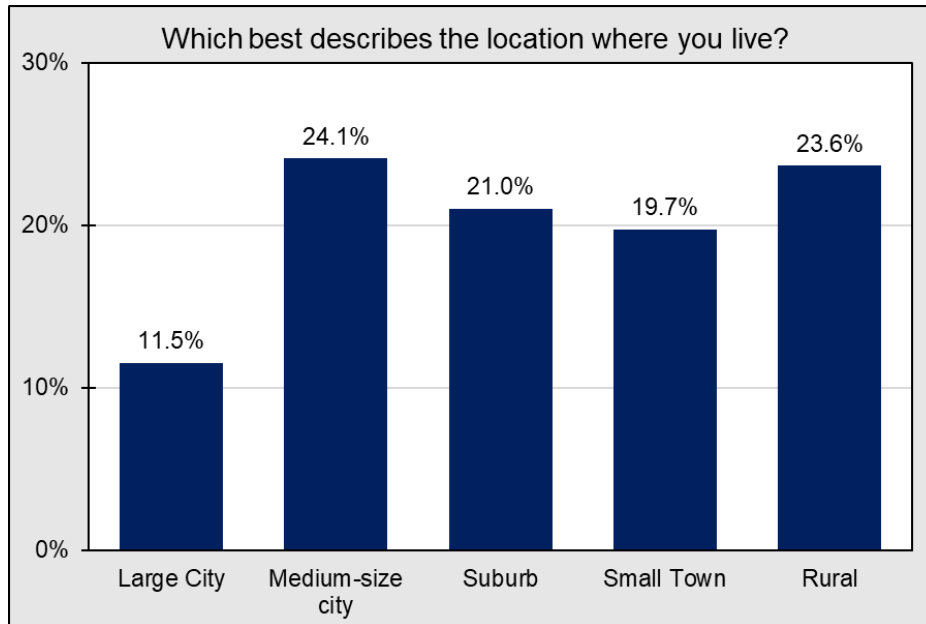


Figure 4. Respondents by Location Type

Respondent Driver Characteristics

The sample is described by type of driving, frequency, vehicle, and license they hold. The vast majority of respondents (81.2%) drove every day or almost every day (see Figure 5). Included in the sample was 5.3 percent who do not drive. Figure 6 shows 73 percent of the sample drives several times a week or more often at night. As shown in Figure 7, slightly over half (53.3%) of the respondents occasionally or frequently drive with children in the vehicle.

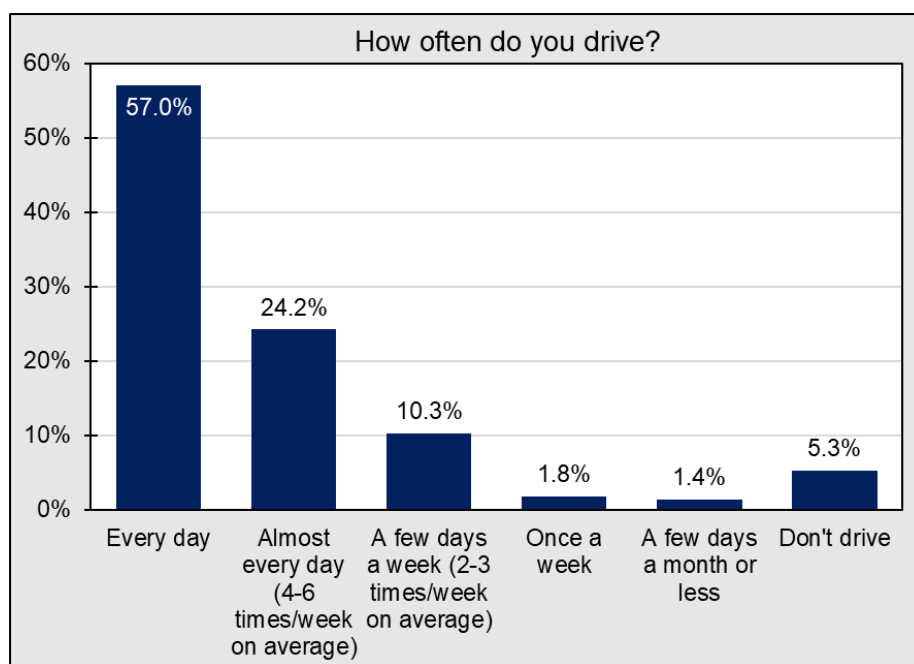


Figure 5. Driving Frequency

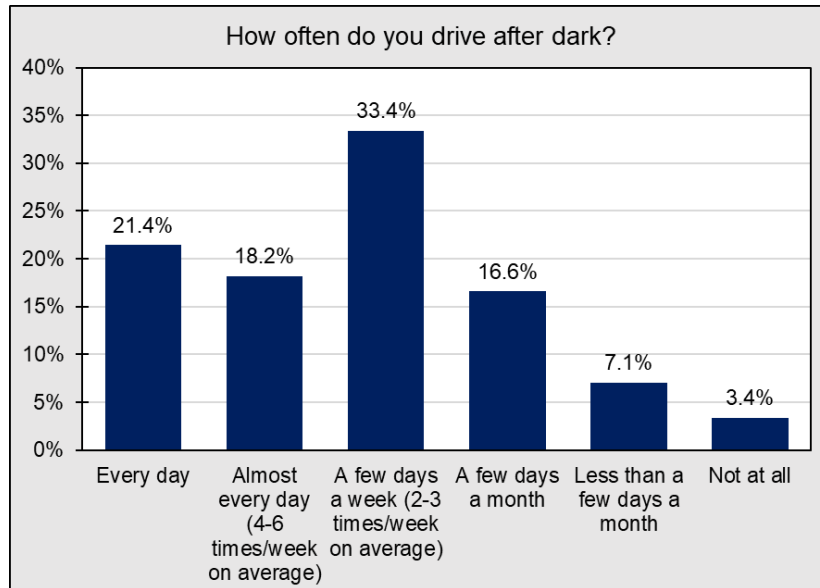


Figure 6. Drive After Dark

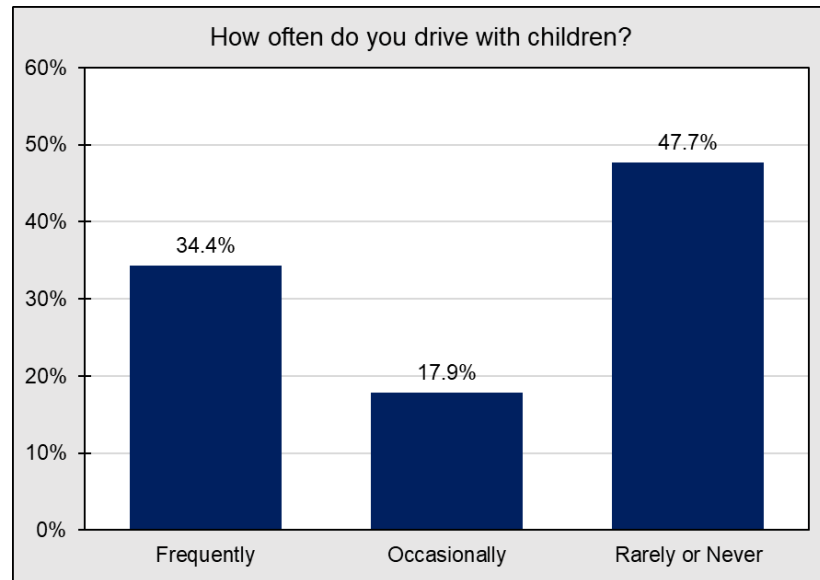


Figure 7. Drive with Children

Most respondents held a regular operator’s license (87.6%). Just over 12 percent also had a motorcycle endorsement, and 6.2 percent had a commercial license (Figure 8). The majority of respondents (66.7%) did not drive as part of their job (Figure 9). Seventy-nine percent of the sample most often drive a passenger car, SUV or van, and the sample included 6.1 percent pickup drivers (Figure 10).

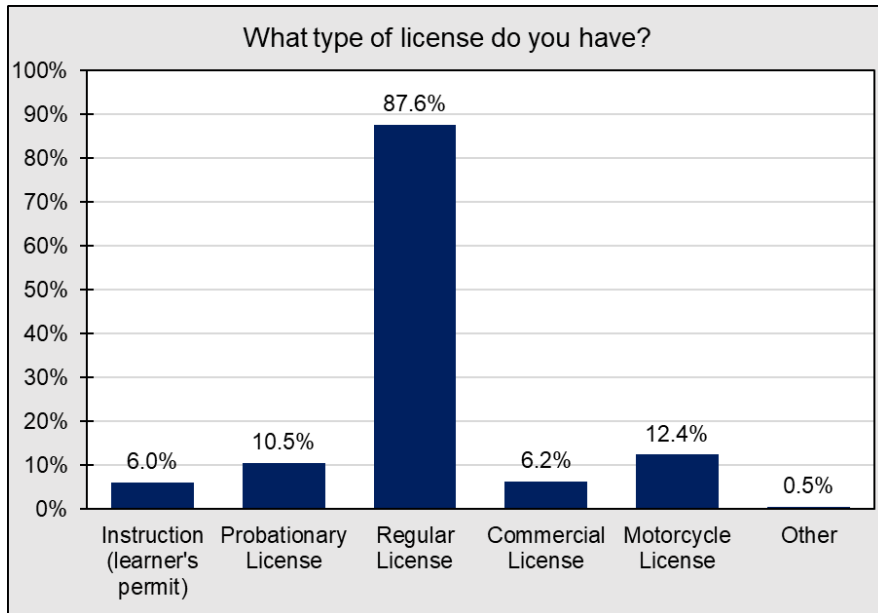


Figure 8. License Type

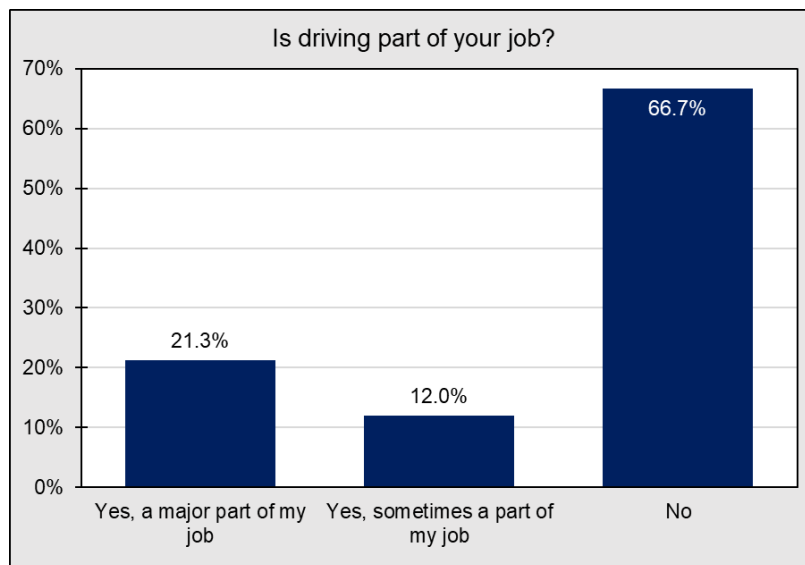


Figure 9. Professional Driving

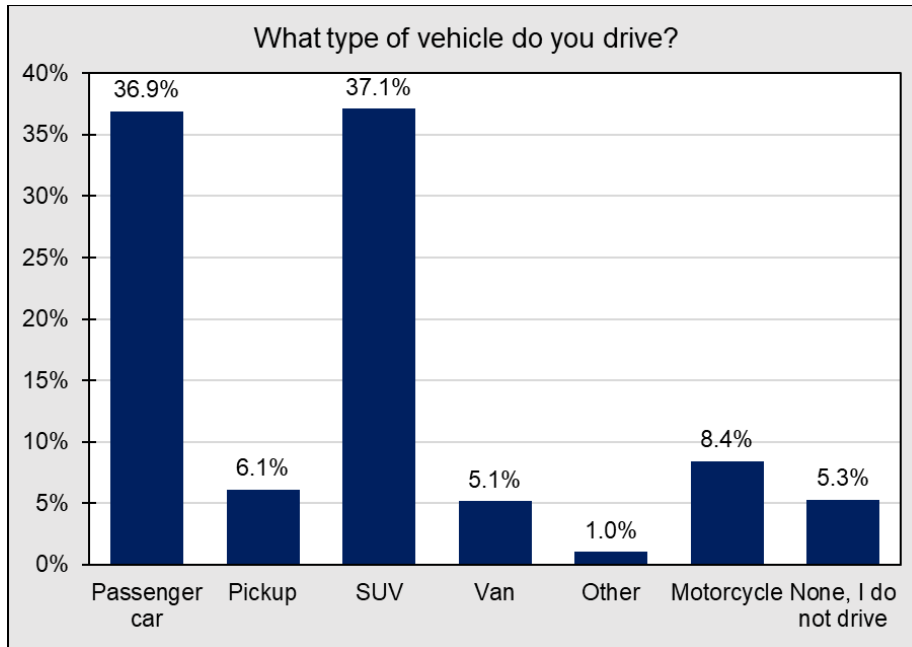


Figure 10. Vehicle Type

3.2 Results

Self-Reported Driving Behavior

Respondents were asked to self-report regarding three specific safety behaviors – seat belt use, speeding, and drinking and driving. The vast majority of respondents reported always or nearly always wearing a seatbelt at 95.5 percent (see Figure 11). Less than one percent of respondents reported seldom or never wearing a seatbelt. The highest percentages of self-reported seat belt users (Always or Nearly Always) were respondents over age 30 (Figure 12) and White respondents (Figure 13).

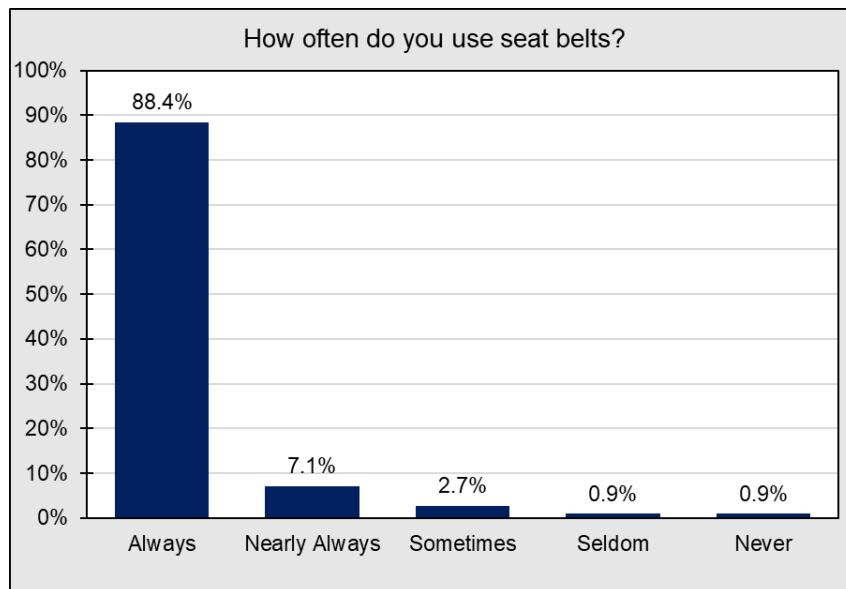


Figure 11. Seatbelt Use Frequency

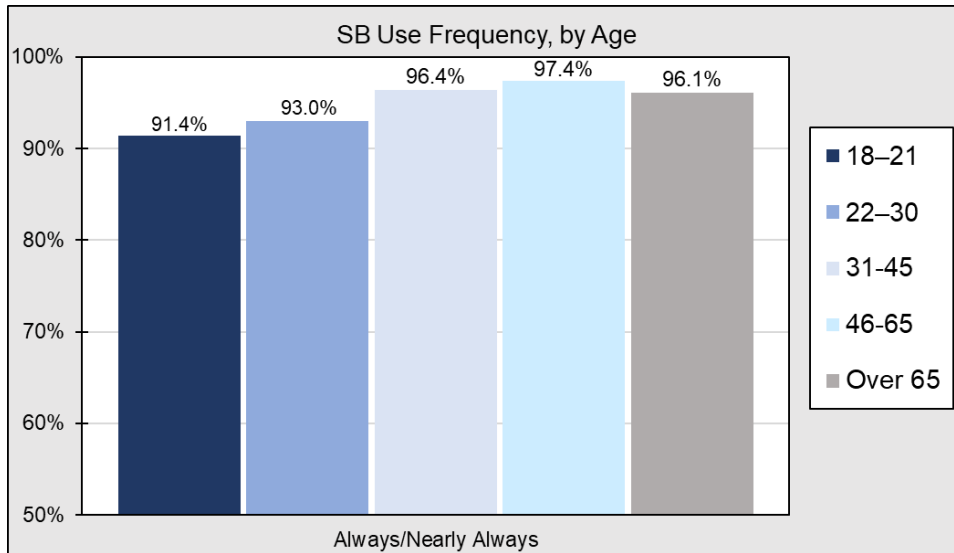


Figure 12. Seat Belt Use Frequency, by Age

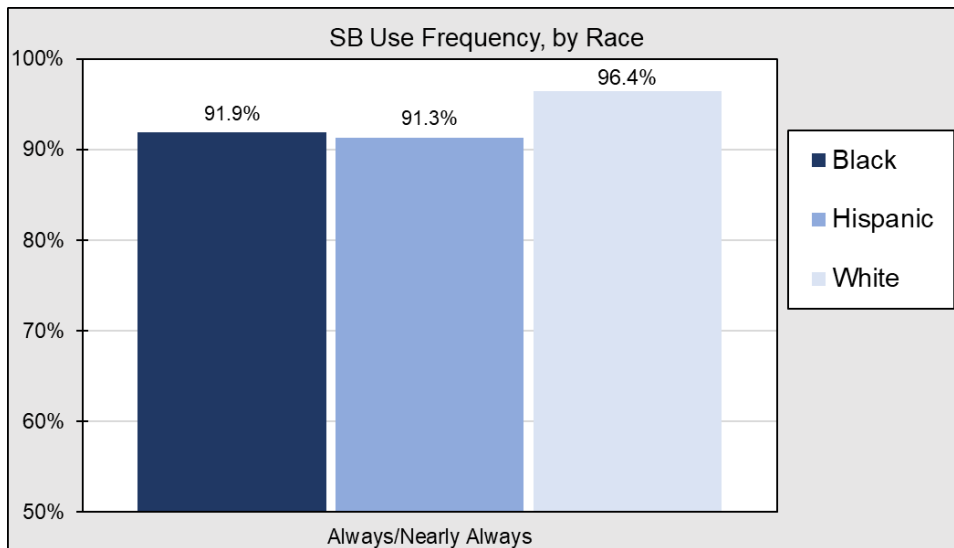


Figure 13. Seat Belt Use Frequency, by Race

Speeding 5mph over the speed limit on local roads at least sometimes was reported by 63.5 percent of respondents, and 35.4 percent reported speeding 10mph over the speed limit at least some of the time (Figure 14). Differences were found based on demographic factors and location, with younger ages reporting higher percentages of speeding (Figure 15), males speeding more than females (Figure 16), and Black drivers speeding more than other drivers (Figure 17). Respondents in rural areas and in the North reported speeding on local roads in higher percentages (Figure 18, Figure 19).

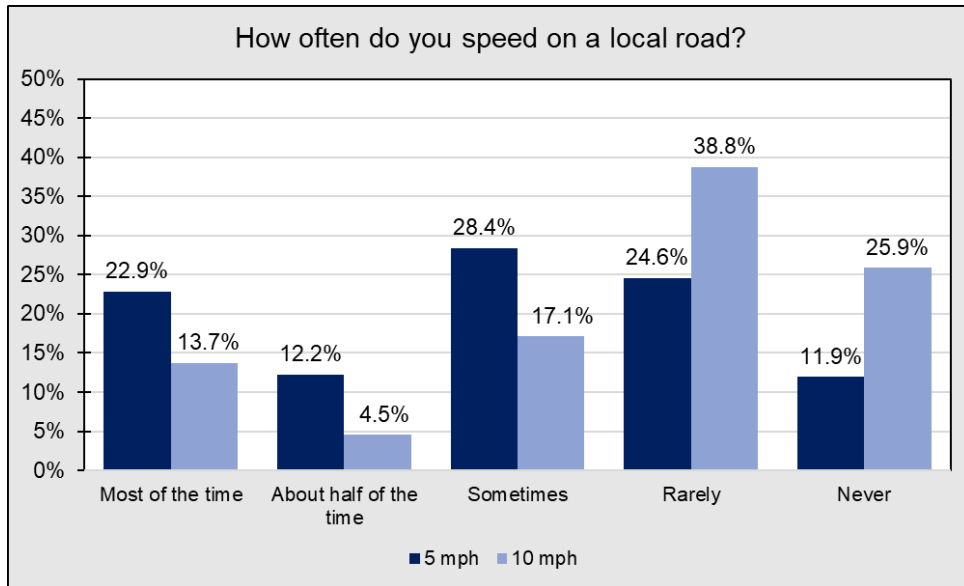


Figure 14. Speeding on a Local Road

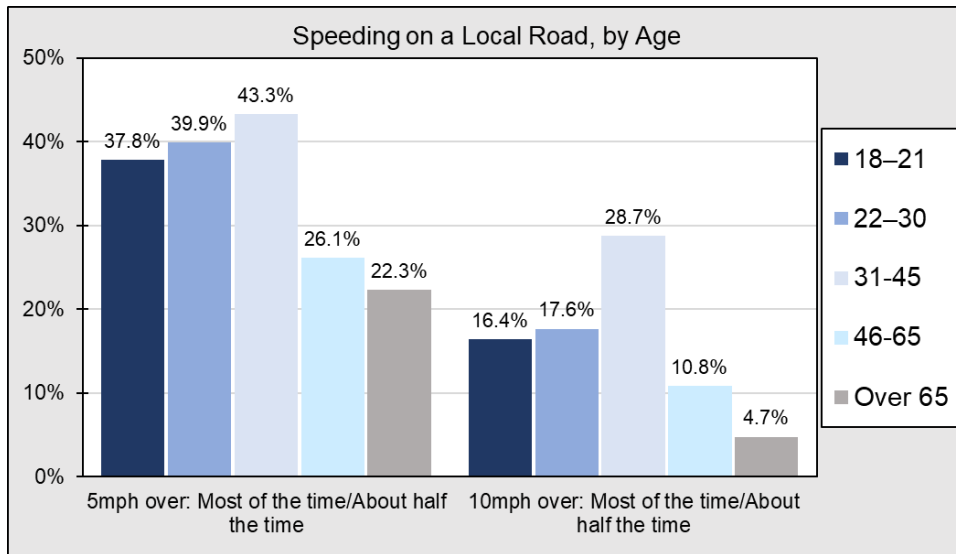


Figure 15. Speeding on a Local Road, by Age

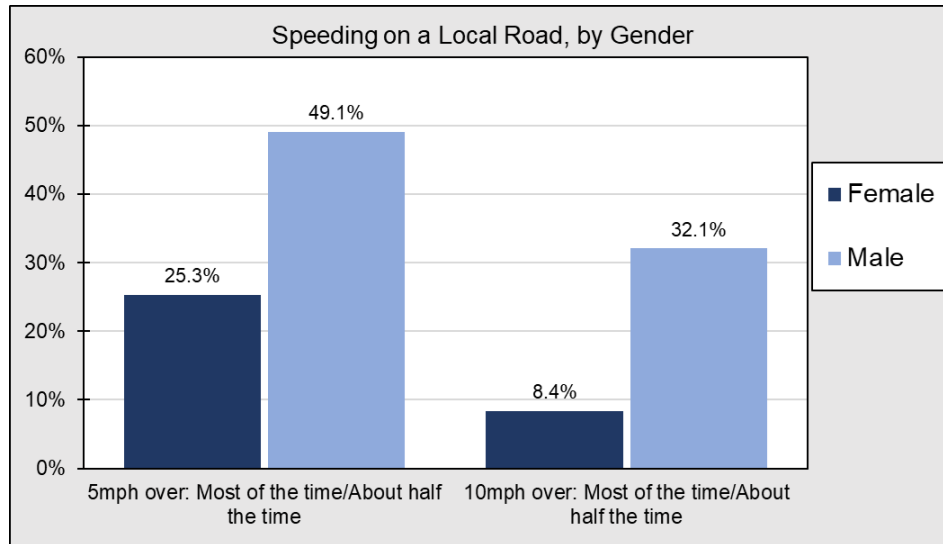


Figure 16. Speeding on a Local Road, by Gender

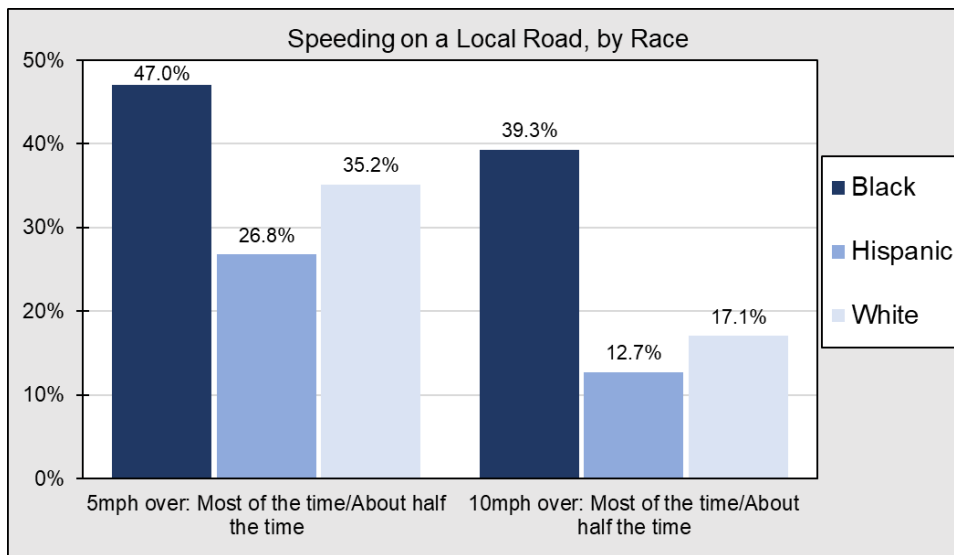


Figure 17. Speeding on a Local Road, by Race

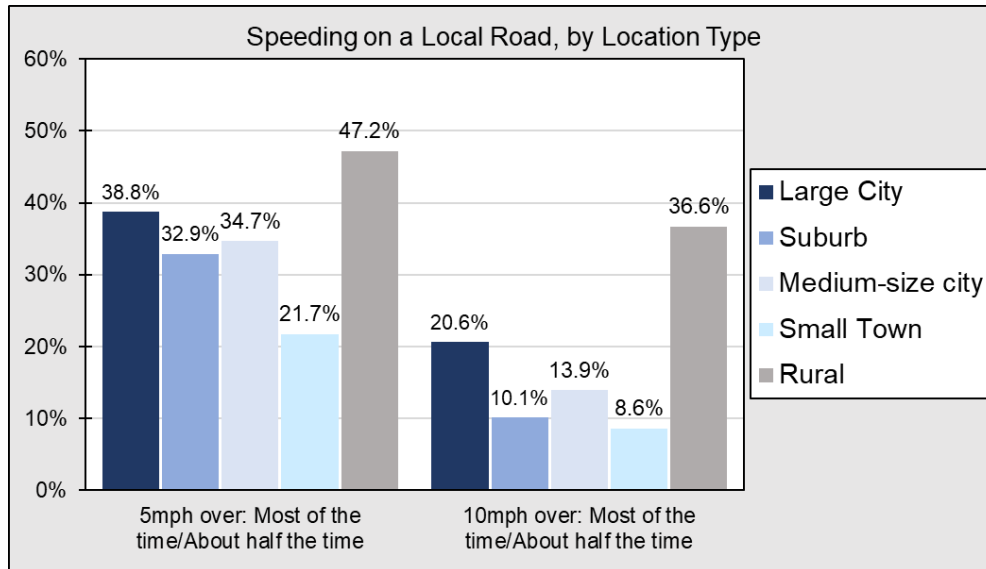


Figure 18. Speeding on a Local Road, by Location Type

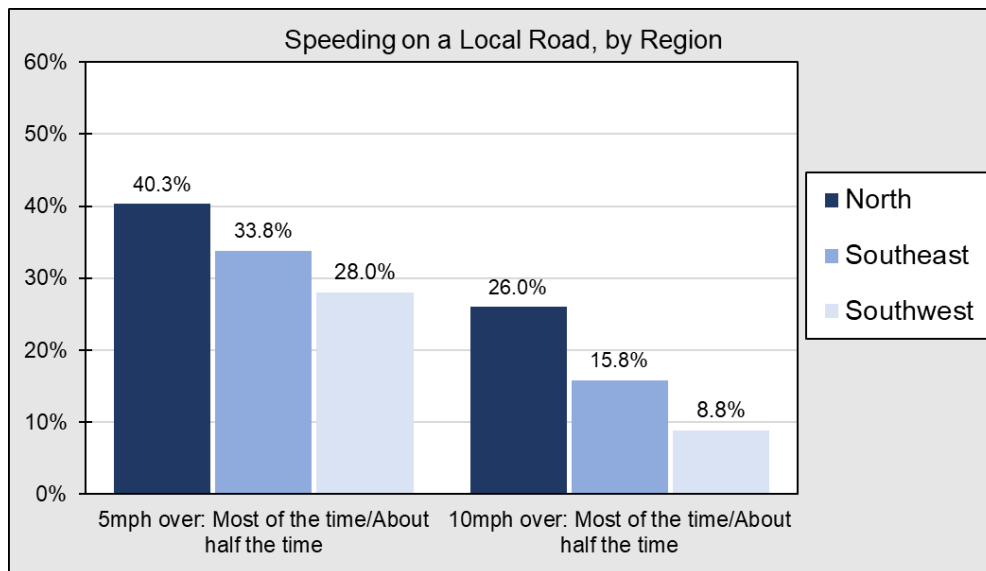


Figure 19. Speeding on a Local Road, by Region

Highway speeding was more common than local road speeding (see Figure 20). Speeding 5mph at least sometimes on a highway was reported by 71.0 percent of respondents, and speeding 10mph at least sometimes was reported by 30.2 percent of respondents. Self-reported highway speeders were also more often younger, male, Black, and rural drivers, as shown in Table 2. However, Figure 21 indicates a higher percentage of self-reported highway speeding in the Southwest region.

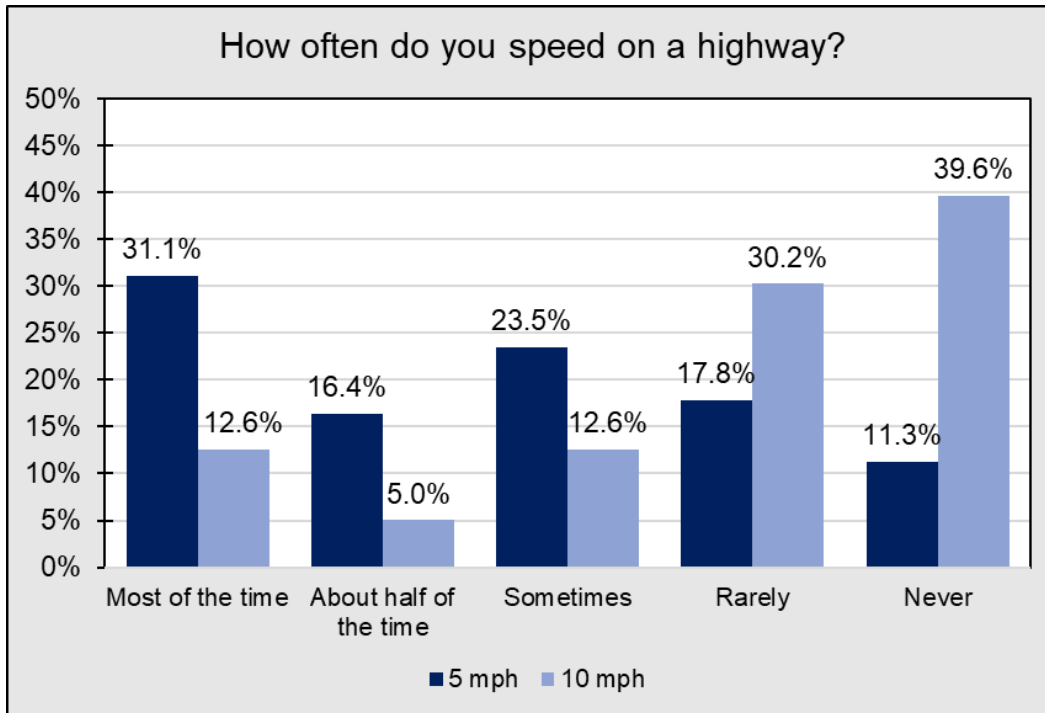


Figure 20. Speeding on a Highway

Table 2. Speeding on a Highway, by Demographics

		5mph over: Most of the time/About half the time	10mph over: Most of the time/About half the time
Age	18–21	54.1%	22.5%
	22–30	57.6%	20.6%
	31-45	58.6%	26.2%
	46-65	35.9%	9.5%
	Over 65	20.9%	2.7%
Race	Black	53.8%	41.0%
	Hispanic	46.4%	21.4%
	White	47.1%	15.5%
Gender	Female	40.0%	7.9%
	Male	58.1%	31.2%

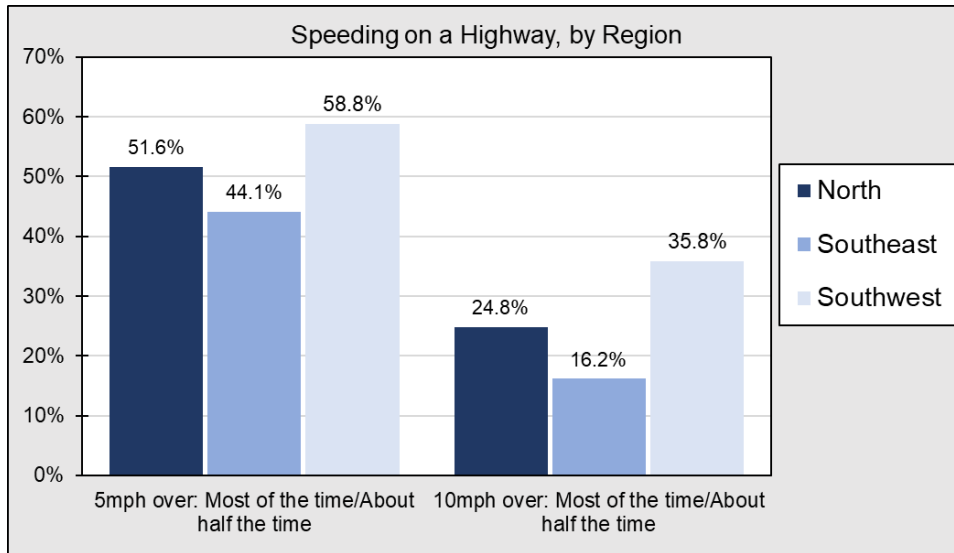


Figure 21. Speeding on a Highway, by Region

Respondents were asked how often they have driven within two hours after drinking in the past 30 days. Figure 22 shows 12.9 percent of those surveyed had done so. Respondents were also asked if they ever drive after drinking more than they think they should have (by their own definition), and the results are shown in Figure 23. Approximately one-quarter (25.9 percent) of respondents reported driving with some frequency after drinking more than they thought they should.

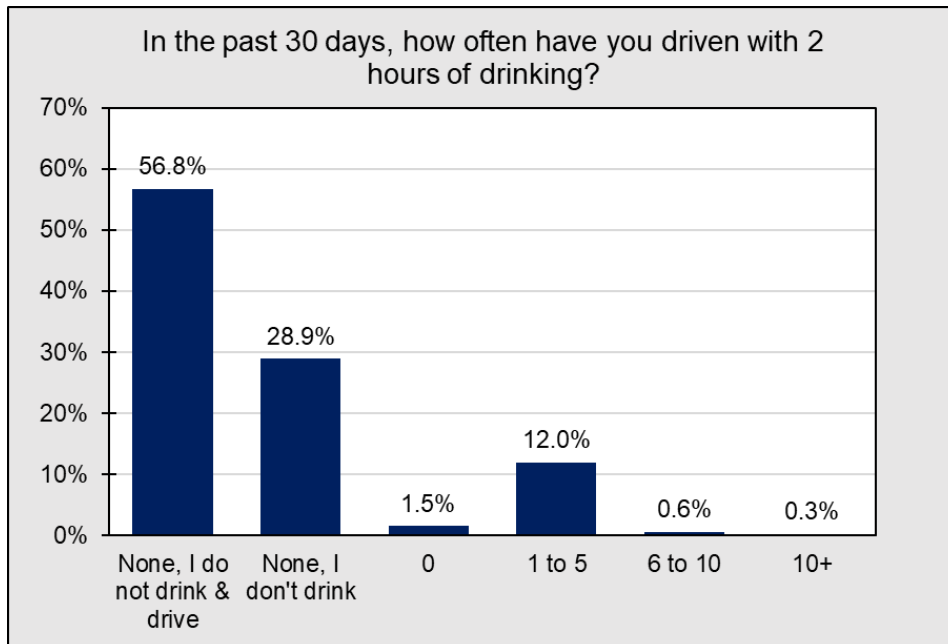


Figure 22. Driven 2 Hours After Drinking

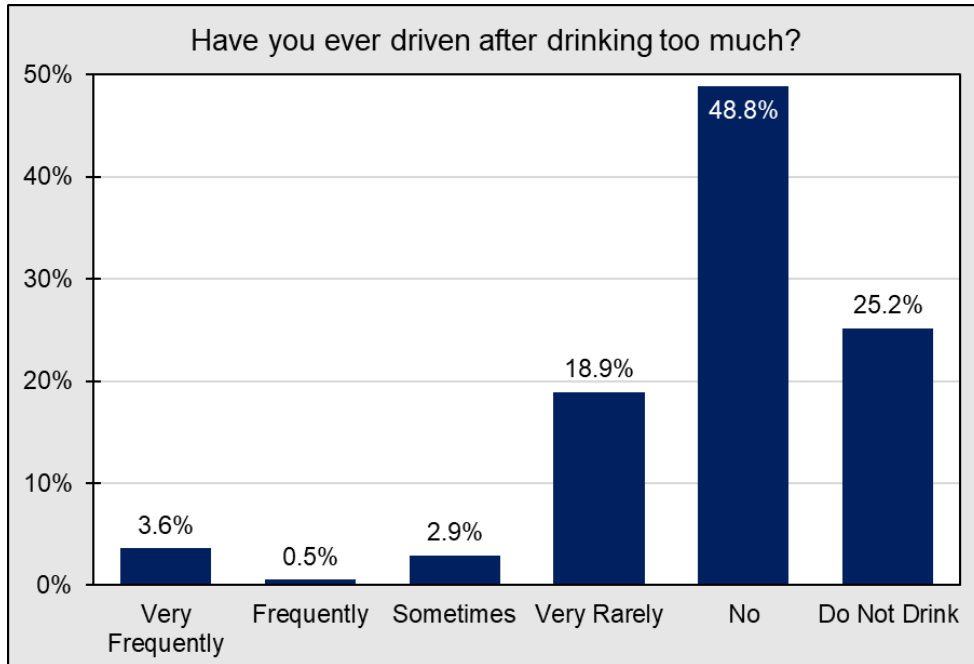


Figure 23. Driven After Drinking Too Much

Changes in Self-Reported Behavior

Respondents were asked about change from a year ago in their safety behavior for seat belt use, speeding, drinking/driving, and texting. Figure 24 shows seat belt use largely steady, and shifts were almost all in a positive direction, with 17.8 percent greatly increasing use and 6.8 percent reporting some increase in seat belt use.

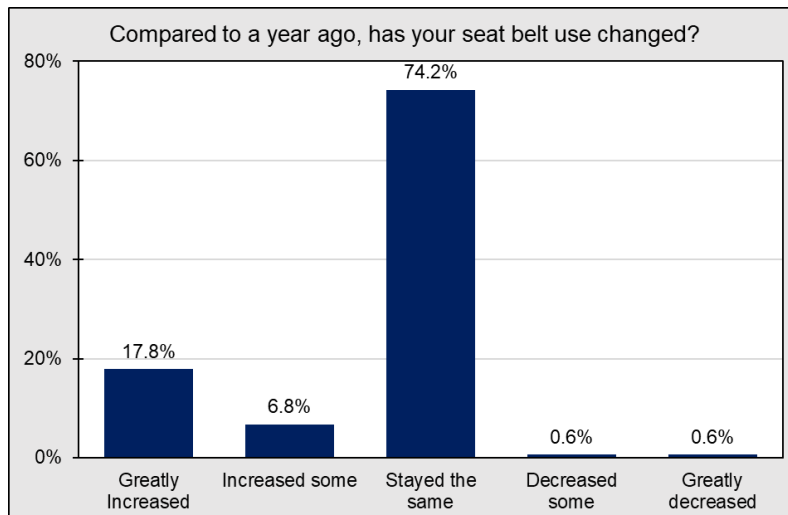


Figure 24. Seat Belt Use Change

Speeding was reported on the rise by almost 20 percent of the respondents. An equal percent said their speeding behavior had greatly increased over the past year (12.0%) as said had decreased some (12.2 percent). Figure 25 shows 61.3 percent reporting no change in speeding behavior.

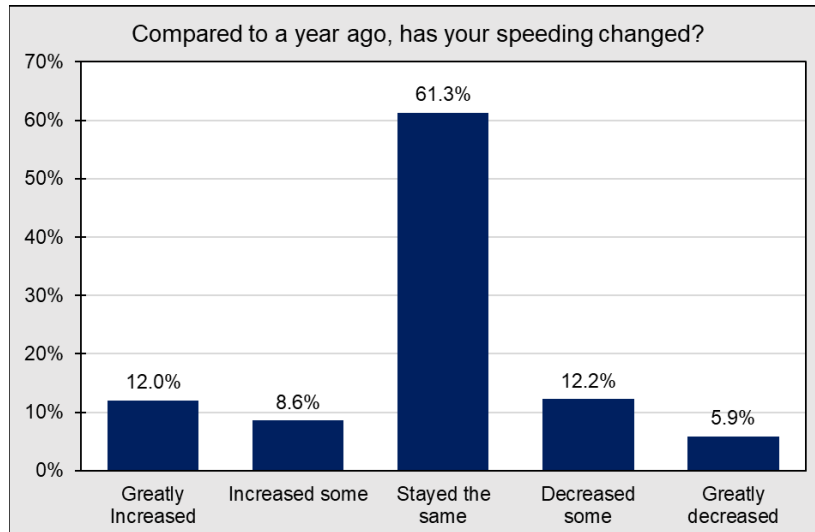


Figure 25. Speeding Change

Figure 26 shows nearly half (48.0 percent) of respondents do not drink and drive at all. Almost one-quarter reported no increase or decrease. While 13.7 percent said they drink and drive less now than a year ago, 14.4 percent reported an increase in drinking and driving.

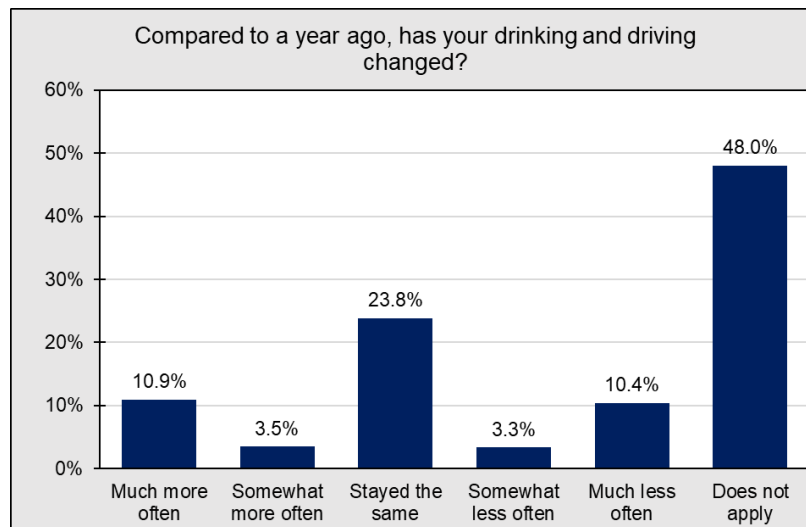


Figure 26. Drinking and Driving Change

Almost half (49.1%) of the respondents indicated they had texted while driving in the past 30 days. Just over half (51.9%) said their texting behavior had not changed in the past year (Figure 27), while 30.4 percent reported texting less often and 17.6 percent reported texting more often.

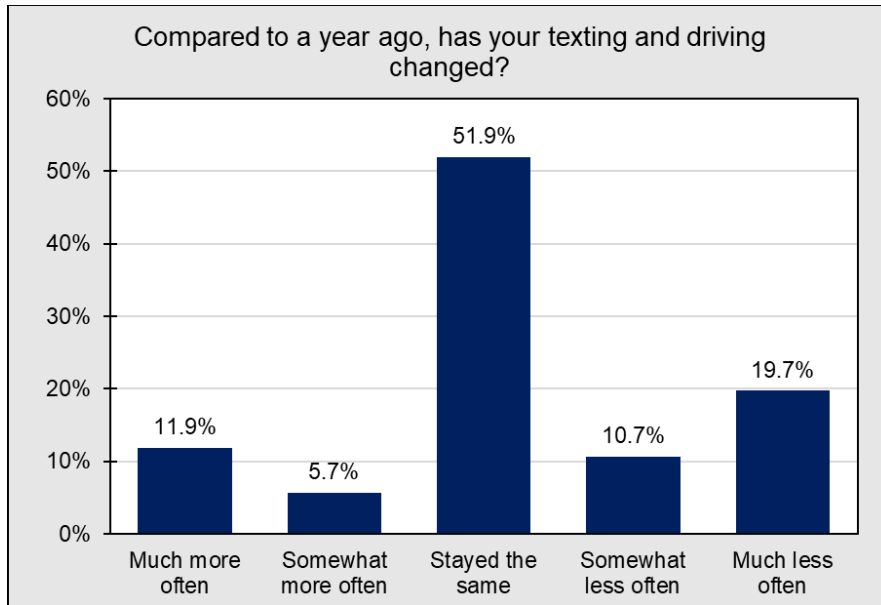


Figure 27. Texting and Driving Change

Respondents were asked about their driving behavior over the past 30 days, and the responses are shown in Table 3. Most common behaviors were talking on a cell phone while driving (regularly by 11.0%) and not wearing a seat belt (regularly by 10.8%).

Table 3. Driving Behavior

Behavior	Regularly	Sometimes	Rarely	Just Once	Never
Driven without wearing your seat belt	10.8%	5.4%	9.2%	3.9%	70.8%
Ridden as a passenger without using your seat belt	7.7%	7.4%	11.2%	4.5%	69.1%
Driven 15 mph over the speed limit on a freeway or highway	8.8%	12.0%	19.0%	6.2%	54.1%
Driven 15 mph over the speed limit on a residential street	5.8%	5.5%	12.7%	3.9%	72.0%
Driven through a light just turned red when you could have stopped	4.8%	7.1%	16.9%	11.0%	60.3%
Rolled through a stop sign without coming to a complete stop	6.4%	17.1%	23.0%	7.9%	45.5%
Driven when you were feeling very sleepy	6.8%	12.7%	21.4%	8.9%	50.2%
Talked on your cell phone while you were driving	11.0%	27.2%	22.7%	6.1%	33.1%
Read or sent a text message or email while you were driving	6.2%	14.1%	21.6%	7.2%	50.9%

Campaign Awareness

A primary goal of the survey was to assess awareness of traffic safety campaigns in Wisconsin. To gauge campaign recall, respondents were asked to fill-in-the-blank any safety messages they had seen or heard over the past year. The campaign recalled most often was “Click It or Ticket”, written in by name by 301 of the survey-takers. As Table 4 shows, nearly 40 percent of the recalled messages were a seat belt message. Fifteen percent recalled a drinking and driving message, and almost eleven percent recalled a message regarding driving and phone usage. Just over ten percent recalled a message regarding speeding. Other responses included move over/slow down, work zone warnings, reckless driving, police enforcement in general, and pedestrian safety. Some respondents wrote the location of messages instead of the tagline and mentioned seeing these messages on signs and billboards along highways or freeways.

Table 4. Safety Campaign Recollection

Message Types	%
Seatbelt message (e.g. Click-it-or-Ticket, Buckle up, etc.)	38.8%
Drinking and Driving message	15.0%
Cell Phone Use message (e.g. don't text, phones down, etc.)	10.9%
Speeding message (e.g. slow down)	8.8%
Other	3.3%
Location of message (e.g. Billboards, signs, etc.)	4.1%

Figure 28 lists in descending order the percent of Yes responses to the question, “In the past year, have you seen or heard any of the following safety messages.” “Click It or Ticket” was the most seen or heard campaign message, with 83.0 percent responding yes. The national campaign, “Drive Sober or Get Pulled Over”, was seen or heard by almost 76 percent of respondents (75.9%) The national campaign addressing texting and driving, “Drive Now. Text Later”. was seen or heard by almost 70 percent (69.3%) and the national campaign focusing on motorcyclists, bicyclists and pedestrians, “Share the Road”, was seen or heard by just over 60 percent (60.7%) of respondents during the past year. State and regionally focused campaigns fell below 50 percent for reported exposure.

Analysis revealed noteworthy differences among respondent groups regarding awareness of several of the national campaign messages. As seen in Table 5, compared to overall percentages, the “Click It or Ticket” message was seen and heard more often by people over 45 years old and by females. Greater exposure was evidenced in the Southwest region, and less exposure was reported among the self-identified rural residents. Conversely, the “Drive Now. Text Later.” message was more often seen and heard by younger respondents and Hispanics, and less often seen and heard by Black and rural respondents. Again, the message was more widely seen and heard in the Southwest region. The “Share the Road” message was also more widely seen and heard in the Southwest region, and less often seen and heard by rural residents.

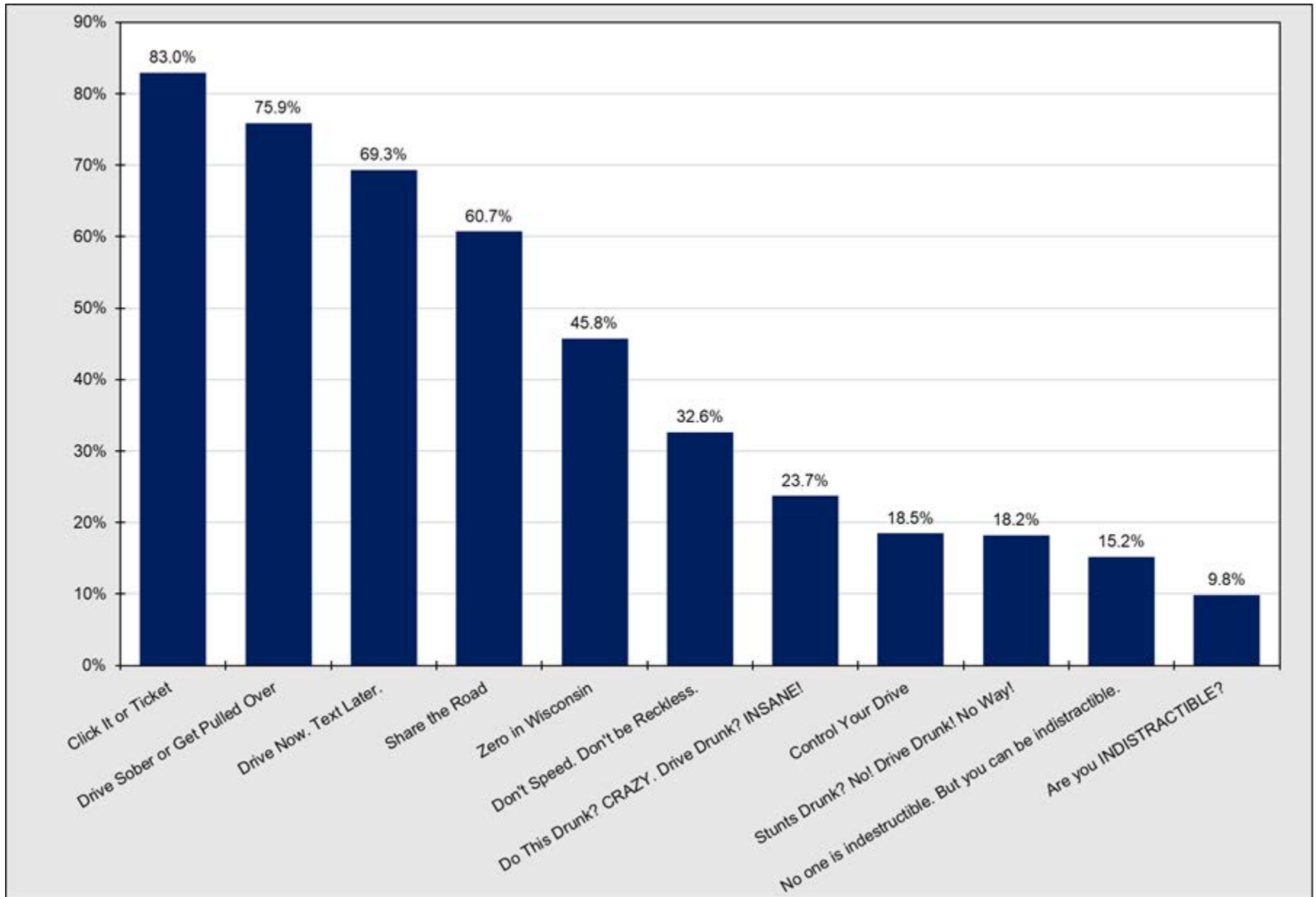


Figure 28. Campaign Awareness

Table 5. Safety Campaign Exposure

Campaign Message	% Have Seen or Heard		Average % Seen or Heard
Click It or Ticket	Females	88.4	83.3%
	45-65 Years	88.5	
	Over 65 Years	90.8	
	SW Region	90.9	
Drive Now. Text Later.	18-21 Years	81.5	69.5%
	22-30 Years	80.8	
	Hispanic	79.1	
	Black	59.8	
	Rural	57.7	
	SW Region	75.5	
Share the Road	Rural	52.6	60.7%
	SW Region	70.5	

Another measure of campaign awareness is the degree to which drivers perceive enforcement. As Figure 29 shows, seat belt enforcement messages were read, seen or heard by a combined 65.4 percent of respondents, 39.4 percent in the past few months and another 26.0 percent in the past year.

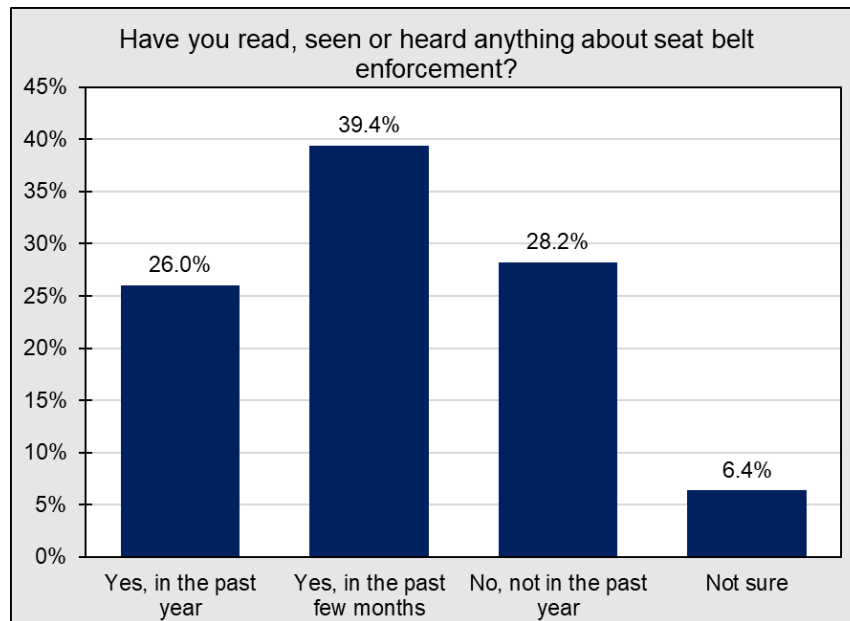


Figure 29. Seatbelt Enforcement

Respondents selected among options as to where they read, saw, or heard a seat belt enforcement message. Table 6 shows the most common source for this message was TV by a large margin, followed by online, billboard and radio.

Table 6. Seat Belt Message Sources

Message Locations	n	%
TV	256	63.5%
Online	157	39.0%
Radio	131	32.5%
Billboard	135	33.5%
Poster	45	11.2%
Friends or Acquaintances	54	13.4%
Personal experience	20	5.0%
Other	12	3.0%

Figure 30 shows the percentage of respondents that reported reading, seeing or hearing a message regarding speed enforcement. The speed enforcement message was the most often heard of the three enforcement messages, with 48.8 percent saying they had read, seen or heard about speed enforcement in the past few months, and an additional 23.9 percent receiving a message in the past year.

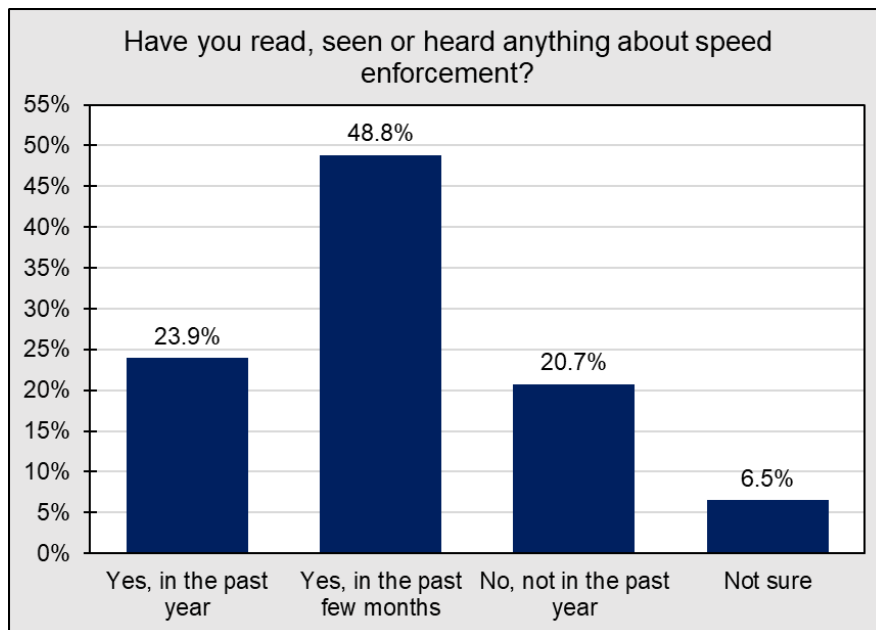


Figure 30. Speed Enforcement

The speed enforcement message was most commonly read, seen or heard on TV, online, radio and billboards (see Table 7). However, 19.3 percent were also heard from friends or acquaintances.

Table 7. Speed Enforcement Message Sources

Message Locations	n	%
TV	264	58.0%
Online	180	39.6%
Radio	112	24.6%
Billboard	109	24.0%
Poster	45	9.9%
Friends or Acquaintances	88	19.3%
Personal experience	28	6.2%
Other	30	6.6%

The highest enforcement message awareness was found for impaired driving enforcement. As Figure 31 shows, 78.3 percent of respondents recalled reading, seeing or hearing a safety message regarding impaired driving in the past year, with 25.1 percent recalling hearing the message in the past few months. Again, Table 8 shows message sources included TV, online, billboard and radio in descending order. Additionally, 17.8 percent heard the message from friends or acquaintances.

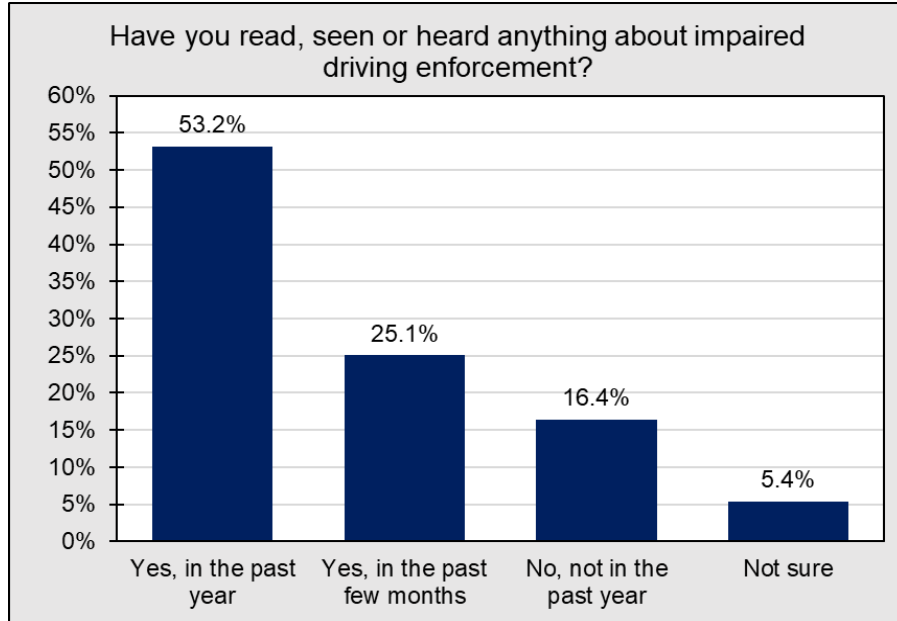


Figure 31. Impaired Driving Enforcement

Table 8. Impaired Driving Message Sources

Message Locations	n	%
TV	333	69.8%
Online	209	43.8%
Radio	146	30.6%
Billboard	167	35.0%
Poster	54	11.3%
Friends or Acquaintances	85	17.8%
Personal experience	10	2.1%
Other	14	2.9%

Safety Message Reception

Five statements about safety message delivery and effectiveness were presented and respondents were asked for their agreement/disagreement with them. According to the results seen in Table 9, approximately 40 percent of respondents agreed that campaign messages change the way people drive, with 36.6 percent being neutral. The majority of respondents (60.8 percent) agreed that more traffic safety campaigns are needed in Wisconsin. Overall, respondents agreed that they would pay attention to a traffic safety expert more than a celebrity, and that crash victim stories are more effective than a safety reminder. Respondents were more neutral about the effectiveness of a celebrity as a spokesperson than a crash victim.

Table 9. Campaign Messaging

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Campaign messages are effective in changing the way people drive	13.5%	27.2%	36.6%	15.2%	7.5%
More traffic safety campaigns are needed in Wisconsin.	25.5%	35.3%	27.1%	5.5%	6.6%
The most effective way to influence drivers to drive sober is with a good spokesperson.	16.6%	29.1%	32.4%	14.1%	7.9%
I am more likely to pay attention to a traffic safety expert than a celebrity.	26.8%	31.3%	27.1%	8.2%	6.5%
I am more likely to be influenced by crash victim stories than a safety reminder.	30.3%	36.9%	20.5%	8.2%	6.4%

Campaign Effectiveness

Respondents were asked to give their opinion on the effectiveness of traffic safety campaigns used in Wisconsin. Figure 32 shows the percentage of respondents that classified each campaign as “Effective” or “Highly Effective.” “Click It or Ticket” was ranked as the most effective, followed by “Drive Sober or Get Pulled Over”, both of which were ranked effective by at least half of respondents. Ranked as somewhat less effective were “Zero in Wisconsin,” “Don’t Speed. Don’t be reckless.,” “Do this Drunk? CRAZY. Drive Drunk? INSANE!”, “Stunts Drunk? No! Drive Drunk? No Way!”, and “are you INDISTRACTIBLE.”

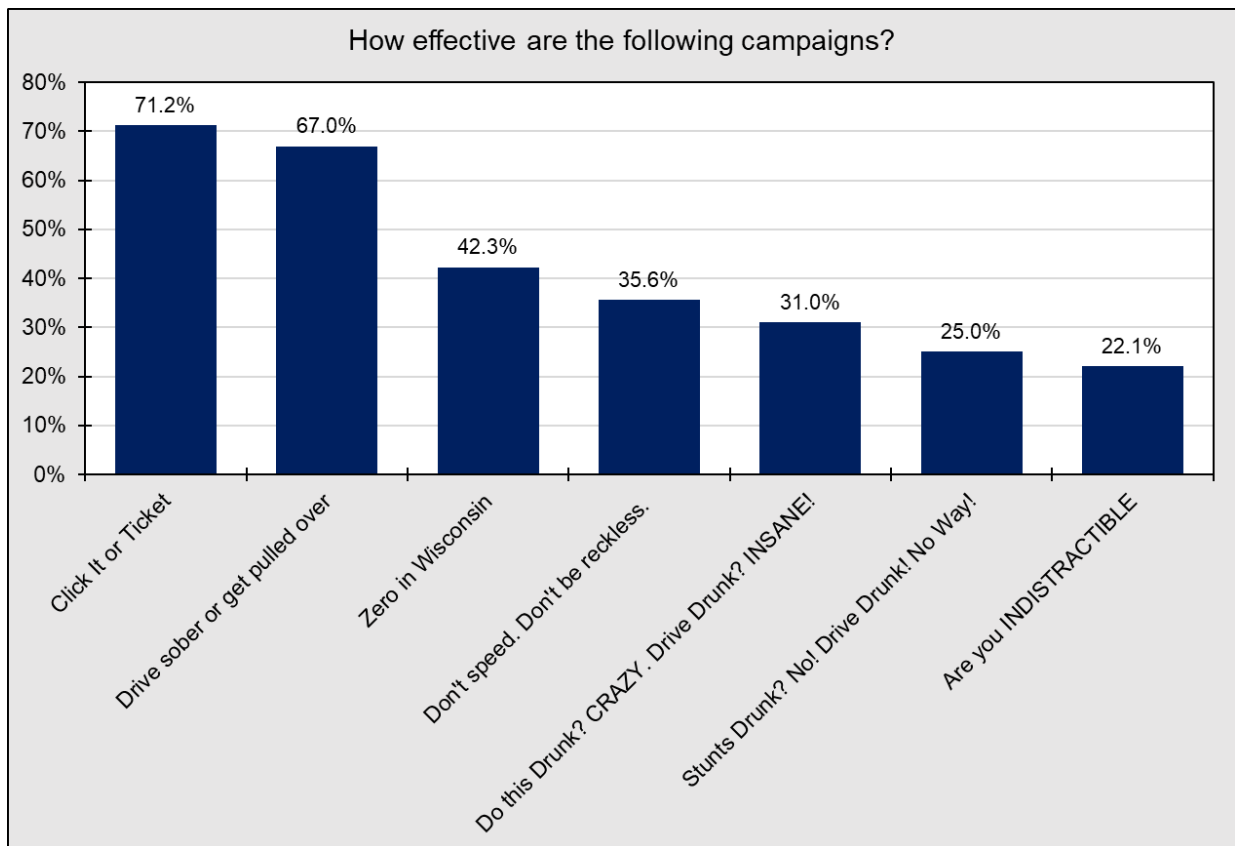


Figure 32. Effectiveness of Wisconsin Campaigns

Perception of Enforcement

In addition to awareness of an increased message, an indicator of message effectiveness is the degree to which the public perceives the likelihood of actual enforcement in terms of being cited or arrested. The likelihood of getting a ticket for not wearing a seat belt, as shown in Figure 33, was perceived as high or very high by 40.9 percent of respondents. Table 10 highlights groups that had a higher perception of likelihood of receiving a citation. Likelihood of a seat belt citation was perceived as greater by those in the northern region of the state, by males, Blacks, 31–45-year-olds and rural dwellers.

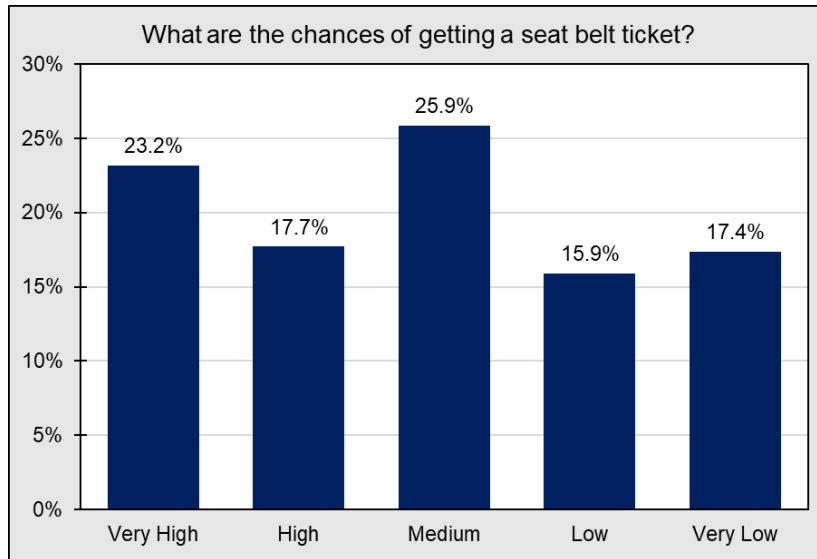


Figure 33. Seat Belt Ticket

Table 10. Perceived Likelihood of Seat Belt Ticket

Likelihood of Seat Belt Ticket			
		Very High/High	Low/Very Low
Age	18–21	35.2%	33.6%
	22–30	43.0%	33.7%
	31-45	50.4%	26.1%
	46-65	33.2%	40.0%
	Over 65	30.3%	38.2%
Race	Black	55.2%	24.6%
	Hispanic	33.3%	49.3%
	White	39.8%	33.6%
Gender	Female	34.7%	35.9%
	Male	49.3%	29.8%
Location Type	Large City	38.0%	34.1%
	Suburb	34.4%	39.0%
	Medium city	38.8%	33.4%
	Small Town	35.3%	35.9%
	Rural	55.2%	25.1%
Region	North	48.5%	26.1%
	Southeast	36.6%	37.9%
	Southwest	34.8%	37.7%

Figure 34 shows the perceived likelihood of getting a speeding ticket. The majority of respondents (54.1 percent) answered there is a high or very high likelihood of getting a speeding ticket and another 31.3 percent assessed the likelihood as medium. Low and very low likelihood of getting a ticket was selected by 14.6 percent of respondents.

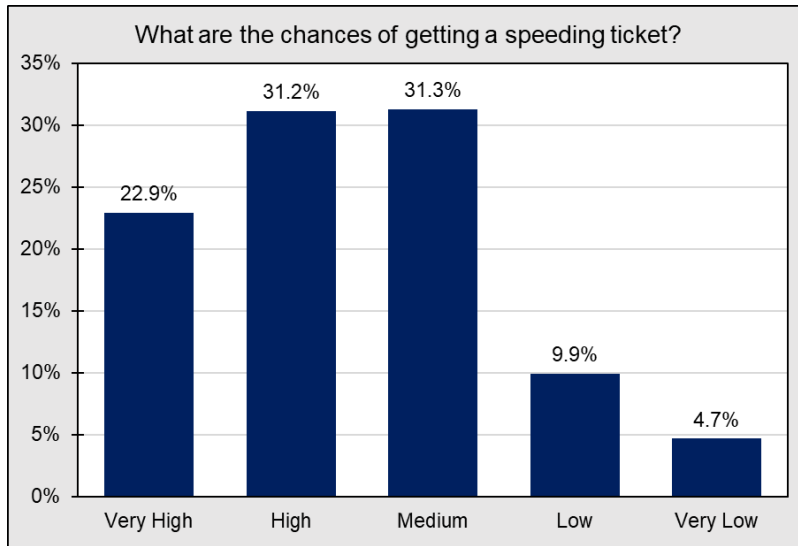


Figure 34. Speeding Ticket

Table 11 highlights groups with higher perceptions of speeding citation likelihood. Similar to seat belt violation perceptions, these groups were 31–45-year-olds, Blacks, rural dwellers, and living in the northern regions of the state.

Table 11. Perceived Likelihood of Speeding Ticket

Likelihood of Speeding Ticket			
		Very High/High	Low/Very Low
Age	18–21	59.5%	12.6%
	22–30	59.2%	11.8%
	31-45	63.0%	11.6%
	46-65	44.7%	16.6%
	Over 65	37.8%	25.0%
Race	Black	67.5%	12.0%
	Hispanic	58.9%	23.2%
	White	52.7%	14.4%
Location Type	Large City	48.1%	18.1%
	Suburb	45.9%	17.4%
	Medium city	53.8%	13.3%
	Small Town	52.1%	16.6%
	Rural	66.2%	9.9%
Region	North	61.5%	13.1%
	Southeast	50.9%	14.2%
	Southwest	46.6%	17.7%

The perception of being arrested for drinking and driving was highest among the survey respondents, with 73.3 percent of respondents ranking high or very high the likelihood of getting arrested, and another 18.2 percent ranking the likelihood as medium (see Figure 35). Only 8.5 percent reported a low or very low likelihood of getting arrested.

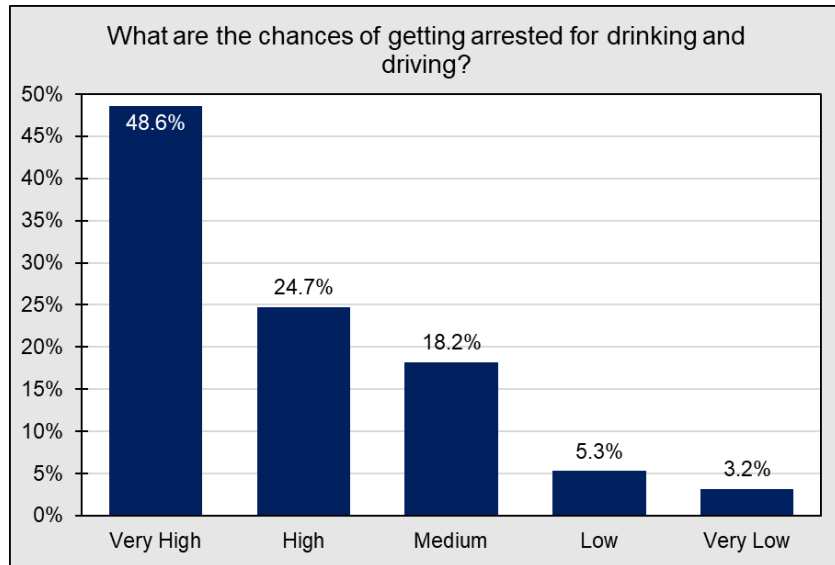


Figure 35. Drinking and Driving Ticket

Table 12 highlights that the perception of likely arrest for intoxicated driving is highest among the youngest group in the sample, 18–21-year-olds. Hispanics held high perception of arrest likelihood, as did Black respondents relative to White respondents. As with the other two measures of citation/arrest likelihood, respondents in the northern region and rural residents answered Very High and High likelihood with greater frequency than respondents in other areas.

The survey included a question asking if respondents personally knew anyone who had been arrested for drinking and driving. Over two-thirds of the sample (68.4%) said they knew someone who had been arrested for drinking and driving.

Table 12. Perceived Likelihood of OWI Arrest

Likelihood of OWI Arrest			
		Very High/High	Low/Very Low
Age	18–21	85.9%	5.5%
	22–30	81.4%	7.0%
	31-45	75.3%	8.0%
	46-65	67.0%	8.6%
	Over 65	59.9%	13.8%
Race	Black	77.8%	8.9%
	Hispanic	79.7%	7.2%
	White	72.4%	8.2%
Location Type	Large City	69.3%	12.8%
	Suburb	72.1%	8.3%
	Medium city	71.6%	8.0%
	Small Town	71.6%	9.2%
	Rural	79.8%	6.0%
Region	North	77.3%	6.9%
	Southeast	70.6%	9.6%
	Southwest	71.1%	9.1%

Knowledge of Traffic Safety Laws

The survey included a short series of questions regarding traffic safety laws in Wisconsin, specifically the texting ban, specifics of the seat belt law, and specifics regarding Wisconsin’s impaired driving law. As seen in Figure 36, the majority of respondents knew texting is banned on all Wisconsin roads. This correct answer was checked by 82.6 percent of the respondents, with 10.3 percent checking the Not Sure response.

Regarding the mandatory use of seat belts, Wisconsinites are very familiar with the requirement for all occupants, as indicated by 92.3 percent correct responses. Figure 37 also shows, however, that Wisconsinites are not familiar with the penalty. Only 12.9 percent of respondents correctly answered that the fine for a seat belt violation is \$10. All other statements presented in Figure 37 were incorrect.

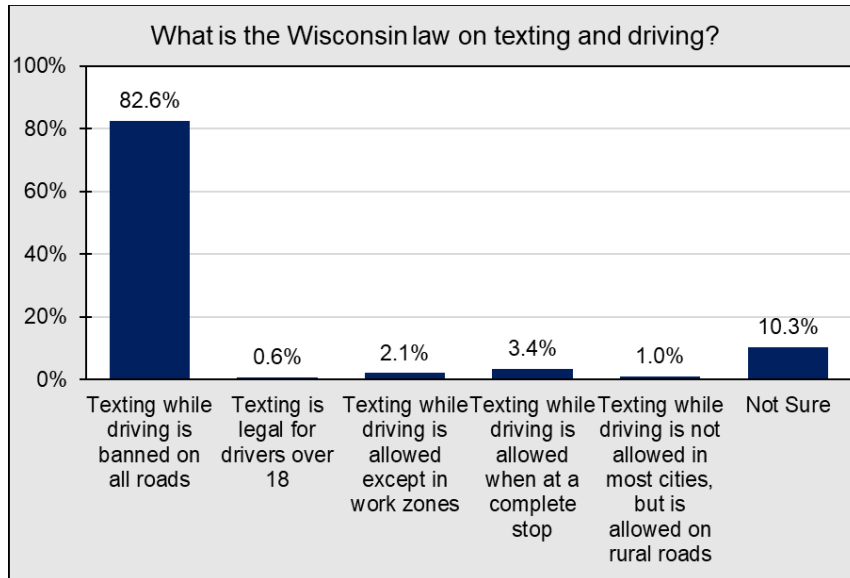


Figure 36. Texting Knowledge

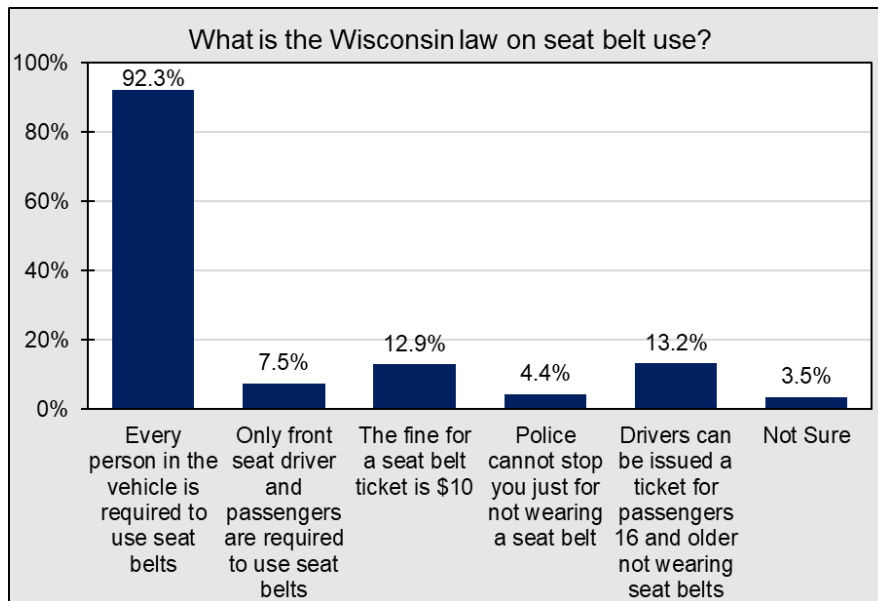


Figure 37. Seatbelt Law Knowledge

Five statements related to intoxicated driving law in Wisconsin were presented and respondents were asked to check each true statement. Only two of the statements were actually true. Figure 38 shows the percentage of respondents that chose each statement as true. The majority of respondents correctly selected the statement “Drivers under 21 are not allowed to have any alcohol in their system, while only 41.0 percent correctly selected the statement “any amount of a controlled substance in the blood while driving is illegal.” A majority of respondents (63.7

percent) also selected the statement, “A driver’s blood/BAC must be .08 or higher to be arrested.” Wisconsin law stipulates “A driver is under the influence when his or her ability to operate a motor vehicle is impaired” and can be interpreted as alcohol or drugs at any BAC level can result in arrest. The penalty for a first time OWI can range from \$150-300 plus additional surcharges and possible additional penalties. OWI does not become a felony until the fourth offense. Almost 16 percent (15.8%) of respondents checked Not Sure as their response.

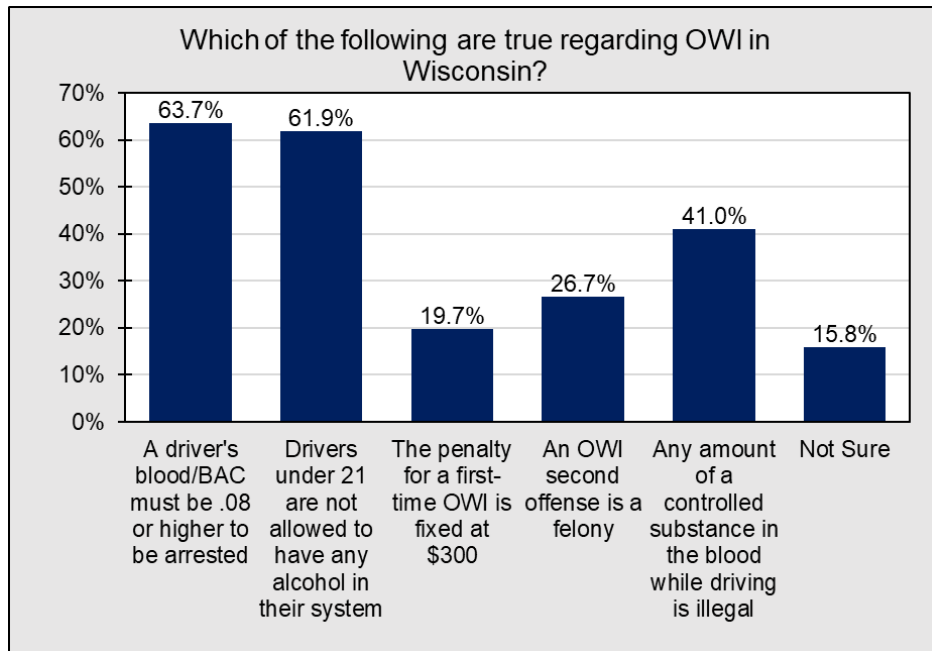


Figure 38. Drinking and Driving Knowledge

Attitudes Toward Traffic Safety Issues

Survey respondents were given an opportunity to weigh in on six approaches for addressing traffic safety issues. Table 13 presents the measures and percentages who favored or opposed each. A majority of respondents supported four of the countermeasures. These were: requiring all drivers convicted of alcohol-impaired driving to use a device to keep their car from starting if they have been drinking (68.9% favor); higher fines for texting and driving (68.0% favor); requiring all drivers age 75 and older to renew their driver license in person (66.2% favor); and using cameras to ticket drivers speeding in school zones (61.2% favor). Less support was found for laws banning hands-free cell phone use and using cameras to ticket drivers for not wearing seat belts.

Table 13. Support for Countermeasures

Measures	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Not Sure
Higher fines for texting and driving	37.5%	30.5%	19.6%	4.9%	1.7%	5.8%
A law that bans talking on a hands-free cell phone while driving	12.9%	11.3%	23.0%	26.5%	18.5%	7.8%
Requiring all drivers age 75 and older to renew their driver license in person (not by mail or online)	37.2%	29.0%	16.5%	5.6%	3.0%	8.7%
Requiring all drivers convicted of alcohol-impaired driving to use a device to keep their car from starting if they have been drinking	42.2%	26.8%	15.7%	4.8%	2.6%	7.9%
Using cameras to ticket drivers not wearing seat belts	16.3%	17.4%	25.3%	17.8%	14.7%	8.5%
Using cameras to ticket drivers speeding in school zones	30.8%	30.4%	15.4%	8.7%	6.0%	8.8%

The Wisconsin Bureau of Transportation noted during the development of the survey instrument an interest in determining public perception of reckless driving in the State. For this question, an introduction stated the law as “No person may endanger the safety of any person or property by the negligent operation of a vehicle,” and respondents were provided multiple choice responses to provide their opinion on how big they think the problem is in Wisconsin. As Figure 39 shows, 91.7 percent checked a response indicating the behavior is a problem, with 14.3 seeing it as a small problem, 31.3 percent as a problem and 46.1 percent as a big problem. Four percent of respondents said they did not know or were not sure and 4.3 percent did not see it as a problem.

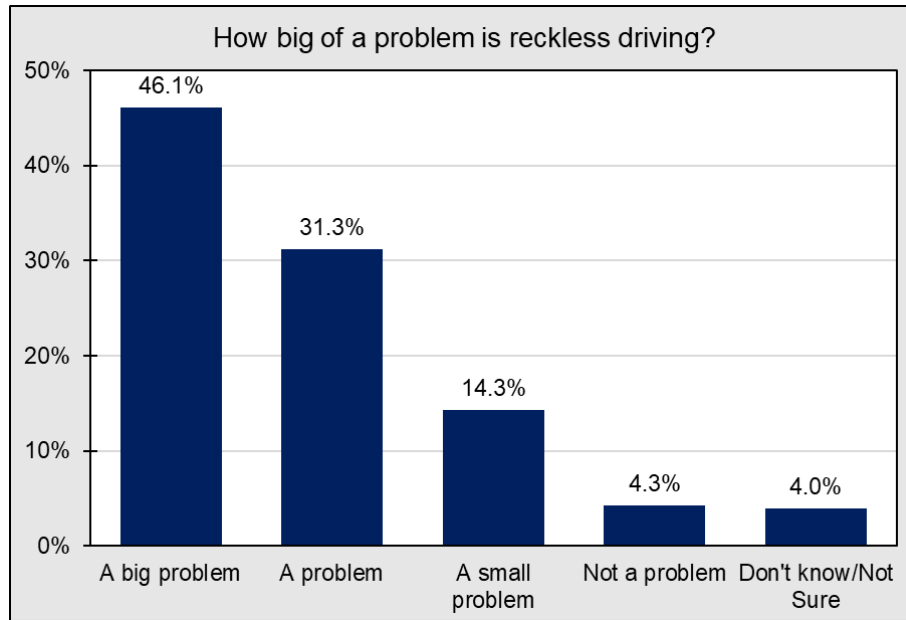


Figure 39. Reckless Driving Perceptions

3.3 Survey Key Findings

A 39-question survey yielded data for 1,554 Wisconsin residents representing households in five regions of the State. The results are descriptive regarding opinions of current and potential media campaigns, and informative as a baseline measure for current self-reported behavior and awareness levels. Among the findings are these highlights:

- Self-reported seat belt use was 95.5 percent who always (88.4%) or nearly always (7.1%) buckle up.
- The Click It or Ticket campaign is the most highly recognized and recalled in Wisconsin.
- Females and people 45 years and older reported higher seat belt use than males and younger respondents.
- The likelihood of being cited for speeding was perceived as high or very high by a majority of respondents. However, over 35 percent reported exceeding the speed limit regularly on local roads and over 47 percent reported regularly exceeding the speed limit on highways.
- The Wisconsinites surveyed had a high perception of enforcement of intoxicated driving laws, with 73.3 percent checking chances of arrest for drinking and driving as Very High or High. Over one-fourth of the respondents (25.9%) said they had driven after drinking more than they should have, and 68.4 percent said they knew someone who had been arrested for impaired driving.
- After reading a definition of reckless driving in Wisconsin, 46.1 percent said it is a big problem, and 31.3 percent said it is a problem in Wisconsin.
- The most common source for receiving traffic safety campaign messages was TV. A majority of respondents (60.8%) agreed that more campaigns are needed. However, 22.7 percent did not agree that campaigns are effective in changing behavior.
- The survey indicates support by a majority for higher fines for texting and driving, required ignition interlock for OWI offenders, in-person license renewals for senior drivers (over 75), and camera enforcement of school zone speed limits.

4.0 Pilot Communications Plan

A detailed communications plan generated ideas to be focus group tested. The components of the plan were prioritized given time constraints for the sessions and greater attention was given to topics focusing on familiarity with, preferences for, and perceptions of traffic safety communications. Details of the plan, including all its components and related survey and focus group results are provided in section 6.0.

5.0 Focus Groups

Focus groups with Wisconsinites were conducted in November 2023, following the summer online survey and development of potential communication improvements based on survey results. The groups provided an opportunity to explore in person recall of traffic safety messaging, preferences and thoughts on current messaging, and to test communication strategies and approaches. Each session was audio-recorded and transcripts were used to aid the analysis. The sections that follow provide details on the group compositions, and summaries of the responses given during the guided discussions.

5.1 Group characteristics

The group dates, attendee numbers and locations are shown in Table 14. The online group on December 5 did not have any attendees, despite a registration list of eight and confirmed attendance by two individuals. In the remaining focus groups, size ranged from one to 14 for a total of 43 participants. The session in Ashland yielded one person, so a one-on-one interview was conducted. The content of the interview was the same as the group sessions.

Table 14. Focus Group Details

Location	Date	Attendees
Madison	14-Nov	7
Milwaukee #1	15-Nov	8
Milwaukee #2	15-Nov	14
Appleton	16-Nov	9
Ashland	18-Nov	1
Superior	18-Nov	4
Total Attendance		43

Following is a description of participants in each focus group:

1. Madison – This group was held at the Madison Central Library with a total of seven attendees. The participants were mostly recruited through Facebook ads and was a diverse group by age and race/ethnicity with participants from all but the youngest, 18-21 age group. The group composition included Black, Hispanic, and White participants.
2. Milwaukee #1 – This group was held in a university academic building with eight attendees. While most of the attendees were University students, including graduate students, there were university staff participants as well. This group provided a large portion of the younger participants of the 43 total.

3. Milwaukee #2 – This group was held at a church in a suburb of Milwaukee, and was the largest, with 14 participants. Most were parishioners, but some were recruited by a local contact and two people responded to a Facebook ad. The participants were White, with some younger participants, but most being 46-65 or over 65.
4. Appleton – This group of nine participants was held at a rented hotel meeting room. Participants were either recruited by a local contact or responded to a Facebook ad. All the participants were White but provided some diversity of perspective with some traveling in from smaller towns just outside the city.
5. Ashland – No participants registered for this group set at the city library. On-site recruiting yielded one participant. The participant, a Native American female, 31-45 years old, was interviewed using the same discussion guide and questions.
6. Superior – This group was held at a library, with participants recruited both from a local contact and by Facebook ads. Four people attended - two Asians and two White.

Table 15 provides focus group demographics compared with Wisconsin demographics.

Table 15. Focus Group Demographics

Category		Focus Group Attendees	Wisconsin Demographics
		%	%
Age*	18–21	4.7%	7.0%
	22–30	16.3%	14.3%
	31-45	30.2%	23.6%
	46-65	27.9%	33.8%
	Over 65	20.9%	21.3%
	Prefer not to answer	-	-
Race/Ethnicity*	White	83.7%	81.8%
	Black	2.3%	5.6%
	Hispanic	4.7%	6.2%
	Asian or Hmong	7.0%	2.7%
	Other	2.3%	3.7%
	Prefer not to answer	-	-
Gender*	Female	60.5%	50.7%
	Male	37.2%	49.3%
	Prefer not to answer	2.3%	-

*Source: 2020 Census

Figure 40 shows the location type participants gave for their residence. The largest percentage of participants said they resided in a suburban location (34.9%), with 27.9 percent in a large city, and 18.6 percent in a medium-size city. Participants from small towns and rural areas made up 11.6 percent and 7.0 percent of group members, respectively.

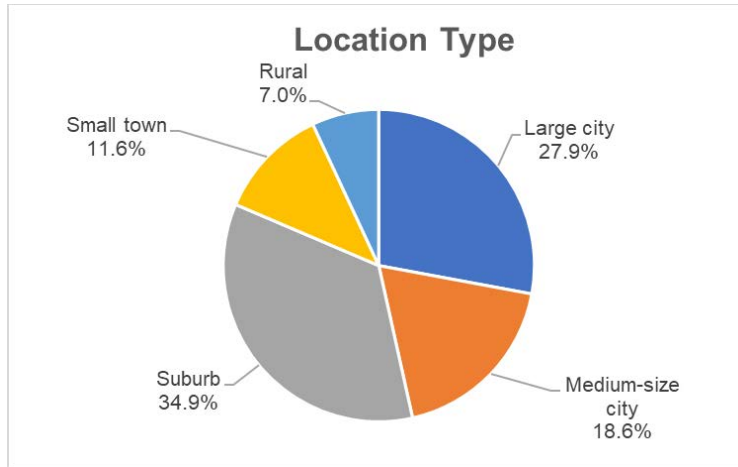


Figure 40. Location Type of Participants

Participants were asked the type of vehicle they drive most often for an ice-breaker question. Figure 41 shows most common was passenger car (39.5%), followed by SUV at 34.9 percent. Pickup drivers and minivans were 4.7 percent. There were seven participants who shared that they do not drive or do not have a vehicle. These participants reported walking, biking, or riding public transportation.

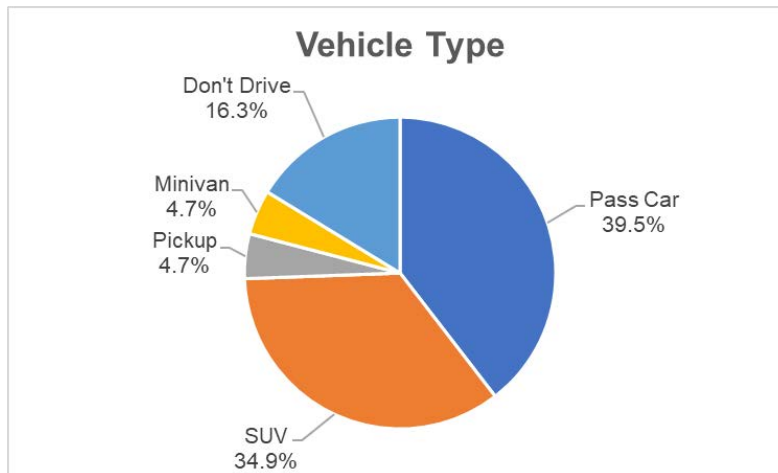


Figure 41. Vehicle Type of Participants

As for professions represented, Figure 42 shows there were students (10), university related work (5), retired or not working (5), teachers or professors (4) and city or state employees (2). Other professions included pastor, chaplain, bartender, hair stylist, welder, Uber driver, retail, a former nurse and former lawyer. Not all participants shared their profession, so the total number does not add to 43.

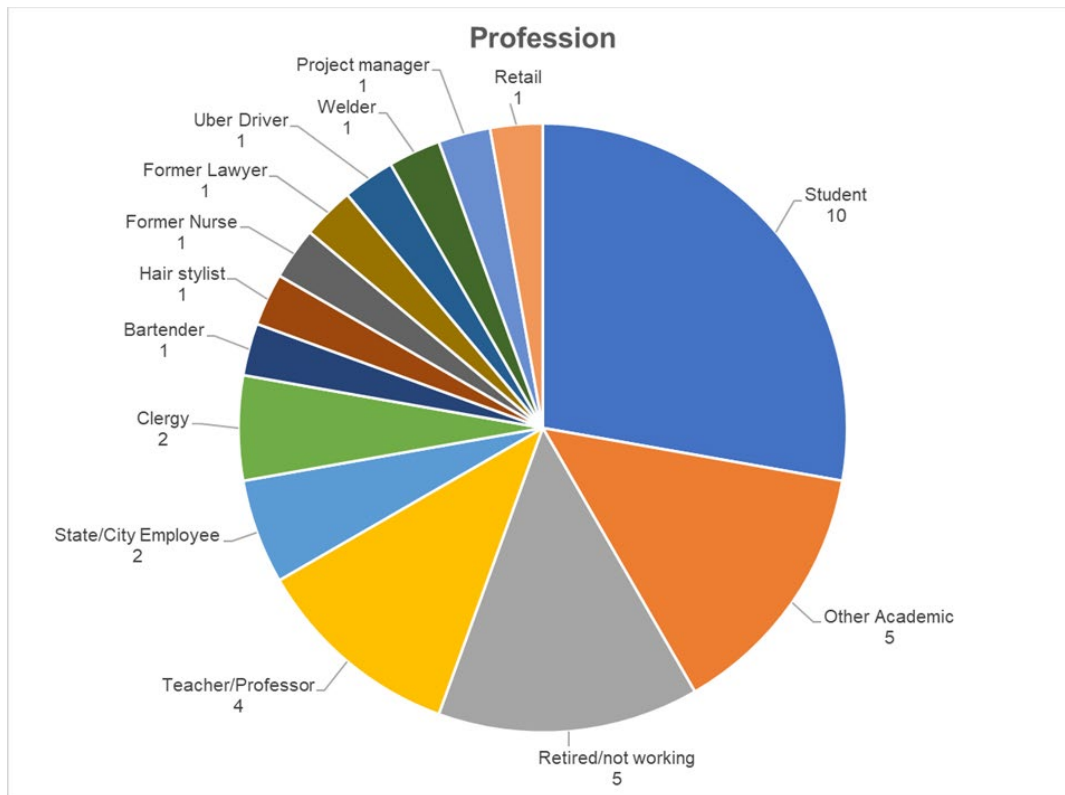


Figure 42. Profession of Participants

5.2 Group Findings

Traffic Safety Messages/Campaigns

After warmup questions, the discussion began by asking participants to name a traffic safety message they had heard in Wisconsin, which could include safety advertisements, slogans or messages. This was an open-ended question without any prompts.

The most common message named was “Click It or Ticket,” with one specific mention of Donald Driver ads with the Click It or Ticket message. Other campaigns mentioned were “Share the Road,” “Buzzed Driving is Drunk Driving,” and “Slow Down Save a Life.” The “Vision Zero” initiative was also mentioned by one individual, with specific mention of “Zero in Wisconsin.” There were some campaigns mentioned that were unfamiliar to the study team: “Speed is the thrill that kills,” “Turn signal is the text for the road,” “drive as if your kids live here” and “20 is plenty.” There was also mention of dynamic message signs (DMS) that sometimes have rhyming phrases with a message. Some participants could not recall exact messages, but knew the behavior being addressed, such as don’t text and drive, don’t drink and drive, motorcycle safety and watching for snowmobiles in winter. There was mention of “Drive Alive at 55,” which is a reference to an older message about the 55-mph speed limit. Finally, a couple of participants mentioned student videos on traffic safety produced by teenagers as part of a school program.

After this open-ended exercise, participants were provided with the list of campaigns in Table 16. The facilitator then led a discussion, posing questions such as, What is it telling you?, How effective do you think it is?, Why do you think it’s effective (or not effective)?, and Where have

you seen or heard it? Note that not all campaigns were discussed in every group due to time constraints; however, the four national campaigns (Click It or Ticket, Drive Now Text Later, Driver Sober or get Pulled Over, and Share the Road) were discussed with each group.

Table 16. Campaign Messages

Campaign Messages
Click It or Ticket
Drive Now. Text Later.
Drive sober or get pulled over.
Share the Road.
Are you INDISTRACTIBLE?
No one is indestructible. But you can be in-distractable.
Control your drive.
Don't speed. Don't be reckless.
Zero in Wisconsin.
Stunts Drunk? No! Drive Drunk? No Way!
Do this Drunk? CRAZY. Drive Drunk? INSANE!

Click It or Ticket – When this campaign was displayed or mentioned, most people said they had heard or seen the message at some point. Donald Driver ads were brought up here by a participant (not the same one who mentioned it in the previous exercise). Asked what the campaign is telling them, participants knew it was to “buckle up” or “wear a belt” and that there is a consequence of a ticket for not doing so. However, not all were convinced the consequence was very severe, noting that the fine is not high. Another said the “marketing was effective, but not the ticket.” Another said it was about you making the choice to do (or not to do) something. Most people agreed that the message was memorable, but there was skepticism that it is effective in changing behavior. A common sentiment expressed was that the consequence of a ticket is not why they choose to wear a seat belt. There was one mention of the perception that the neighboring state of Minnesota was stricter about enforcing this. One participant wondered why the “day and night” part was there and did not understand what it meant. A participant who grew up in a different country said wearing a seat belt was not the norm there, but it seems to be here. Participants mentioned hearing or seeing this message on TV, radio, billboards, DMS boards, online (social media), and ads on Podcasts.

Drive Now. Text Later. – Participants noted that this message seemed “softer” and might be more appropriate as a reminder when on the road driving, such as on a billboard or DMS board. There were some who expressed it was too “passive,” not “catchy” and less urgent than the Click It or Ticket message. However, one participant preferred this type of messaging, saying it was

more positive and even though there is no consequence in the message, it is implied. Many participants commented that people will think it does not apply to them, because they are not the problem, other drivers are. One participant expressed the view that the message could be “misconstrued” because the driver may be using their phone for something other than texting. Participants heard or saw these messages on TV, radio, billboards, highway signs, stickers on cars, as well as from friends or family members.

Drive sober or get pulled over. – This campaign was not universally recognized. Participants interpreted this campaign as similar to Click It or Ticket in that there was a mention of what to do and a consequence if you did not. However, some believed the consequence of getting pulled over is not severe enough in Wisconsin and one said it “doesn’t seem like a big deal.” One participant said it should say “or go to jail,” but then it was pointed out by another group member that the laws are not strict enough and that a first offense may not lead to jail. Others said consequences such as hurting or killing someone should be highlighted. Some discussion centered on the [vague] meaning of sober and buzzed. Someone specifically recalled the “Buzzed Driving is Drunk Driving” message and how that might be more effective. The issue of drugged driving came up, but not all agreed this message covers that issue. In terms of effectiveness, some did not think it would reach those the message is intended toward, with one participant saying, “if you don’t care, it won’t affect you.” Another drinking and driving campaign was mentioned that concentrated on alternatives to driving after drinking, and some participants viewed this as a better approach, considering the culture of drinking in Wisconsin. Participants mentioned hearing or seeing these messages on TV, radio, on DMS boards around specific holidays, and in bathroom stalls in bars.

Share the Road – This was a familiar message to most participants. The image displayed was a motorcycle message, but participants mentioned also hearing this message about bicyclists. When asked what the message is telling them, participants said that it meant being aware, mindful and looking out for others; however, some participants said it was unclear what they were supposed to do. One specifically mentioned liking this message because “it’s empowering.” Participants mentioned hearing or seeing this message mainly on billboards and bumper stickers, but also on social media and from family or friends who ride motorcycles or bicycles.

Are you INDISTRACTIBLE? – When presented with this campaign, a few participants understood it to mean staying focused, but others found it hard to figure out the message. One participant said it grabbed her attention more because of the accompanying picture rather than words only. Many found the word INDISTRACTIBLE to be awkward and detracting from the message itself. The campaign was assumed to be targeted toward teens or young drivers.

No one is indestructible. But you can be indistractable. – To some, this campaign slogan was more effective and makes more sense with the indestructible and indistractable together. A couple of participants mentioned a concern about literacy level and that a poor reader or a non-native speaker might find this hard to understand. Others mentioned that “it’s not catchy” like some of the other campaigns. It was also mentioned that the image was “a car full of White kids.” Only one participant said they might have seen this online; otherwise, most had not seen it.

Control your drive. /Don't speed. Don't be reckless. – These two messages were presented and discussed together because they appear together in most instances. A couple of the younger participants in the Milwaukee #1 group said they had seen this campaign before and liked the celebrity giving the message (Bobby Portis of the Milwaukee Bucks basketball team). Most agreed that the Control your drive part makes little sense without the “Don't speed, don't be reckless” message attached. Some said that this message did not speak to them, and the message did not seem to apply to them.

Zero in Wisconsin. – This message was mentioned by one participant in the open-ended activity, but otherwise was not recognized by many participants.

Stunts Drunk? No! Drive Drunk? No Way! - When presented with this campaign, some had seen it and remembered it as a TV commercial. One participant thought that this was a “niche” campaign that was targeted to people who do motocross and another participant said that it might target people who do stunts on their bikes. The rest of the group seemed to agree with these sentiments.

Do this Drunk? CRAZY. Drive Drunk? INSANE! – Similar to the Stunts Drunk campaign, this campaign was non-relevant to many, and some were confused about what the image was showing and how it fit with the message.

Traffic Safety Issues

Participants were asked to share the one traffic safety issue that they thought was important right now in Wisconsin. Here are the issues raised, in order of frequency:

- Reckless driving.
- Drinking and driving.
- Speeding.
- Distracted driving, which could include texting and driving, talking on a hand-held phone while driving and just cell phone use while driving in general.
- Roundabouts, mainly concern about education of how to use them properly.
- Pedestrian and bicyclist safety.
- Drivers running red lights.
- Driving while high.
- Weather-related issues (e.g., snow and rain).
- Just being generally aware of your surroundings as a driver.

Approaches

Participants were asked to engage in an activity ranking several approaches to encourage people to drive safer. Each group member was asked to place a green, red or yellow sticker on each approach, with green indicating those they like, red indicating those they do not like, and yellow indicating those they are neutral on or for which they have no strong feelings. Figure 43 shows participants from the Superior group engaged in this activity.

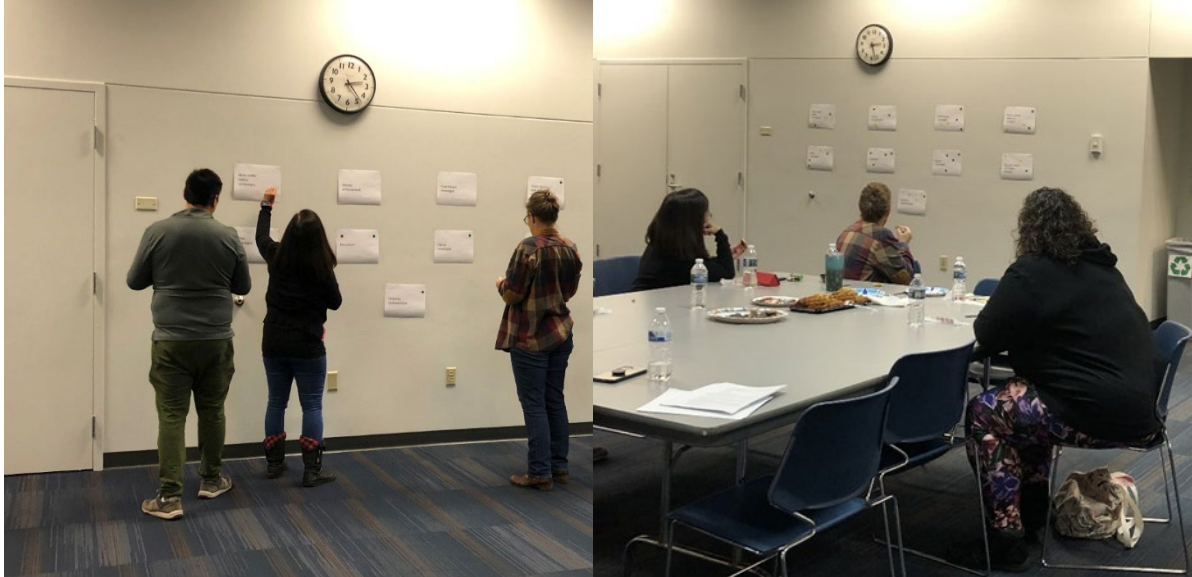


Figure 43. Participants Engaged in Activity

More traffic safety campaigns – As Figure 44 shows, 36.6 percent of participants gave a green light to more traffic safety campaigns. One participant said, “the more you hear it that’s just going to stick in your mind.” Similarly, another participant said, “the more people see it, listen to it, then the more it will be heard.” Some of the support centered around the need to have more messages targeted at the key offenders. However, there was concern about oversaturation and that “quality over quantity” was the key. More campaigns are good, but they also need to be good campaigns. One participant mentioned that it “can’t hurt,” but did not think campaign messages are a motivator to change behavior. Two people mentioned more campaigns were a waste of money and not effective.

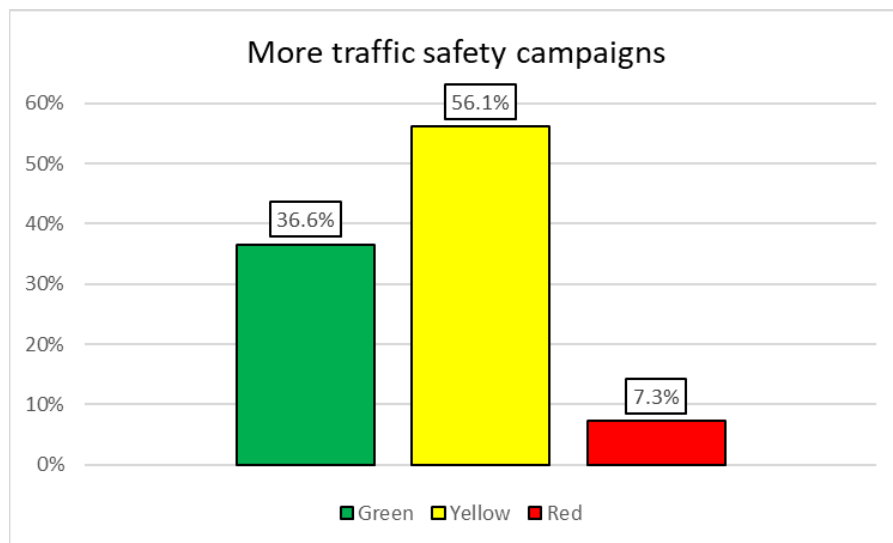


Figure 44. More Traffic Safety Campaign Support

Better campaigns – There was much broader support for better campaigns, with 62.5 percent agreeing that this was a good approach (Figure 45). Some voiced that the quality of the campaign is more important than the number of campaigns. One participant mentioned anti-smoking campaigns as an example to look toward in that it changed the culture surrounding that behavior. That was the reason given for a green sticker - because better campaigns can help to make changes. Another participant mentioned a need to make the message personal. In one group, when asked what would make a campaign better, the response was catchy messages and having a consequence as examples, as well as making it relatable and “not corny.”

Some who selected yellow for better campaigns did so because the wording was ambiguous, and they were not sure what better meant. Most agreed that “different things are better for different people.”

One person who gave a red rating said, “we need to accept you can’t change everyone's behavior, have to design roads to correct behavior of those you can’t reach.”

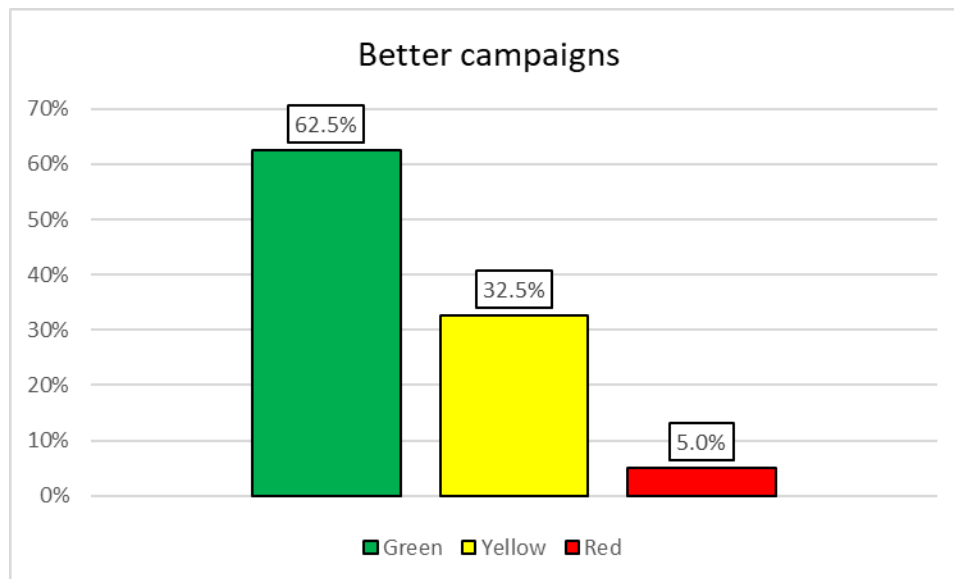


Figure 45. Better Campaign Support

Stricter enforcement – Stricter enforcement had broad support with 64.3 percent of participants marking it with a green sticker (See Figure 46). Some participants who selected green said they do not think speed and driver texting is enforced, and officers need to have more time to dedicate to enforcement. Mention was made in another group that without enforcement laws mean nothing, and they recall seeing stricter enforcement in the neighboring state of Illinois. A similar sentiment was discussed by another group while pointing out the need for a disincentive.

For some of those who selected yellow or red, they explained they wanted to be sure enforcement is consistent and equally applied, and based on the behavior and not the specific

demographics of the offender or concentrated only in certain neighborhoods. There were also concerns about how enforcement can escalate to other outcomes and that there was sometimes too much power given to law enforcement. Others discussed how enforcement really should concentrate on the most unsafe behaviors and not to make driving totally punitive. As one participant mentioned “I do think that there is a need for enforcement, I just don’t think that the *threat* of enforcement is a good educational campaign.”

One participant suggested enforcement can also be from family members, parents and the community at large. The discussion of enforcement also led in some groups to conversations about whether enforcement was really a deterrent for those committing the offenses. Some thought offenders would not care and see themselves as invincible anyway. Beyond the enforcement to the driver, one participant mentioned the idea of stiffer penalties for bartenders who let people drink too much and drive home, and that this is something Minnesota does.

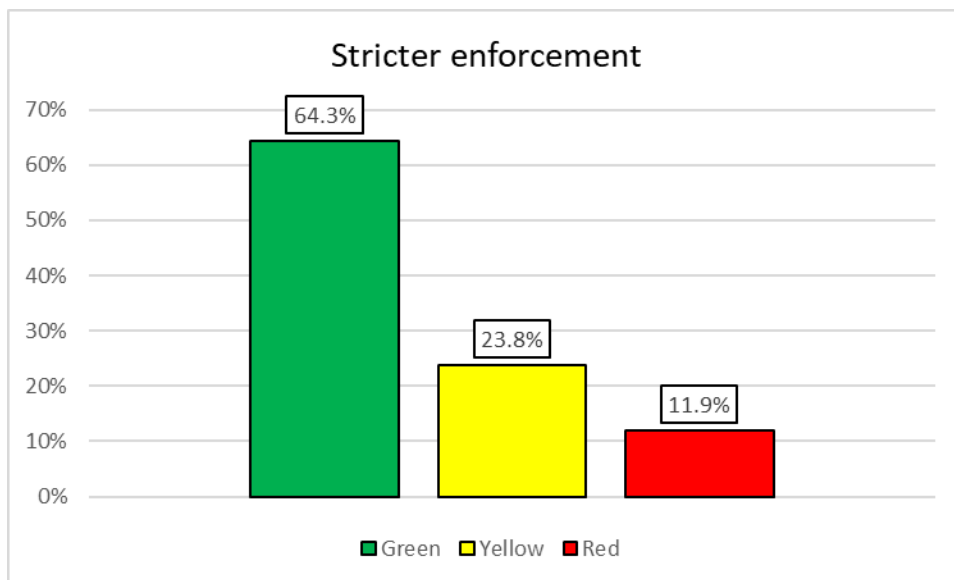


Figure 46. Stricter Enforcement Support

Enforcement Discussion by Group - Overall, stricter enforcement was supported more in the northern focus groups (Appleton, Ashland and Superior) and less so in the southern focus groups (Madison and Milwaukee). However, there were still some supporters of more enforcement in the southern groups and detractors in the north. Below is a discussion about enforcement within each group.

In Appleton, there was discussion about the bad behaviors being seen on the road and that there needs to be consequences. One participant specifically mentioned the effectiveness of sobriety checkpoints for drinking and driving, while others pointed out that the penalties for drinking and driving are not strict enough in Wisconsin.

In Ashland, the interviewee discussed the need for stricter enforcement especially for drinking and driving and also suggested there should be more enforcement of bartenders who overserve.

She also saw enforcement as a form of education to drivers, especially younger drivers who are still learning.

In Superior, one participant pointed out that enforcement can be the thing that makes people change behavior and gave the example of seatbelts and children riding in car seats in the 80's. One participant voiced some concerns about who is being pulled over and if that threat of being pulled over is really changing the behavior of the worst offenders.

In Madison, one participant said enforcement is the key because you can have campaigns and messaging to drive safer, but if you do not have enforcement to back that up it will not be as effective. Another participant agreed by saying, "...don't waste the money with your campaign if you're not going to...have enough enforcement." There was some discussion about how people knew police officers in certain areas would be out conducting enforcement and also word-of-mouth about being pulled over for a certain behavior. There was discussion about police resources being stretched thin and how law enforcement is now sometimes hesitant to pull someone over. Participants also questioned if enforcement was being conducted evenly or if it targeted certain people or neighborhoods.

In the first Milwaukee group, enforcement was discussed as a disincentive to drivers and word-of-mouth about stricter enforcement in certain areas or around certain behaviors is something people talk about with friends, family, co-workers, etc. Participants also agreed that enforcement is needed for the higher risk driving behaviors (excessive speeding, reckless driving, drinking and driving), but may not be as necessary for some other infractions like not using your turn signal. There was some worry about how enforcement can escalate to other bad outcomes. One participant said that the threat of enforcement might not be as effective as safety messaging and education. Another participant suggested some of these issues could be addressed other ways, such as traffic calming. One participant also mentioned that part of stricter enforcement needs to be better training for law enforcement.

In the second Milwaukee group in a suburban location, support for more enforcement was mixed. Some mentioned that enforcement may affect people from a punitive standpoint, but there were several detractors. The discussion against more enforcement centered on police resources being an issue because they are responding to other calls, but also due to the cost of more officers. The issue was raised that laws can disproportionately affect low income and people of color. There was also discussion of other ways issues could be solved such as through traffic calming, speed cameras, or a community centered approach where enforcement is from parents, neighbors and friends and not just law enforcement. One participant questioned "If it feels like a cultural problem, then is punitive the answer to everything in America?"

Education – Of the approaches put forth for consideration, education was given the most green stickers (see Figure 47). In some groups, education was marked with all green stickers. Participants held the view that education is necessary, especially with new traffic improvements and changes that have come about over the past several years. There was a specific mention of having local organizations that are trusted in the community do outreach for the department of transportation on traffic safety. A similar mention of authority figures such as a doctor telling a

child to buckle up or getting others in the community to help reinforce messaging around safety. Support was voiced for the idea of teaching consequences as one way to educate, providing fact-based information to high-risk groups. There was specific mention of education for younger drivers on why they are not invincible and also to bartenders about overserving.

A yellow-sticker voter commented that education is not important to some people and they will not be affected by information that would result in a behavior change. Several people agreed. Another person wondered if repeating the same educational message is important to make it sink in or is it better to have several different messages that are targeted, saying “it can sometimes get to be too much.” It was noted that understanding the reason for doing something or not engaging in a behavior is an important part of education. Also mentioned was that education should be available in the roadway environment so people can see and respond accordingly.

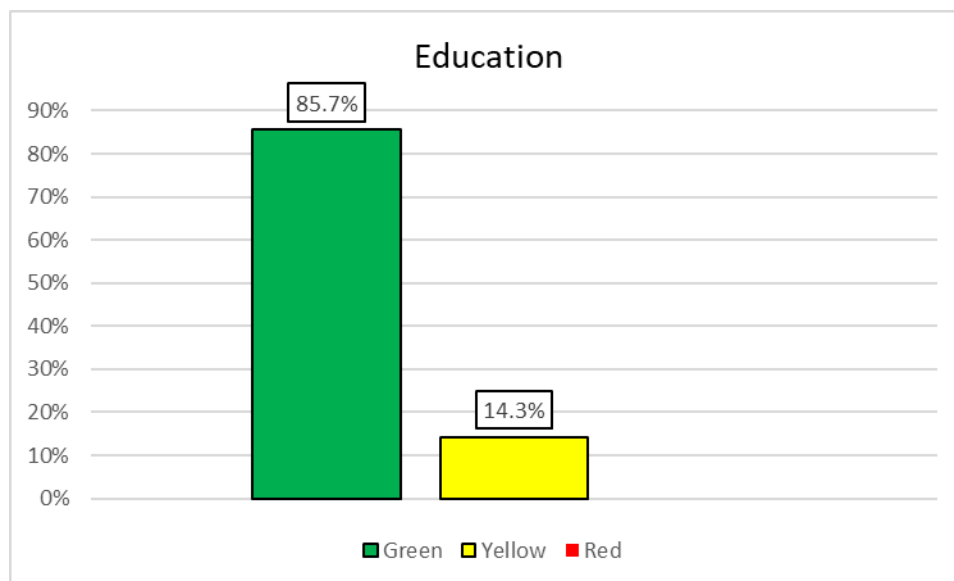


Figure 47. Education Support

Fear-based messages – Fear-based messaging was not highly supported, with a plurality expressing ambivalence toward this approach. As shown in Figure 48, 20.5 percent gave it a green sticker and 30.8 percent gave it a red sticker. Another 48.7 percent gave it a yellow sticker. Those who selected green said they thought something shocking might be relatable to some people. A few participants mentioned being affected by some type of fear-based messaging in the past and that it stuck with them. One person mentioned fear-based messaging “does not have to be scary and Click It or Ticket is somewhat fear-based, so it depends on the degree of fear.”

For those who gave this approach a yellow sticker, the discussion indicated their ambivalence was because fear-based messaging might work for some people and in some cases, but may not resonate with them personally. Some participants mentioned that fear as a motivator is frowned upon and ineffective. Comments were made such as: it is not relatable to many people because they do not think anything bad will happen to them; and it also has the negative effect of making

people nervous when they drive, fearing something bad will happen; and it can be triggering to some people, especially someone who might be affected by a mental health issue.

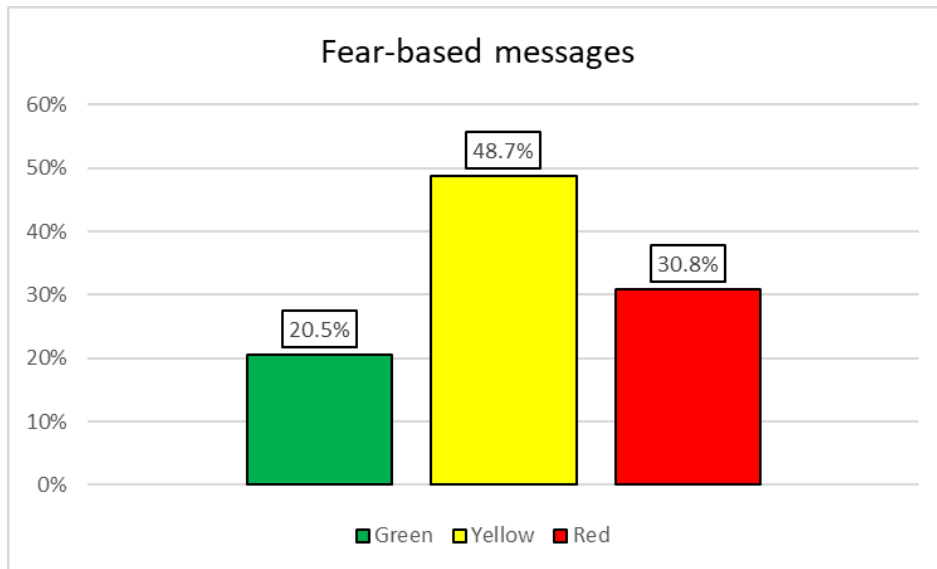


Figure 48. Fear-based Message Support

Clever messages –Clever messaging was well liked, with 69.4 percent marking it with green (see Figure 49). Overall, participants thought clever messages are easier to remember and recall. There was specific approval of some of the cultural references and funny messages on DMS. Participants could not always remember the message verbatim, but the message reminded them of the issue it was referencing. This approach was said to be particularly appealing when timed to specific seasons or holidays. The 28 percent who assigned a yellow rating were generally skeptical of clever messaging effectiveness.

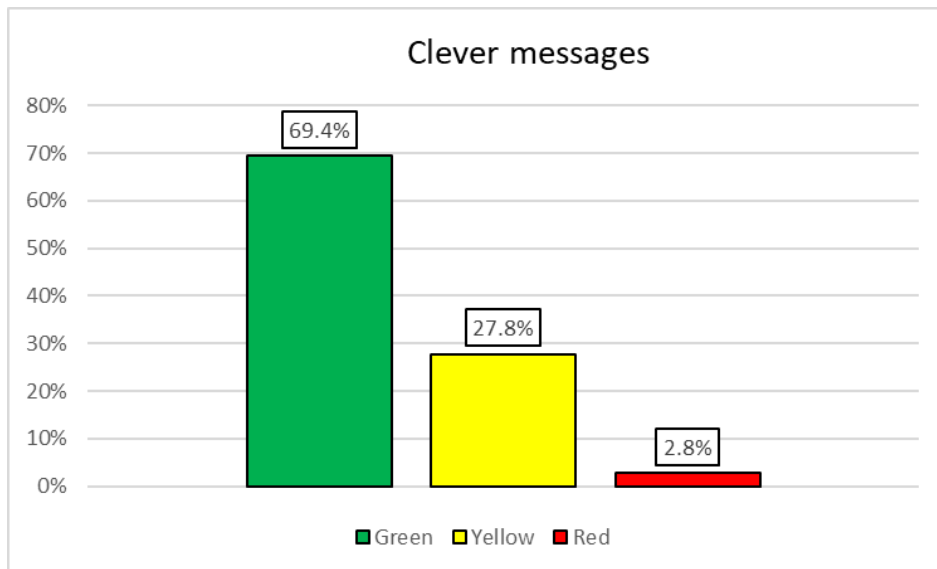


Figure 49. Clever Message Support

Victim stories with sad endings – About half the group participants liked this approach (Figure 50). As noted in discussion, “if done in the right way, it can impact people and make them think.” Among the neutral voters, one response was these messages can impact people, but that “some messages feel exploitive.” Another said that it might affect me, but not others. The overall sentiment was that it needs to be done in the right way and that “too much is either paralyzing or makes you not care.” Those not in support tended to think a positive message is more effective.

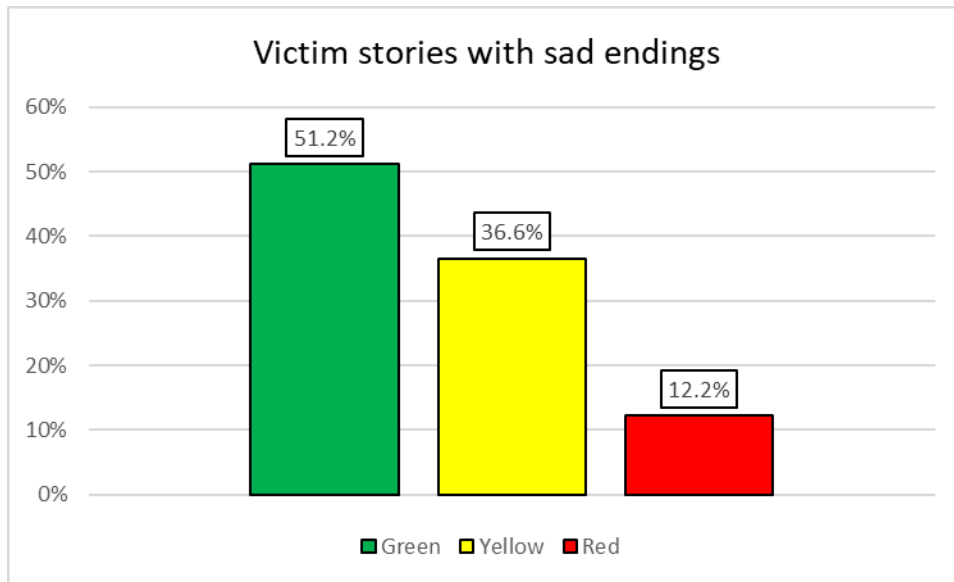


Figure 50. Victim Stories with Sad Endings Support

Survivor stories with happy endings – Survivor stories with happy endings had the highest percentage of neutrality as shown in Figure 51. For pro-voters, this approach makes the issue a “teachable moment” and “with all the negativity out there it gives hope.” For con voters, a happy ending sends the wrong message that it will all be fine and there is nothing to worry about. “It can be effective if you know what happened after the incident so the problem can be fixed.” One participant said that “it doesn’t pack a punch,” and many in the group agreed.

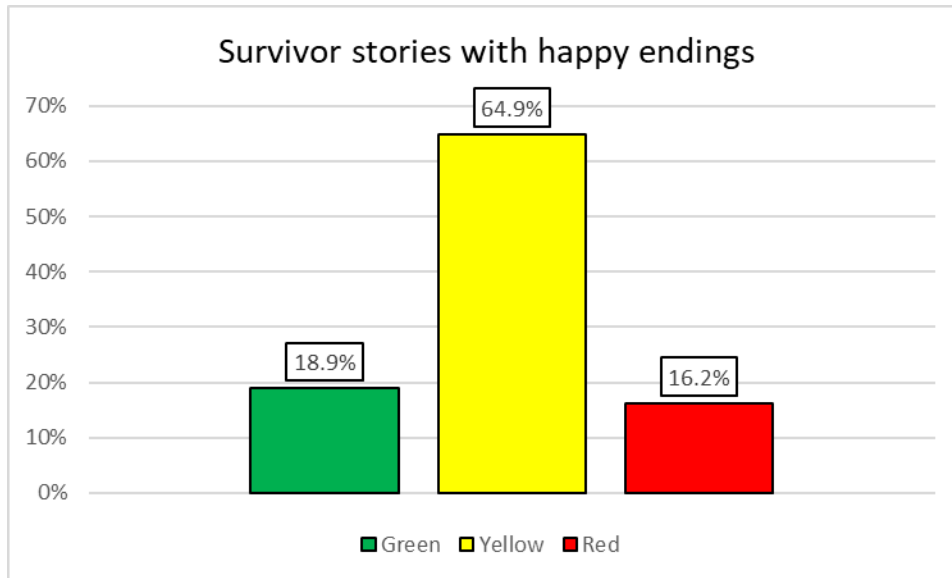


Figure 51. Survivor Stories with Happy Endings Support

Celebrity spokespeople – Celebrity spokespeople had the largest percentage of red voters (see Figure 52). However, a majority were neutral on celebrity spokespeople. The overall sentiment for those who put yellow was celebrity spokespeople did not resonate with them but may for others. Many participants said it depends on who the spokesperson is and if you personally think they are sincere. Participants also mentioned the fact that celebrities get paid for doing it, so it made them wonder if they were being genuine in their message. Others mentioned that a message from a celebrity might resonate more if the message was consistent with who that celebrity is and how they live their life. An example name that came up in more than one group was someone like Taylor Swift who comes across as genuine. Conversely, one participant said their dislike for Taylor Swift would make them turn off the TV if they saw it. Others agreed in that if they personally did not like the celebrity, they would turn off the message. Mention was made that if the celebrity was talking about an issue and connecting it to how they were personally affected by that issue, it would come across differently than if they were just giving a generic message.

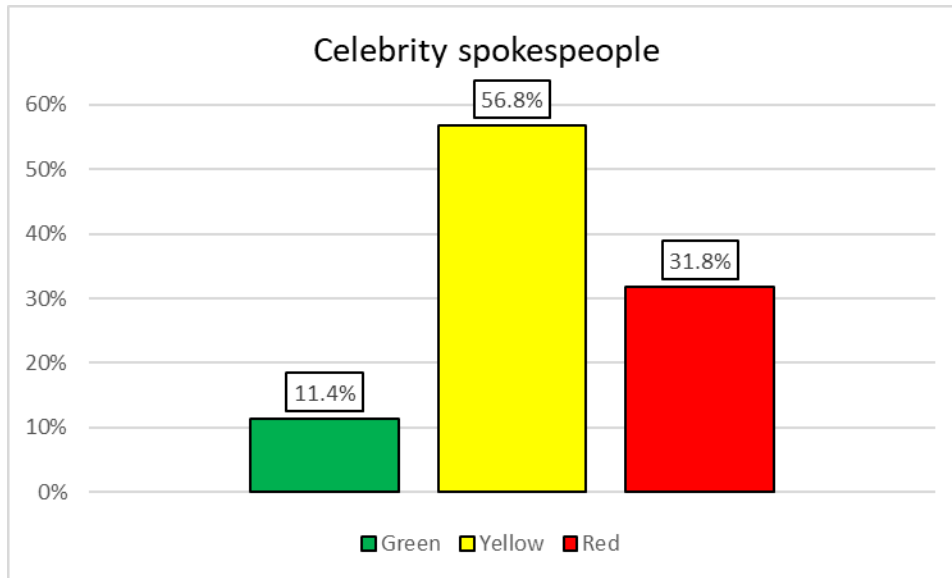


Figure 52. Celebrity Spokespeople Support

Preferred Messenger

In this section, participants were asked to share their preferred messenger, in other words, who they would want to hear a message from. Overall, respondents wanted to hear from someone with whom they trust and can connect. One participant said, “It’s relative to the person, you need to be able to see yourself in that person.” Specific types of people named were friends or family, community leaders, researchers/experts, teachers or professors, law enforcement, and social media influencers. Other preferred messenger types included survivor stories with kids, hearing from an average person who experienced the issue personally, or someone in jail facing consequences.

Messaging Impressions

The final exercise was to ask participants to provide their impressions of messaging examples. Listed in Table 17 below are messaging examples given, percentage of support, and selected supporting comments. Not all groups were polled for their support for each message type, and the percentages reflect the percent of those polled supporting each messaging type.

Table 17. Messaging Support

Message Type	% Support	Comments from Participants
Catchy and rhyming phrases	58.1%	Makes it memorable.
Emotions	32.6%	It depends on how it is used.
		Hearing from a person is more effective than just reading it.
		Good for TV, not as much a billboard.
Highlight Unsafe Behavior	61.1%	Might be good as a billboard to catch behavior while it is happening.
Be Responsible	59.1%	May work best in an educational environment.
Positive Reinforcement	50.0%	Positive safety messaging is good.
Highlight Legal Consequences	66.7%	Works well as part of education.
Positive Affirmations	21.4%	Empowerment is good.
		Preferred by participants who do not like highlighting legal consequences.
Personalized Messages	50.0%	The message “hits home.”

5.3 Key Findings of Focus Groups

Forty-three people participated in discussions of traffic safety in Wisconsin, sharing their opinions and responding to ideas presented by the TTI study team. While intentional efforts were made to diversify groups by location and composition, these 43 viewpoints are not presented as probability-based measurement representing the whole of Wisconsin. The bullet points that follow are highlights from the analysis of the group discussions combined. The six sessions provided a wealth of information reduced here to common themes, polling results and noteworthy observations made by participants.

- Focus group participants had good spontaneous recall of major national traffic safety campaigns, particularly “Click It or Ticket”.
- Less recognized campaigns were No one is indestructible... and “Zero in Wisconsin”.
- Top three traffic safety issues on the minds of Wisconsinites as represented by focus group participants are reckless driving, drinking and driving, and speeding.
- The most appealing traffic safety messages, according to the group members, are short and clever.
- Wisconsinites are in favor of better safety campaigns over more campaigns.

- Best approach for increasing safe driver behavior is a well-informed public. Focus group participants showed strongest approval for educational messaging that is informative, emphasizes consequences, and optimally delivered in the driving environment.
- Least desirable approach is fear-based messages that can evoke negative emotions or can be denied. Similar sentiments and ambivalence were found for survivor story type messaging.
- Messengers need to be credible and relatable to be most effective. Inauthentic celebrities are not viewed as credible.
- Wisconsinites are in favor of stricter enforcement of traffic safety laws. They prefer action over threats as a countermeasure for violators.

6.0 Recommendations for Communications Plan Strategies and Components

The goals and media objectives of the communications plan are recommendations that emerge from both the survey and focus group research. The research led to additional ideas to consider for targeted audiences, taglines, and campaign timing. Some suggested message ideas are provided as examples, and the results of the one-on-one in-depth interview conducted in Ashland provides some insight into a viewpoint on the examples. The recommendations for communications strategies include talking points and highlights from several other State DOT campaigns. Finally, recommendations for examining existing communications strategies as well as conducting future evaluations are offered.

Program Goals & Media Objectives

Goals

1. **Reduce Distracted Driving:** Decrease instances of texting while driving and promote distraction-free behavior. This was one of the safety issues brought up by focus group participants. In addition, survey findings indicated:
 - a. Almost half had texted while driving in the past 30 days; with 17.6 percent reporting an increase in texting behavior compared to a year ago.
 - b. 10.3 percent did not know the full requirements of the texting law.
 - c. 68 percent of survey respondents are in favor of higher fines for texting and driving.
2. **Address Impaired Driving:** Decrease instances of driving under the influence through awareness and education. This was one of the top issues discussed in focus groups and the survey results substantiated the importance of the need for more education:
 - a. 68.4 percent of survey respondents report knowing someone who had been arrested for drinking and driving.
 - b. 41 percent of survey respondents correctly answered “any amount of a controlled substance in the blood while driving is illegal” as true.
 - c. 15.8 percent of survey respondents were not sure about the elements of OWI laws in Wisconsin.

3. **Promote Responsible Driving:** Reduce speeding and reckless driving on local and highway roads through awareness and enforcement. The issues of speed enforcement and reckless driving were of concern by focus group participants. The need to promote responsible driving as related to speeding and reckless driving was supported by survey results:
 - a. 63.5 percent of survey respondents reported they sometimes speed 5mph over the speed limit on local roads.
 - b. Speeding 5mph at least sometimes on a highway was reported by 71.0 percent of survey respondents.
 - c. 91.7 percent of survey respondents indicated that reckless driving is a problem, with 46.1 percent reporting it as a big problem.
4. **Improve Compliance with Traffic Laws Among Specific Groups:** Increase compliance with specific traffic laws (e.g., seat belt use). Survey results showed certain groups can be focused on to increase safety belt use, for example:
 - a. Teens and young adults ages 18–21 self-report use of seat belts **least** in the survey.
 - b. 91.3 percent of Hispanic drivers in the survey self-reported no seat belt use, followed by 91.9 percent of Black drivers (the two lowest).

Media Objectives

- Create more **effective** and **strategic** communications initiatives for traffic safety messages in Wisconsin.
 - 60.8 percent of survey respondents either agree or strongly agree that more traffic safety campaigns are needed in Wisconsin.
 - 67.2 percent of survey respondents either agree or strongly agree that they are more likely to be influenced by crash victim stories than a safety reminder.
 - Focus group participants made it clear that more campaigns are beneficial inasmuch as they are good, effective campaigns.
- **Increase Campaign Recognition:**
 - Heighten awareness of traffic safety media campaigns and achieve a pre-set percentage increase in campaign recognition over the next year.
- **Behavioral Change:**
 - Achieve a pre-set percent reduction in distracted driving, speeding and drinking and driving incidents within the target audience.

Target Audiences

Primary Audience

- Ages 18-34 identified as high-risk based on self-reported behavior.
- Focus on *males* due to higher self-reported risky behavior.
 - 31.2 percent of male drivers in the survey reported driving 10 mph over the speed limit on a highway most of the time/about half of the time compared to 7.9 percent of female survey respondents.

- Self-reported highway speeders in the survey were also more often younger, male, or Black.
- Drivers that self-identified as residing in rural areas in the survey reported speeding on local roads at higher percentages than respondents that self-identified residing in other location types.

Secondary Audiences

- Address a broader age demographic.
 - Although the percentage of survey respondents who “speed” drops off in the age bracket of 46-65, respondents ages 31-45 report the highest rates of speeding.
- Parents with teenage drivers, emphasizing the importance of setting positive examples.

Event Calendar

1. Highly Publicized Campaign Launch
 - *Focus*: Overall campaign introduction.
2. Holiday Season Enforcement
 - *Date*: November – January (Thanksgiving, Christmas, New Years)
 - High volume travel months.
 - *Focus*: Message surrounding family and friends arriving to destination safely.
3. Spring Break Push
 - *Date*: March
 - *Focus*: Target campaigns towards young drivers (teens and college students) and common behaviors (texting and driving; drinking and driving).
4. National Distracted Driving Awareness Month
 - *Date*: April
 - *Focus*: Texting and driving; talking on the phone and driving.
 - Coordination to align with other safety efforts during the month.
5. Memorial Day Push
 - *Date*: End of May
 - *Focus*: Focus messaging around the national Click-it-or-Ticket campaign.
6. Back-to-School Safety Campaign:
 - *Date*: Start of school year, targeting young drivers and parents.
 - Emphasis on safe driving behaviors in school zones and pedestrian and bicycle safety.

Taglines, Messages, Talking Points

Taglines

The survey and focus groups indicated that respondents recalled catchy and rhyming phrases when asked to name highway safety campaigns (e.g., Click It or Ticket; Drive Sober or Get Pulled Over). Based on these findings, a recommendation is to use taglines for safety campaigns that are short phrases (three to six words) that rhyme or flow together.

- Tagline Examples and Ideas:
 - #SticktotheLimit

- Campaign/tagline that can be used to address impaired driving AND speeding.
 - Only 8.8 percent of survey respondents recalled seeing/hearing safety messages regarding speeding (e.g., slow down).
- #ItCanWait
 - Campaign/tagline for texting/driving. Iteration of “Drive now. Text later.”
 - 10.9 percent of survey respondents recalled seeing/hearing safety messages about cell phone use while driving (e.g., texting)
- #ArriveAlive

Messaging Suggestions

Highlighted below are some examples messaging strategies that WisDOT could consider based on the survey findings

- Highlight Unsafe Behavior:
 - "Speeding Kills: Slow Down and Save Lives."
 - "Texting Can Wait, Crashes Can't."
 - "Drowsy Driving: Stay Awake, Stay Alive."

Example: Figure 53 shows a New York campaign to get the message across to drivers to “slow down.” Part of this campaign included billboards, radio ads, social media posts and TV sets.



Figure 53. Example from New York City

- Use “Emotions.” 67.2 percent of respondents strongly agreed/agreed that they are influenced by crash victim stories more than a safety reminder.
 - "Protect What Matters Most: Buckle Up for Safety!"
 - "Your Loved Ones Are Waiting: Don't Drink and Drive."
 - "Every Text Can Wait; Every Life Is Precious."

Example: Figure 54 shows TxDOT’s “Faces of Drunk Driving” campaign is intended to remind Texans that behind every impaired driving statistic is a person from the community (<https://www.soberrides.org/faces-of-drunk-driving/>).

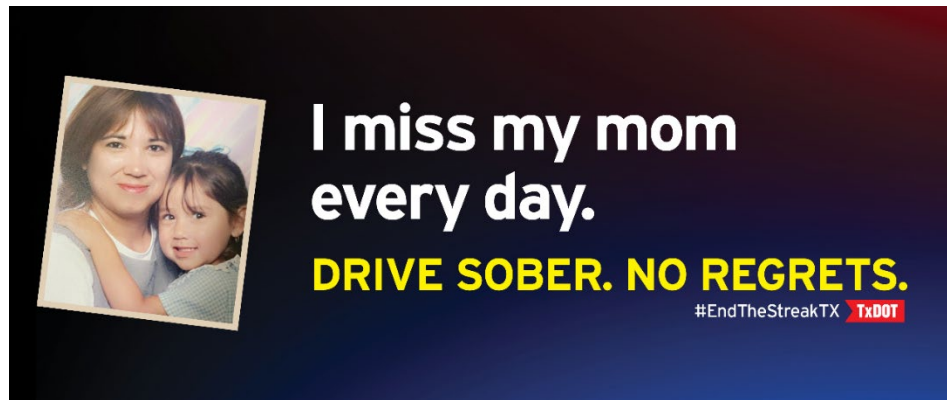


Figure 54. Example from Texas

- Be “Responsible”:
 - "Be a Responsible Driver: Your Choices Impact Everyone."
 - "Join Our Community of Safe Drivers."
 - "Safety Starts with You: Be a Role Model."
- Positive Reinforcement:
 - "Celebrate Life's Moments: Drive Sober."
 - "Buckle Up and Drive Safe: Your Family Needs You."
 - "Thank You for Choosing Safety on the Road."
- Highlight Legal Consequences:
 - "Drive Sober or Get Pulled Over: DUIs Lead to Jail Time."
 - "Texting and Driving: It's Not Just Dangerous; It's Illegal."
 - "Speed Limits Are There for a Reason: Obey the Law."
- Positive Affirmations/Social Norming:
 - "You Have the Power to Make Roads Safer."
 - "Safe Driving: It's a Choice, Not an Option."
 - "Together, We Can Prevent Crashes."
- Personalize Messages:
 - "Think of Your Family—Drive Safely."
 - "You Can Be a Safety Hero in Your Community."

Example: Figure 55 shows the Buckle Up. Stay Alive campaign designed by Lg2 advertising agency for Quebec Automobile Insurance Society. Personalized approach starting with the person’s birthdate and the seat belt blocking off an end date to insinuate that seat belts save lives.



Figure 55. Example from Quebec

These messaging strategies were presented in the focus groups and participants were asked to vote as to whether they thought it was an effective strategy. The results are provided in Table 17 in the previous section.

Example Material Feedback

The example materials shown above, while not tested in all of the focus groups, were presented in the one-on-one interview in Ashland. The participant was shown three materials which are examples of some of the messaging approaches mentioned above.

The first material (Figure 53) was an example of highlighting unsafe behavior. The participant believed it was “straightforward” and the image was “intense.” She said it captured her attention and was something that she might respond to.

The second material (Figure 54) was an example of using emotions in a message. The participant said it strikes her as a good poster and it really makes you think and would impact anyone who has children. She said it “would be a good one for people that are drinking and driving, remembering their...if they have a family at home. And they might not end up driving.”

The third material (Figure 55) was an example of a personalized message, starting with the person’s birthdate. The participant did recognize the 1993 as representing the birth year of this person but was not sure what message was being conveyed. She also pointed out it was red on red, so it was hard to see visually with no contrast.

Talking Points

- Highlight the real consequences of speeding, distracted driving and OWI by touching on topics that people will be most receptive to and want to hear about. Highlighted below are a few recommendations for topics that were found to be problem areas based on the survey and focus group findings.

- Drinking and driving - Survey findings show that 14.4 percent of respondents reported drinking and driving more often over the past year indicating that this is a key issue in Wisconsin. Focus group participants saw this behavior as a big issue as well and mentioned the culture of drinking in Wisconsin as part of that.
 - Enforcement Emphasis: Emphasize the high perception of enforcement, particularly regarding drinking and driving.
- Texting and driving - 82.6 percent of survey respondents know that texting while driving is banned on all roads, yet 17.6 percent said they had increased the amount of texting and driving they do during the past year.
- Talking on the phone and driving - The most common self-reported driving behavior among survey respondents was talking on a cell phone.
- Speeding and reckless driving - Survey and focus group findings indicate that most respondents believe reckless driving is a problem in Wisconsin.
 - These were some of the top issues brought up in focus group discussions.
 - Over 20 percent of survey respondents reported an increase in speeding over the past year.
 - Wisconsinites are receptive to camera enforcement for speeding in school zones, with 61.2 percent of survey respondents favoring their use.
- Emphasize the positive impact of seat belt use, etc. on reducing injuries and fatalities.
- Highlight the support for countermeasures like higher fines for texting and driving and interlock devices for alcohol-impaired driving offenders in campaigns to show alignment with public opinion.

Other DOT Highlights

- **Georgia DOT**: "Drive Alert Arrive Alive" – Georgia campaigns often use billboards, social media and public service announcements to discourage distracted driving.
- **TxDOT**: "Be Safe. Drive Smart." - TxDOT emphasizes the importance of safe driving practices, including obeying speed limits, avoiding distractions and using seat belts.
- **California DOT**: "It's Up to All of Us to Keep Our Roads Safe" – Caltrans focuses on the collective responsibility of all road users to maintain safety. Their messaging includes reminders to drive sober, obey traffic laws, and watch out for vulnerable road users.
- **NYDOT**: "No Excuses, No Regrets. Just Drive!" – This campaign encourages responsible driving behavior. They remind drivers that there are no valid excuses for reckless or impaired driving.
- **Florida DOT**: "Alert Today, Alive Tomorrow" - FDOT's campaign targets pedestrian and bicycle safety. They use this slogan to encourage both drivers and pedestrians to stay alert and follow safety guidelines.

Examine Existing Strategy

In light of the findings from the survey, review existing materials and campaigns to determine what has been resonating and what can be developed in terms of marketing products including

posters, billboards and social media graphics. Consider what would resonate with various demographic groups, keeping in mind the recommended primary and secondary audiences.

- **Existing Campaigns:**
 - Continue to promote the "[Click It or Ticket](#)" campaign as it is highly recognized.
 - Emphasize the "[Drive Sober or Get Pulled Over](#)" campaign, which is also well-recognized.
- **The Human Connection:**
 - Create personalized stories/testimonials from crash victims or their families to connect with the audience, as survey respondents mentioned they are more likely to be influenced by such stories.
 - Pathos – Aim to get an emotional response out of people to call them to action.
 - Two-thirds of respondents agreed that crash victim stories are *more likely* to influence them than safety reminders.
 - Online and social media:
 - Based on the survey, online messaging was the second most memorable impaired driving messaging source.
 - Format – Short video interviews (30 seconds to a minute); pictures with story in caption (direct quotes to make it feel more personal).
 - TV:
 - Based on the survey, most respondents recalled seeing impaired driving messages the most on TV.
 - Format – Short video interviews.
 - Testimony/Story Examples:
 - <https://www.soberrides.org/faces-of-drunk-driving/>
- **In-Your-Face Messaging:**
 - Use eye-catching visuals for billboards emphasizing key safety messages, see Figure 56.



Figure 56. Example Texas Billboard Campaign

- Utilize radio and broadcast channels to state shocking statistics that are short and to the point.

- **Educational Materials:**
 - Develop educational brochures or web content that explain traffic safety laws in a simple and clear manner. Focus on seat belt laws, texting while driving bans and operating while intoxicated laws.
 - Specifics of the Operating While Intoxicated law were least familiar to survey respondents.
 - Hands-Free Driving Education: Consider educational campaigns about the benefits of driving hands-free and its role in reducing crashes.
 - 82.6 percent of survey respondents knew texting is banned on all Wisconsin roads, while 10.3 percent were unsure.
 - Focus group participants were also unsure of the laws regarding cell phone use while driving in Wisconsin.

Recommendations for Evaluation

1. Behavioral Analysis:

- Analyze traffic data, comparing pre-campaign and post-campaign periods.
 - i. Seat Belt Usage: Continuously monitor seat belt usage rates through observational studies or surveys.
 - ii. Speeding Rates: Track changes in speeding behavior on local roads and highways.
 - iii. Texting While Driving: Use surveys and crash data to measure changes in texting while driving rates.
 - iv. Drinking and Driving: Monitor DUI arrests and crashes related to alcohol-impaired driving.
 - v. Drowsy Driving: Collect data on crashes caused by drowsy driving.
 - vi. Traffic Violations: Analyze data on traffic violations related to campaign focus areas.

2. Conversion Metrics:

- Behavior Change: Measure the percentage of individuals who report adopting safer behaviors after exposure to campaigns.
- Campaign-specific Hotlines or Websites: Track the number of calls, inquiries or interactions through campaign-specific hotlines or websites.

3. Online & Social Media Metrics:

- Website Traffic: Analyze website traffic, including the number of visitors, page views and time spend on traffic safety pages.
- Social Media Engagement:
 - i. Track engagement, reach and sentiment on social media platforms.
 - ii. Monitor social media metrics such as likes, shares, comments and follower growth on campaign related posts.
- Media Exposure:
 - i. Monitor media coverage and sentiment related to traffic safety campaigns to gauge public and media response.

4. Enforcement Data:

- Arrest and Citation Data: Collect data on the number of arrests and citations related to traffic safety issues targeted by campaigns.
- Perception of Enforcement: Continue to gauge public perception of enforcement through surveys.

5. Focus Groups & Survey Assessments:

- Focus groups:
 - i. Conduct follow-up focus groups to gather additional qualitative feedback on campaign effectiveness, areas for improvement and overall impact.
- Surveys:
 - o Conduct periodic surveys to assess changes in public attitudes towards traffic safety issues and the effectiveness of campaigns.
 - o Brand Awareness: Measure the increase in awareness of the Wisconsin DOT's traffic safety campaigns using surveys.
 - ii. Support for Countermeasures: Measure changes in public support for countermeasures such as higher fines for texting and driving or interlock devices for DUI offenders.

6. Geographic Metrics:

- Regional Variations: Assess regional variations in campaign effectiveness by comparing data from different parts of Wisconsin.
- Hotspot Analysis: Identify and analyze areas with higher crash rates or non-compliance and evaluate the impact of targeted campaigns in those areas.

7. Demographic Metrics:

- Analyze campaign effectiveness among different demographic groups to tailor future campaigns accordingly.

8. Cost Metrics:

- Cost per Behavior Change: Calculate the cost-effectiveness of campaigns by dividing campaign cost by number of individuals who reported adopting safer behaviors.

9. Community Engagement:

- Track community participation and engagement in traffic safety events and programs organized by the DOT.

10. Trends:

- Examine long-term trends in traffic safety indicators such as crash rates, injuries and fatalities to assess whether there are sustained improvements over time.

7.0 Discussion and Conclusion

A statewide survey and series of focus group discussions revealed that the typical Wisconsinite is keenly aware of traffic safety issues in the State. High percentages of survey respondents and most focus group participants are familiar with major traffic safety campaigns and their messages. By and large they favor strong and consistent enforcement of traffic laws intended to curb the most dangerous behaviors behind the wheel. They support proven countermeasures and welcome more public information and education, including effective media campaigns.

Study results indicated that Wisconsinites are not unlike people in other states whose attitudes about traffic safety programs have been studied. Some skepticism was reflected regarding the effectiveness of efforts to change behavior, whether those efforts are enforcement, education, or media campaigns. In focus groups, common reactions to message alternatives revealed personal preferences that provide helpful guidance for communications planning. Reservations were also voiced, however, that those who are the intended targets may not be affected by them for various reasons.

Future focus groups should be used to examine the motivations, opinions and thought processes of high-risk populations. Much could be learned in group discussions conducted with risk-takers, traffic law violators, or from demographic groups that are in categories of higher rates of crashes and injuries. The current study recruited from the general public, who by their willingness to give time to the discussions for a nominal amount of compensation, indicate a degree of cooperation and compliance.

The statewide survey of media campaign awareness and attitudes should be used to benchmark the metrics included in the survey. Survey respondents were incentivized regardless of their responses, had little reason to be duplicitous in their responses, and had the assurance of anonymity. Although there is some tendency to provide socially acceptable answers, the opinions and self-reported behaviors can be interpreted as representative. As new campaigns are introduced and the Wisconsin traffic safety program is strengthened, the survey should be replicated to measure change over time and to assess new communication strategies.

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Appendices

Appendix A

Wisconsin Traffic Safety Survey Response Percentages

Q1 - What type of vehicle do you drive most often?

- 5.3** None, I do not drive
- 36.9** Passenger car
- 6.1** Pickup
- 37.1** SUV
- 5.1** Van
- 8.4** Motorcycle
- 1.0** Other

Q2 - How often do you drive?

- 57.0** Every day
- 24.2** Almost every day (4-6 times/week on average)
- 10.3** A few days a week (2-3 times/week on average)
- 1.8** Once a week
- 1.4** A few days a month or less
- 5.3** Don't drive

Q3 - During the past 3 months, how often have you driven after dark?

- 21.4** Every day
- 18.2** Almost every day (4-6 times/week on average)
- 33.4** A few days a week (2-3 times/week on average)
- 16.6** A few days a month
- 7.1** Less than a few days a month
- 3.4** Not at all

Q4 - Not counting getting to and from work, is driving a part of your job?

- 21.3** Yes, a major part of my job
- 12.0** Yes, sometimes a part of my job
- 66.7** No

Q5 - How often do you drive with children (under age 16) in the vehicle?

- 34.4** Frequently
- 17.9** Occasionally
- 47.7** Rarely or Never

Q6 - Do you have a driver's license?

- 94.6** Yes
- 5.4** No

Q6A - If yes, what type of license? *(Check all that apply.)*

- 6.0 Instruction (learner's permit)
- 10.5 Probationary License
- 87.6 Regular License
- 6.2 Commercial License
- 12.4 Motorcycle
- 0.5 Other

Q7 - Have you read, seen or heard anything about seat belt law enforcement by police?

- 39.4 Yes, in the past few months
- 26.0 Yes, in the past year
- 28.2 No, not in the past year
- 6.4 Not sure

Q7A - Where have you read, seen or heard anything about seat belt law enforcement by police? *(Select all that apply.)*

- 63.5 TV
- 39.0 Online
- 32.5 Radio
- 33.5 Billboard
- 11.2 Poster
- 13.4 Friends or Acquaintances
- 5.0 Personal experience (got a ticket or warning)
- 3.0 Other

Q8 - Have you read, seen or heard anything about speed enforcement by police?

- 23.9 Yes, in the past few months
- 48.8 Yes, in the past year
- 20.7 No, not in the past year
- 6.5 Not sure

Q8A - Where have you read, see or heard anything about speed enforcement by police? *(Select all that apply.)*

- 58.0 TV
- 39.6 Online
- 24.6 Radio
- 24.0 Billboard
- 9.9 Poster
- 19.3 Friends or Acquaintances
- 6.2 Personal experience (got a ticket or warning)
- 6.6 Other

Q9 - Have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

53.2 Yes, in the past few months

25.1 Yes, in the past year

16.4 No, not in the past year

5.4 Not sure

Q9A - Where have you read, see or heard anything about impaired driving enforcement by police? (*Select all that apply.*)

69.8 TV

43.8 Online

30.6 Radio

35.0 Billboard

11.3 Poster

17.8 Friends or Acquaintances

2.1 Personal experience (got stopped by law enforcement)

2.9 Other

Q10 - How often do you use seat belts when you drive or ride in a car, van, SUV or pickup?

88.4 Always

7.1 Nearly Always

2.7 Sometimes

0.9 Seldom

0.9 Never

Q11 - On a local road with a speed limit of 25 mph, how often do you drive faster than 35 mph?

13.7 Most of the time

4.6 About half of the time

17.1 Sometimes

38.8 Rarely

25.9 Never

Q11A - On a local road with a speed limit of 25 mph, how often do you drive faster than 30 mph?

22.9 Most of the time

12.2 About half of the time

28.4 Sometimes

24.6 Rarely

11.9 Never

Q12 - On a road with a speed limit of 70 mph, how often do you drive faster than 75 mph?

31.1 Most of the time

16.4 About half of the time

23.5 Sometimes

17.8 Rarely

11.3 Never

Q12A - On a road with a speed limit of 70 mph, how often do you drive faster than 80 mph?

- 12.6** Most of the time
- 5.0** About half of the time
- 12.6** Sometimes
- 30.2** Rarely
- 39.6** Never

Q13 - What do you think the chances are of getting a ticket for not using your seat belt? Chances of a ticket are:

- 23.2** Very High
- 17.7** High
- 25.9** Medium
- 15.9** Low
- 17.4** Very Low

Q14 - What do you think the chances are of getting a ticket if you drive over the speed limit? Chances of a ticket are:

- 22.9** Very High
- 31.2** High
- 31.3** Medium
- 9.9** Low
- 4.7** Very Low

Q15 - What do you think the chances are of someone getting arrested if they drive after drinking? Chances of arrest are:

- 48.6** Very High
- 24.7** High
- 18.2** Medium
- 5.3** Low
- 3.2** Very Low

Q16 - Do you know anyone who has been arrested for drinking and driving?

- 68.4** Yes
- 27.3** No
- 4.3** Not sure

Q17 - In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

Write a number in the box for number of times in the past 30 days:

- 1.5** 0
- 12.0** 1 to 5
- 0.6** 6 to 10
- 0.3** 10+
- 28.9** None, I don't drink
- 56.8** None, I do not drink & drive

Q18 - What is the current law in Wisconsin on texting and driving?

- 82.6 Texting while driving is banned on all roads
- 2.1 Texting while driving is allowed except in work zones
- 3.4 Texting while driving is allowed when at a complete stop
- 1.0 Texting while driving is not allowed in most cities, but is allowed on rural roads
- 0.6 Texting is legal for drivers over 18
- 10.3 Not Sure

Q19 - What is the current law in Wisconsin for seat belt use? (*Please select all that apply.*)

- 92.3 Every person in the vehicle is required to use seat belts
- 7.5 Only front seat driver and passengers are required to use seat belts
- 12.9 The fine for a seat belt ticket is \$10
- 4.4 Police cannot stop you just for not wearing a seat belt
- 13.2 Drivers can be issued a ticket for passengers 16 and older not wearing seat belts
- 3.5 Not Sure

Q20 - Which of the following are true in Wisconsin while operating a motor vehicle? (*Please select all that are true.*)

- 63.7 A driver's blood/breath alcohol concentration (BAC) must be .08 or higher to be arrested
- 61.9 Drivers under 21 are not allowed to have any alcohol in their system
- 19.7 The penalty for a first-time OWI (operating while intoxicated) is fixed at \$300
- 26.7 An OWI second offense is a felony
- 41.0 Any amount of a controlled substance in the blood while driving is illegal
- 15.8 Not Sure

Q21 - Do you ever drive after drinking more than you think you should have?

- 48.8 No
- 18.9 Very Rarely
- 2.9 Sometimes
- 0.5 Frequently
- 3.6 Very Frequently
- 25.2 Do Not Drink

Q22 - In Wisconsin, the reckless driving law says: No person may endanger the safety of any person or property by the negligent operation of a vehicle.

How big of a problem do you think reckless driving is in Wisconsin?

- 4.3 Not a problem
- 14.3 A small problem
- 31.3 A problem
- 46.1 A big problem
- 4.0 Don't know/Not Sure

Q23 - Can you name any traffic safety messages you have heard or seen in the past year? What are they?

Multiple open-ended responses

Q24 - In the past year, have you ever seen or heard any of the following safety messages?

Message	Yes	No	Not Sure
Click It or Ticket	83.0	8.6	8.5
Share the Road	60.7	25.0	14.3
Drive now. Text Later.	69.3	16.8	13.9
Are you INDISTRACTIBLE?	9.8	71.9	18.2
No one is indestructible. But you can be in-distractible.	15.2	66.7	18.1
Control your drive	18.5	63.6	17.9
Don't speed. Don't be reckless.	32.6	49.5	17.9
Drive sober or get pulled over	75.9	12.7	11.4
Zero in Wisconsin	45.8	37.4	16.8
Stunts Drunk? No! Drive Drunk! No Way!	18.2	66.9	14.9
Do this Drunk? CRAZY. Drive Drunk? INSANE!	23.7	60.8	15.5

Q25 - Please answer how you agree or disagree with the following statements:

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Campaign messages are effective in changing the way people drive	13.5	27.2	36.6	15.2	7.5
More traffic safety campaigns are needed in Wisconsin	25.5	35.3	27.1	5.5	6.6
The most effective way to influence drivers to drive sober is with a good spokesperson.	16.6	29.1	32.4	14.1	7.9
I am more likely to pay attention to a traffic safety expert than a celebrity.	26.8	31.3	27.1	8.2	6.5
I am more likely to be influenced by crash victim stories than a safety reminder.	30.3	36.9	20.5	8.2	6.4

Q26 - How effective are the following campaigns, in your opinion:

Campaign	Highly Effective	Effective	Low Effectiveness	Neither Effective nor Ineffective	No Opinion
Click It or Ticket	29.8	41.4	14.2	5.1	9.5
Zero in Wisconsin	15.8	26.5	29.5	11.9	16.4
Are you INDISTRACTIBLE	8.8	13.3	38.5	16.6	22.7
Drive sober or get pulled over	27.4	39.5	17.2	6.0	9.8
Don't speed. Don't be reckless.	11.9	23.7	37.6	12.2	14.6
Stunts Drunk? No! Drive Drunk! No Way!	10.1	15.0	37.6	16.8	14.6
Do this Drunk? CRAZY. Drive Drunk? INSANE!	12.5	18.5	34.6	15.4	19.0

Q27 - Compared to this time last year, has your seat belt use increased, decreased, or stayed about the same?

- 17.8** Greatly Increased
- 6.8** Increased some
- 74.2** Stayed the same
- 0.6** Decreased some
- 0.6** Greatly decreased

Q28 - Compared to this time last year, do you text while driving more often, less often, or about the same now?

- 11.9** Much more often
- 5.7** Somewhat more often
- 51.9** Stayed the same
- 10.7** Somewhat less often
- 19.7** Much less often

Q29 - Compared to this time last year, has your tendency to go over the speed limit increased, decreased, or stayed about the same?

- 12.0** Greatly increased
- 8.6** Increased some
- 61.3** Stayed the same
- 12.2** Decreased some
- 5.9** Greatly decreased

Q30 - Would you say you have a tendency to drink and drive more often, less often, or about the same now as a year ago?

- 10.9** Much more often
- 3.5** Somewhat more often
- 23.8** Stayed the same
- 3.3** Somewhat less often
- 10.4** Much less often
- 48.0** Does not apply

Q31 - In the past 30 days, how often have you done the following?

Behavior	Regularly	Sometimes	Rarely	Just Once	Never
Driven without wearing your seat belt	10.8	5.4	9.2	3.9	70.8
Ridden as a passenger without using your seat belt	7.7	7.4	11.2	4.5	69.1
Driven 15 mph over the speed limit on a freeway or highway	8.8	12.0	19.0	6.2	54.1
Driven 15 mph over the speed limit on a residential street	5.8	5.5	12.7	3.9	72.0
Driven through a light just turned red when you could have stopped	4.8	7.1	16.9	11.0	60.3
Rolled through a stop sign without coming to a complete stop	6.4	17.1	23.0	7.9	45.5
Driven when you were feeling very sleepy	6.8	12.7	21.4	8.9	50.2
Talked on your cell phone while you were driving	11.0	27.2	22.7	6.1	33.1
Read or sent a text message or email while driving	6.2	14.1	21.6	7.2	50.9

Q32 - Are you in favor of or opposed to the following?

Countermeasures	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Not Sure
Higher fines for texting and driving	37.5	30.5	19.6	4.9	1.7	5.8
A law that bans talking on a hands-free cell phone while driving	12.9	11.3	23.0	26.5	18.5	7.8
Requiring all drivers age 75 and older to renew their driver license in person (not by mail or online)	37.2	29.0	16.5	5.6	3.0	8.7
Requiring all drivers convicted of alcohol-impaired driving to use a device to keep their car from starting if they have been drinking	42.2	26.8	15.7	4.8	2.6	7.9
Using cameras to ticket drivers not wearing seat belts	16.3	17.4	25.3	17.8	14.7	8.5
Using cameras to ticket drivers speeding in school zones	30.8	30.4	15.4	8.7	6.0	8.8

Q33 - What is your age?

8.2 18–21

16.6 22–30

35.5 31-45

- 29.2 46-65
- 9.8 Over 65
- 0.7 Prefer not to answer

Q34 - What is your race/ethnicity?

- 82.3 White
- 8.7 Black
- 4.6 Hispanic
- 1.7 Asian
- 0.3 Hmong
- 1.2 Other
- 1.2 Prefer not to answer

Q35 - What is your sex as listed on your driver's license or State ID?

- 41.5 Male
- 57.7 Female
- 0.8 Prefer not to answer

Q36 - What is the highest level of education you have completed?

- 3.4 Less than high school diploma
- 24.5 High school or GED
- 33.8 Some college, Associate degree, or technical school
- 28.0 College Degree
- 10.2 Advanced degree

Q37 - For us to know we are getting responses from all over Wisconsin, what is your zip code?

Q38 - In what Wisconsin county do you live?

Responses from **66 out of 72** counties

Q39 - Which best describes the area where you live?

- 23.6 Rural
- 19.7 Small Town
- 24.1 Medium-size city
- 21.0 Suburb
- 11.5 Large City

Thank you for answering all of our questions. Please use this space for any comments you have about traffic safety in Wisconsin.

Multiple open-ended responses

Please use this space if you have comments you would like to provide about this survey.

Multiple open-ended responses

Appendix B

WisDOT Traffic Safety Focus Group Discussion Guide

Introduction (5 minutes)

1. Introduce Texas A&M Transportation Institute (TTI) and staff
 - a. What is TTI and what is our relationship with WisDOT?
 - b. Staff introductions
2. Discuss the goals and procedures of the focus group
 - a. Goals:
 - i. To better understand **how people in Wisconsin see, hear, and react to current traffic safety messages.**
 - ii. To **identify key issues of concern** that can be addressed more effectively.
 - iii. To find out **what people like, don't like, or prefer in traffic safety communications.**
 - b. Procedures:
 - i. Has anyone been in a focus group before?
 - ii. Our group time will be limited to 1 ½ hours.
 - iii. No right or wrong answers.
 - iv. Be respectful of other people's opinions
 - v. We want everyone to participate. There are no questions that we consider sensitive, but if there is something you don't want to disclose you don't have to. BUT, we do want everyone to take part in the discussion, so no holding back.
 - vi. We will be recording the focus group and taking notes, but all information will be kept confidential.
 1. We may use quotes from the conversation, but we will not personally identify who said it.

Discussion Guide

1. Brief introductions of participants (10 min.)
 - a. First name (or pseudonym)
 - b. What do you do for a living?
 - c. What type of area would you say you live in?
 - i. Large city
 - ii. Medium-size city
 - iii. Suburb
 - iv. Small town
 - v. Rural
 - d. What type of vehicle do you drive most often?
2. To get started, we want to get an idea of what **traffic safety messaging** you might have heard here in Wisconsin. (20 min.)

- a. Can you **name any safety advertisements, slogan or messages** that you've heard over the past year? (Open response, no prompts)
 - b. Let's talk about some safety campaigns that have been used in Wisconsin recently (*Begin using PowerPoint presentation here*).
 - i. Click It or Ticket – This is a big one (several of you already mentioned it. What do you think about this campaign? What is it saying? Where do you see or hear it? How effective do you think it is? Why do you think it's effective (or not effective)? Is it as effective now as it was 5 years ago? Any suggestions for the campaign?
 - ii. Drive Now. Text Later. Similar questions.
 - iii. Drive sober or get pulled over. Ask how effective. Perception of enforcement.
 - iv. Share the Road. Who is this message for? Who is it about? How do you react to it?
 - v. Are you INDISTRACTIBLE? Show message delivery form. Ask for opinions.
 - vi. No one is indestructible. But you can be inattentive. Show message. Ask for opinions.
 - vii. Control your drive. What does this mean? What does it say to you?
 - viii. Don't speed. Don't be reckless. Ask for opinions.
 - ix. Zero in Wisconsin. What does this mean? Have you seen or heard it? Good idea?
 - x. Stunts Drunk? No! Drive Drunk? No Way! Show message delivery form. Opinions?
 - xi. Do this Drunk? CRAZY. Drive Drunk? INSANE! Show message delivery. Opinions
 - c. **Where have you heard** these messages? Ask where you have heard in conjunction with discussion above.
 - i. TV
 - ii. Online
 - iii. Radio
 - iv. Billboard
 - v. Poster
 - vi. Friends or Acquaintances
 - vii. Personal experience
 - viii. Other
3. Now I'd like everyone to **name the one traffic safety issue** that you think is important right now in Wisconsin. What thoughts do you have on what needs the most attention? (10 minutes)
- Topics/problems named without prompting at first. Follow with why or how questions. Let's talk briefly about these issues.

4. Now we're going to shift gear and have a little activity. We're interested in what you think works best to encourage people to drive safer (15 minutes).
(go to PowerPoint slide placeholder that says "Activity")
This as an exercise in which all these choices are written on sheets of paper and participants make their preferences with green dots for approaches they like, red for those they don't and yellow for those that they are neutral on. After rankings, talk about the winners and losers, etc.
 - a. More traffic safety campaigns.
 - b. Better campaigns
 - c. Stricter enforcement
 - d. Education
 - e. Fear-based messages
 - f. Clever messages
 - g. Victim stories with sad endings
 - h. Survivor stories with happy endings
 - i. Celebrity spokespeople

5. Before we move on, what other thoughts do you have about traffic safety messaging preferences? (5 minutes)

6. What are your **impressions of the following messages**? (10 min.)
(return to PowerPoint slides)
Emphasize that these are examples only.
 - a. Catchy and rhyming phrases
 - i. Stick to the Limit
 - ii. It Can Wait
 - iii. Arrive Alive
 - b. Use "Emotions":
 - i. "Protect What Matters Most: Buckle Up for Safety!"
 - ii. "Your Loved Ones Are Waiting: Don't Drink and Drive."
 - iii. "Every Text Can Wait; Every Life Is Precious."
 - c. Highlight Unsafe Behavior:
 - i. "Speeding Kills: Slow Down and Save Lives."
 - ii. "Texting Can Wait, Crashes Can't."
 - iii. "Drowsy Driving: Stay Awake, Stay Alive."
 - d. Be "Responsible":
 - i. "Be a Responsible Driver: Your Choices Impact Everyone."
 - ii. "Join Our Community of Safe Drivers."
 - iii. "Safety Starts with You: Be a Role Model."
 - e. Positive Reinforcement:
 - i. "Celebrate Life's Moments: Drive Sober."
 - ii. "Buckle Up and Drive Safe: Your Family Needs You."
 - iii. "Thank You for Choosing Safety on the Road."

- f. Highlight Legal Consequences:
 - i. "Drive Sober or Get Pulled Over: DUIs Lead to Jail Time."
 - ii. "Texting and Driving: It's Not Just Dangerous; It's Illegal."
 - iii. "Speed Limits Are There for a Reason: Obey the Law."
 - g. Positive Affirmations:
 - i. "You Have the Power to Make Roads Safer."
 - ii. "Safe Driving: It's a Choice, Not an Option."
 - iii. "Together, We Can Prevent Crashes."
 - h. Personalize Messages:
 - i. "Think of Your Family—Drive Safely."
 - ii. "You Can Be a Safety Hero in Your Community."
7. (*Time Permitting*) We have brought some **example materials** here to share with you and we'd like your feedback. Consider the following questions as you look at each material: (10 min.)
- a. Do you understand the message being conveyed?
 - b. Is this something that you find visually appealing? Why or why not?
 - i. Print material – is this something you might take and look at if offered to you?
 - ii. Online material – is this something you might stop and look at if you saw it online such as in an add in your email or social media
 - c. Would this cause you to re-think your behavior in regards to the issue discussed?
 - i. Why or why not?
8. Who do you think is the best messenger for traffic safety messaging? Who do you listen to? (5 min.)
- Celebrities
 - Experts
 - Community leaders
 - Teachers
 - Religious leaders
 - Social media influencers
 - Friends and relatives
9. Finally, in our last few minutes, is there **anything else** you would like to say or discuss regarding traffic safety in Wisconsin? (2 min.)

Appendix C

NHTSA-GHSA Working Group Core Questions:

Impaired Driving:

- In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?
- In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?
- What do you think the chances are of someone getting arrested if they drive after drinking?

Belt Use:

- How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up?
- In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?
- What do you think the chances are of getting a ticket if you don't wear your safety belt?

Speed:

- On a local road with a speed limit of 20 mph, how often do you drive faster than 35 mph?
 - Most of the time
 - Half the time
 - Rarely
 - Never
- On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?
 - Most of the time
 - Half the time
 - Rarely
 - Never
- In the past 30 days, have you read, seen or heard anything about speed enforcement by police?
- What do you think the chances are of getting a ticket if you drive over the speed limit?

Appendix D

Questions from the 2016 Motor Vehicle Occupant Safety Survey (MVOSS): Volume 1, Methodology Report

Driving Frequency & Vehicle Type

1. How often do you drive a motor vehicle?
 - a. How often do you drive a motor vehicle at night, after 9:00 pm?
2. Not including driving to and from work, do you ever drive a vehicle as part of a job or business?
3. How often do you drive a vehicle as part of a job or business?
4. Does your company or business have a policy requiring seat belt use when driving on the job?
 - a. Is that a written policy?
5. Please think about all the driving you do, both personal and any job-related driving. Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?

Seatbelt Use

6. Do the seat belts in the front seat of the vehicle go across your shoulder only, across your lap only, or across both your shoulder and lap?
7. Are the shoulder and lap belt one piece or are they two separate belts?
8. Shoulder belts are usually attached to the frame behind the driver's left shoulder. In some vehicles, this attachment can be moved up or down to adjust the shoulder belt. Is this attachment adjustable in your vehicle?
 - a. Have you ever tried to adjust it?
 - b. Were you able to make the shoulder belt more comfortable by adjusting it?
 - c. Why have you never tried to adjust it?
9. When driving this vehicle how often do you wear your seat belt?
10. When was the last time you did NOT wear your seat belt when driving?
11. Are you more likely, less likely or just as likely to wear your seat belt when driving on the job as compared to when driving for personal use?
 - a. Why are you MORE likely to wear your seat belt when driving on the job?
 - b. Why are you LESS likely to wear your seat belt when driving on the job?
12. In the past 12 months, has your use of seat belts when driving increased, decreased, or stayed the same?
 - a. What caused your use of seat belts to increase?
13. Below is a list of reasons why people might wear a seat belt. For each, please indicate whether it is a reason why you wear your seat belt. When I wear my seat belt, I do so because... (Please select all that apply.)
 - a. It's a habit
 - b. I don't want to get a ticket
 - c. I'm uncomfortable without it
 - d. Others want me to wear it
 - e. It's the law
 - f. I want to avoid serious injury

- g. I want to set a good example for others
 - h. The people I'm with are wearing seat belts
 - i. My vehicle has a bell, buzzer, or light that reminds me
 - j. Any other reasons? (SPECIFY)
14. Of the reasons you just selected, which is the most important reason why you wear your seat belt?
15. Please indicate if you agree or disagree with the following statements concerning your use of seat belts. Sometimes I do not wear my seat belt because...
- a. I'm only going a short distance
 - b. I'm riding in light traffic
 - c. I'm in a rush
 - d. I forgot to put it on
 - e. I don't want my clothes to get wrinkled
 - f. The seat belt is uncomfortable
 - g. The probability of being in a crash is too low
 - h. The people I am with are not wearing seat belts
 - i. I don't like being told what to do
 - j. Seat belts sometimes cause injuries
 - k. I'm riding on low speed roadways
 - l. Any other reasons? (SPECIFY)
 - m. I always wear my seat belt
16. Of the reasons you just selected, which is the most important reason why you sometimes do not wear your seat belt?
17. When driving at night, are you more likely, less likely, or just as likely to wear your seat belt compared to when driving during the day?
18. Is there anything that you particularly dislike or find annoying about wearing your seat belt?
- a. What is it that you dislike or find annoying?
19. How often do you ride *as a passenger* in any kind of car, van or truck?
- a. When you are a passenger, do you usually ride in the front seat or the back seat?
 - i. When riding as a passenger in the *front seat*, how often do you wear your seat belt?
 - ii. When riding as a passenger in the *back seat*, how often do you wear your seat belt?

Seatbelt Laws & Enforcement

20. How do you feel about laws that require drivers and front seat passengers to wear seat belts? Do you favor these laws a lot, do you favor them some or do you not favor these laws at all?
21. Do you think that seat belt laws should also apply to back seat ADULT passengers?
22. Do you favor or oppose fines for drivers who do not wear seat belts?
- a. What do you think the minimum fine should be for a seat belt violation?
23. Do you favor or oppose receiving points against a license as a penalty for seat belt violations?

24. Please think about someone you know who doesn't wear seat belts all of the time. If that person were stopped and fined \$10 (fine in WI) for not wearing seat belts, would this person...?
- Definitely wear seat belts more often
 - Probably wear seat belts more often
 - Probably not change his or her seat belt wearing habits
 - I don't know anyone who doesn't wear a seat belt
25. Suppose you get a ticket for not wearing your seat belt. Which of the following statements better describes your likely reaction?
- I deserve the ticket because I broke the law
 - I do NOT deserve the ticket because wearing a seat belt should be a personal choice
26. Does WI have a law requiring seat belt use?
27. Who is required to wear seat belts according to your State law?
28. According to your State law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?
29. In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?
- Most other traffic laws allow police to stop the vehicle whenever they see a violation. Why do you think seat belt violations should be treated differently from other traffic violations?
30. In the past twelve months, have you been stopped by police for ANY traffic-related reason while driving?
- Were you wearing a seat belt when you were stopped?
 - Did you receive a ticket for violating seat belt laws?
 - Did you receive a warning for violating seat belt laws?
 - Did you receive a ticket for some other traffic violation?
 - Did you receive a ticket for any traffic violation?
31. Have you ever received a ticket for not wearing seat belts?
32. Have you ever received a warning for not wearing seat belts?
33. After you received the seat belt ticket or warning, did you start wearing seat belts more often, less often, or was there no change in how often you wore them?
34. 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?
35. For each of the following statements, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

Question	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Seat belts are just as likely to harm you as help you.				
Police in my community generally do not bother to write tickets for seat belt violations.				
An accident close to home is usually not as serious as an accident farther away.				

If I were in an accident, I would want to have my seat belt on.				
Most motor vehicle accidents happen within five miles of home.				
I would feel self-conscious around my friends if I wore a seat belt and they did not.				
I have a habit of wearing a seat belt because my parents insisted I wear them when I was a child.				
It is just as important for police to enforce seat belt laws as it is for police to enforce other traffic laws				
It is just as important for police to enforce seat belt laws as it is for police to enforce other traffic laws				

Speed Limits

36. In general, do you think most highway speed limits are too low, too high or about right?
37. How about residential speed limits or those not on a highway? Do you think they are too low, too high or about right?
38. Would you say the driving of most other drivers is...
 - a. Excellent
 - b. Very good
 - c. Good
 - d. Fair
 - e. Poor
39. How often do you feel pressure from other drivers to go faster than the speed limit?
40. Which of the following statements best describes your highway driving?
 - a. I tend to pass other cars more often than other cars pass me
 - b. Other cars tend to pass me more often
 - c. Neither, I drive the same as most others
 - d. Both, that is, I tend to pass and others tend to pass me
 - e. I don't drive on highways
41. In general, how fast do you drive on highways?
42. When you drive a motor vehicle, do you usually have a cell phone or some other type of wireless phone in the vehicle with you?
43. When you drive, how often would you say you keep the phone turned on so that you can receive calls?
44. When you get a call on the phone while you are driving, how often do you answer the call?
45. How often do you talk on the phone while you are driving?
46. When you are talking on the phone while driving, do you tend to hold the phone with your hand or do you tend to use the phone hands free?

47. Do you always use the phone hands free when you are talking on the phone while driving, or do you sometimes hold the phone by hand when driving and talking on the phone?
48. When you are talking on the phone while driving, do you usually use an earpiece or headset to talk, do you usually use a speakerphone to talk, or do you usually use something else to talk?
49. When do you usually put the earpiece or headset on? Do you usually put the earpiece or headset on before you start driving, do you usually put it on while you are driving, or do you usually put it on while temporarily stopped?
50. When you are driving and want to dial the phone by hand, do you tend to dial the phone WHILE you are driving, do you tend to dial the phone while you are TEMPORARILY STOPPED, or do you tend to PULL OVER AND STOP the motor vehicle before dialing?
51. Does your State have a law that makes it illegal to talk on a handheld cell phone while driving?
52. Have you ever used a cell phone or other type of wireless phone to report an emergency while you were driving or riding in a motor vehicle?
 - a. What kind of emergency did you call about?

Alcohol Use

53. The next few questions ask about alcohol use. During the past 12 months have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?
54. On the average, how many drinks did you typically have on the days you drank?
55. How many days out of the past 30 days did you drink alcoholic beverages?
56. During the past 30 days, have you driven a vehicle after you had been drinking alcohol?
57. How many days out of the past 30 days did you drive after drinking alcoholic beverages?
58. In the past 30 days, have you driven a vehicle when you thought you might have consumed too much alcohol to drive safely?

Demographics

59. Are you a male or female?
60. What is your age?
61. Do you consider yourself to be Hispanic or Latino?
62. Which of the following racial categories describes you?
 - a. American Indian or Alaska Native
 - b. Asian
 - c. Black or African American
 - d. Native Hawaiian or Other Pacific Islander
 - e. White
63. How many adults, age 18 and older, live in your household?
64. What is the highest grade or year of school you completed?
65. Which of the following categories best describes your total household income before taxes in 2022?
 - a. Less than \$5,000
 - b. \$5,000 to \$14,999

- c. \$15,000 to \$29,999
- d. \$30,000 to \$49,999
- e. \$50,000 to \$74,999
- f. \$75,000 to \$99,999
- g. \$100,000 to \$149,999
- h. \$150,000 or more

Appendix E

Questions from the AAA Foundation for Traffic Safety, 2021 Safety Culture Index Report.

How Dangerous are the Following Behaviors?	
Distracted	Drivers holding and talking on cell phones
	Drivers reading on cell phones
	Drivers manually texting or emailing on cell phones
	Drivers using technology that allows hands-free use of their phone (Bluetooth, CarPlay, etc.)
Aggressive	Drivers speeding 15 mph over the speed limit on freeways
	Drivers speeding 10 mph over the speed limit on residential streets (neighborhood)
	Driving through a light that had just turned red when they could have stopped safely
	Driving aggressively (switching lanes quickly, driving very closely behind another car)
Drowsy & Impaired	Driving when they were so tired that they had a hard time keeping their eyes open
	Driving after drinking enough alcohol that they may be over the legal limit
	Driving shortly (within an hour) after using marijuana
	Driving after using potentially impairing prescription drugs
Other	Driving without wearing a seatbelt

Are you Likely to get Caught?	
Distracted	Driving while holding and talking on a cell phone
	Driving while reading a text or an email on a cell phone
	Driving while manually typing or sending a text message or email on a cell phone
Aggressive	Driving 15 mph over the speed limit on a freeway
	Driving 10 mph over the speed limit on a residential street
	Driving through a light that had just turned red when they could have stopped safely
	Driving aggressively (switching lanes quickly, driving very closely behind another car)
Drowsy & Impaired	Driving while being so tired that they had a hard time keeping their eyes open
	Driving after drinking enough alcohol that they may be over the legal limit
	Driving shortly (within an hour) after using marijuana
	Driving after using potentially impairing prescription drugs
Other	Driving without wearing a seatbelt

Approve of the Following Behaviors	
Distracted	Driving while holding and talking on a cell phone
	Driving while reading a text or an email on a cell phone
	Driving while manually typing or sending a text message or email on a cell phone
Aggressive	Drivers speeding 15 mph over the speed limit on freeways
	Drivers speeding 10 mph over the speed limit on residential streets
	Driving through a light that had just turned red when they could have stopped safely
	Driving aggressively (switching lanes quickly, driving very closely behind another car)
Drowsy & Impaired	Driving while being so tired that they had a hard time keeping their eyes open
	Driving after drinking enough alcohol that they may be over the legal limit
	Driving shortly (within an hour) after using marijuana
	Driving after using potentially impairing prescription drugs
Other	Driving without wearing a seatbelt

In the past 30 days, have you?	
Distracted	Driven while holding and talking on a cell phone
	Driven while reading a text or an email on a cell phone
	Driven while manually typing or sending a text message or email on a cell phone
	Talked/texted/emailed on a cell phone using hands-free technology (Bluetooth, CarPlay, etc.)
Aggressive	Driven 15 mph over the speed limit on a freeway
	Driven 10 mph over the speed limit on a residential street
	Driven through a light that had just turned red when you could have stopped safely
	Driven aggressively (switching lanes quickly, driving very closely behind another car)
Drowsy & Impaired	Driven while being so tired that you had a hard time keeping your eyes open
	Driven after drinking enough alcohol that you thought you might be over the legal limit
	Ridden in a car driven by someone who has had too much alcohol
	Driven shortly (within an hour) after using marijuana
Other	Driven after using potentially impairing prescription drugs
	Driven without wearing a seatbelt

Appendix F

Questions from the Texas Attitude and Awareness Survey.

- 16. What is the current law in Texas on texting and driving?** (Please check the one most correct answer.)
- Texting while driving is banned on all roads in Texas.
 - Texting while driving is allowed in cities that have not passed a local ordinance against it.
 - Texting while driving is allowed on highways but banned on city streets.
 - Texting while driving is allowed if your device you are typing on is not held in your hand.
 - Not Sure
- 17. What is the current law in Texas for seatbelt use?** (Please check the one most correct answer.)
- Every person in the vehicle is required to use seatbelts.
 - Only front seat driver and passengers are required to use seatbelts.
 - Drivers of large pickups (1 ton and over) are not required to use seatbelts.
 - Seatbelt use is encouraged but optional in Texas.
 - Not Sure
- 18. What is the Texas Move Over or Slow Down Law?** (Please select all that apply.)
- Drivers going slower than others must move into the right lane.
 - Drivers must move onto the shoulder, if present, when another vehicle is attempting to pass.
 - Drivers are required to move over to the right-hand lane if an ambulance or firetruck is approaching in the opposite direction.
 - Drivers must move over a lane if an emergency or police vehicle with lights flashing is on the roadside.
 - Drivers must move over a lane if a tow truck with lights flashing is on the roadside.
 - Drivers must move over a lane if a utility service vehicle with lights flashing is on the roadside.
 - Drivers must move over a lane if a TxDOT vehicle with lights flashing is on the roadside.
 - Not Sure
- 19. What does the Texas Move Over or Slow Down Law require?** (Please select all that apply.)
- Drivers going 5mph or slower than others are required to move into the right-hand lane.
 - Drivers going more than 70mph on the highway are required to slow down or move into the passing lane if the speed limit is 70 mph.
 - Drivers going 70mph must slow down to 50mph if an emergency vehicle with flashing lights is on the roadside, or move over a lane when possible.
 - If the speed limit is 25 mph and an emergency vehicle with lights flashing is on the roadside, drivers are required to reduce their speed by 5 mph to 20 mph if unable to move over a lane.
 - If the speed limit is 25mph and an emergency vehicle with lights flashing is on the roadside, drivers are required to reduce their speed to 5mph if unable to move over a lane.
 - Drivers are required to move over a lane or if unable to change lanes, must reduce their speed by 20mph regardless of the speed limit.
 - Drivers are required to move over to the furthest lane possible and reduce their speed if an ambulance or firetruck is approaching in either direction.
 - Not Sure