

Attitudes Towards Photo Radar
Among City of Scottsdale Licensed Drivers
Update

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Prepared for
Redflex Traffic Systems
Scottsdale, Arizona

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INTRODUCTION / METHODOLOGY

Photo radar and red light cameras have been operating in the City of Scottsdale for about three years.

Redflex Traffic Systems of Scottsdale, Arizona, contracted with Behavior Research Center, Inc. to conduct a survey designed to provide an update regarding awareness and opinions of photo radar among licensed drivers residing in the City of Scottsdale. The survey was identical in wording to those used in 1997 and 1999.

Respondent selection on this survey was accomplished utilizing random digit dial methods; the sample consisted of randomly generated telephone numbers selected from prefix banks proportionately representative of all working exchanges in the City of Scottsdale.

A total of 401 adults residing within the corporate boundaries of Scottsdale were interviewed between February 9 and February 27, 2000.

When analyzing the results of this survey it should be kept in mind that all surveys are subject to sampling error. An estimate of the sample error range for this survey is provided in the following table.

Sample Size	Approximate Sampling Error at 95% Confidence Level (Plus/Minus Percentage of Sampling Tolerance)
401	5.0%
200	7.1
100	10.0
50	14.1

A copy of the questionnaire is appended to this report.

EXECUTIVE SUMMARY

- ! As in the prior two studies, awareness of the use of photo radar and red light cameras in Scottsdale remains extremely high, while awareness of the Focus on Safety program remains low.
- ! With the continuing decline in the controversy surrounding the program, awareness among Scottsdale residents of publicity or new stories about it has continued to decline. Radio traffic reports remain the primary source of awareness.
- ! Among those who recall publicity or news stories about the program, two thirds report becoming more supportive of the program as a result of what they heard.
- ! Overall support for the program continues to grow, with almost three quarters now reporting support for the program.
- ! Respondents continue to identify “reducing the number of people who run red lights” and “improving traffic safety” as the primary benefits of the program, followed by a reduction in speeding in Scottsdale.
- ! As is noted in the prior surveys, almost half of all drivers, and seven of ten younger drivers, report they are more careful to observe speed limits and traffic regulations than they were before the program began, and are more conscientious in Scottsdale than they are when driving in other Valley cities that do not have photo radar and red light cameras.
- ! Consistent with findings in the two prior surveys, respondents believe other Scottsdale drivers are less supportive of the program than the study indicates. About one quarter believe a majority supports the program and a like number believe most oppose it. Four in ten believe support is equally divided and one in ten is unsure.
- ! Overall, women are more supportive of the program than men, again a finding consistent with prior surveys, but support for the program among men is growing faster than it is among women.

SUMMARY OF FINDINGS

AWARENESS & KNOWLEDGE

Focus on Safety

Awareness of the "Focus on Safety" program among Scottsdale licensed drivers has declined. Fewer than two of ten report being familiar with the name. For eight of ten, this was the first time they had heard of the program.

"There is a program in Scottsdale called Focus on Safety. Would you say you know a great deal, some, only a little or is this the first time you have heard of the Focus on Safety program?"

	2000	1999	1997
A great deal	3%	4%	3%
Some	2	5	7
Only a little	12	13	12
First time heard of	82	75	77
Unsure	1	3	1

Photo Radar & Red Light Cameras

Awareness of the operation of photo radar and red light cameras in Scottsdale remains virtually universal, although those unaware of their operation has inched up from prior studies.

"As far as you know, are photo radar and red light cameras operating in Scottsdale?"

	2000	1999	1997
Yes	93%	94%	97%
No	6	4	1
Unsure	1	2	2

Publicity or Reporting About Photo Radar & Red Light Cameras

Respondents were asked a series of questions about their recall of publicity or news stories related to photo radar and red light cameras.

Three of ten recall publicity or news, reflecting a slight reduction in awareness from the 1999 survey.

As can be seen in the following table, awareness of publicity is related to age of residents; awareness is lowest among those under 35 years old and increases as age increases.

"In the past few months, have you seen any publicity or reporting about photo radar and red light cameras?"

	<u>YES</u>	<u>NO</u>	<u>UN-SURE</u>
<u>TOTAL</u>	28%	68%	4%
<u>GENDER</u>			
Male	29	69	2
Female	28	67	5
<u>AGE</u>			
18 to 24	17	80	3
25 to 34	14	86	0
35 to 54	29	66	5
55 and over	34	62	4

Note: Table reads across

Those recalling reporting or publicity were asked to recount what they remembered most about the publicity or reporting they had seen.

The proportion recalling negative stories declined from prior surveys; currently cited by 15 percent.

Positive stories are recalled by almost four of ten, the highest readings to date.

One-third of licensed drivers recall neutral or descriptive stories. Two of ten respondents had no specific recall.

"What do you remember most about advertising and news stories you have seen about photo radar and red light cameras?"

	<u>2000</u>	<u>1999</u>	<u>1997</u>
<u>POSITIVE</u>	<u>36%</u>	<u>27%</u>	<u>34%</u>
<u>SAFETY IMPROVEMENTS (NET)</u>	<u>21%</u>	<u>22%</u>	<u>19%</u>
Has reduced accidents	7	12	0
It's working-has reduced violations, accidents, violators are getting caught	10	9	18
Has made the roads safer	6	4	1
<u>SUPPORT OF IT (NET)</u>	<u>15%</u>	<u>6%</u>	<u>13%</u>
Other cities want to start using it	8	2	3
People support it	7	2	2
They're planning to add more	0	2	0
City government is trying to justify it's use planning to use it	0	1	7
<u>NEUTRAL/DESCRIPTIVE</u>	<u>35%</u>	<u>52%</u>	<u>45%</u>
<u>LEGALITY</u>	<u>10%</u>	<u>7%</u>	<u>14%</u>
Court cases-people fighting tickets	9	7	13
Legal issues-whether it's legal or not	2	0	2
<u>LOCATION (NET)</u>	<u>14%</u>	<u>19%</u>	<u>9%</u>
Where they will be located	8	13	9
Heard on radio where located	6	4	0
<u>CONTROVERSY (NET)</u>	<u>1%</u>	<u>2%</u>	<u>8%</u>
It's controversial	1	2	8
<u>SIGNS (NET)</u>	<u>5%</u>	<u>5%</u>	<u>4%</u>
Have seen alert signs	5	5	4
<u>HOW IT WORKS (NET)</u>	<u>5%</u>	<u>4%</u>	<u>3%</u>
Takes photo of car and owner is contacted	0	2	2
How it works	5	1	2
<u>NEGATIVE</u>	<u>15%</u>	<u>25%</u>	<u>34%</u>
<u>LACK OF SUPPORT FOR IT (NET)</u>	<u>14%</u>	<u>13%</u>	<u>27%</u>
People are against it	6	10	20
Have read or seen news against it	8	4	2
They might get rid of it	0	0	3
Petition drive against it	1	0	2
<u>VIOLATES OUR RIGHTS/UNFAIR/UNCONSTITUTIONAL (NET)</u>	<u>0%</u>	<u>2%</u>	<u>4%</u>
<u>NO CHANGE IN THE NUMBER OF ACCIDENTS (NET)</u>	<u>1%</u>	<u>0%</u>	<u>2%</u>
Can't recall	19%	18%	11%

As in the prior surveys, respondents were read a list of five different venues where they might have seen advertising or other publicity about photo radar and red light cameras.

Overall, results are generally consistent with those from the 1999 survey.

Radio traffic reports are the primary source, with over half recalling having heard about photo radar and red light cameras via this method.

The proportion recalling flyers sent with water bills and posters or information cards is consistent with the 1999 study, but movie theaters' pre-film advertising and demonstrations by the Scottsdale Police both registered declines from 1999 levels.

"Do you recall seeing or hearing about photo radar and red light cameras?"

	YES	NO	UN-SURE
On radio traffic reports	53%	45%	2%
In flyers sent with water bills	22	72	6
In posters or information cards	17	80	3
During movie theaters' pre-film advertising	11	83	6
At demonstrations by the Scottsdale Police	6	91	3

Some differences are evident in recall of these venues with regard to age and gender of drivers. These are summarized in the following table.

Drivers between 25 and 54 years of age are more likely to hear about photo radar or traffic reports.

Women are more likely than men to have heard of photo radar and red light cameras via flyers sent with water bills.

Drivers aged 18 to 24 were the primary group hearing about photo radar and red light cameras during movie theater's pre-film advertising. Conversely, this age segment had no awareness of demonstrations by the Scottsdale Police.

% WHO HAVE SEEN OR HEARD ABOUT
PHOTO RADAR AND RED LIGHT CAMERAS

	On Radio Traffic Reports	In Flyers Sent with Water Bills	In Posters or Information Cards	During Movie Theater's Pre-Film Advertising	At Demonstrations by the Scottsdale Police
<u>TOTAL</u>	53%	22%	17%	11%	6%
<u>GENDER</u>					
Male	50	16	19	9	5
Female	57	29	14	13	7
<u>AGE</u>					
18 to 24	40	20	40	40	0
25 to 34	86	29	0	14	29
35 to 54	59	21	16	7	7
55 and over	47	22	17	10	3
<u>FOCUS ON SAFETY</u>					
Aware	53	31	22	16	12
First time heard of	54	18	15	9	4

Further, Scottsdale drivers were asked about other venues where they had seen or heard about photo radar and red light cameras.

Three of ten report they have seen or heard about photo radar and red light cameras on television, and two in ten have read about them in newspapers. These results reflect a decline in the proportion reporting having seen stories in newspapers.

One of ten cite news on radio as a source of awareness, a decline of almost half from 1999. The proportion mentioning editorials in newspapers increased from 4 percent to 11 percent.

"Where else have you seen or heard about photo radar and red light cameras?"

	2000	1999	1997
News on T.V.	29%	29%	39%
Stories in newspapers	20	31	21
News on radio	12	21	20
Street signs/traffic lights	0	7	11
Editorials in newspapers	11	4	10
Friends, relatives	0	4	5
Other	15	10	4
None	17	6	21

After the questions addressing the issues of awareness, drivers were asked if their views of photo radar and red light cameras had changed.

Almost two-thirds indicate they are more supportive of photo radar and red light cameras. The proportion less supportive continues to decline, down from 18 percent in 1997 to 6 percent currently.

"Based on what you just mentioned you saw or heard, are you more supportive, less supportive or feel no different about photo radar and red light cameras?"

	2000	1999	1997
More supportive	65%	63%	51%
Less supportive	6	9	18
No different	28	26	27
Not sure	1	2	4

A review of these data for driver segments reveals men have become more supportive than women, and drivers aged 55 and over remain more supportive than younger drivers.

	<u>MORE SUPPORTIVE</u>	<u>LESS SUPPORTIVE</u>	<u>NO DIFFERENT</u>
<u>TOTAL</u>	65%	6%	28%
<u>GENDER</u>			
Male	68	10	22
Female	63	2	33
<u>AGE</u>			
18 to 24	50	0	50
25 to 34	50	17	33
35 to 54	49	6	42
55 and over	83	5	12

Note: Table reads across

IMPACT OF THE PROGRAM

Scottsdale drivers were asked about the impact of the program on a series of specific dimensions.

Results are quite similar to those registered in the prior surveys. Thus, one-third feel the program has “done a great deal” to “*reduce the number of people who run red lights*” and one quarter to “*cut down on speeding*” in the City.

Consistent with the prior survey two of ten feel the program has “done a great deal” to “*reduce the number of collisions*” and “*slow down traffic in general.*” One of ten acknowledge that the program has “done a great deal” to “*save taxpayer dollars*” and “*prevent insurance rates from increasing.*”

“Photo radar and red light cameras are now operating in Scottsdale. Do you think the program has done a great deal, some or only a little to...”

	<u>A GREAT DEAL</u>	<u>SOME</u>	<u>ONLY A LITTLE</u>	<u>UNSURE</u>
Reduce number of people who run red lights	32%	38%	20%	10%
Cut down on speeding in city	26	39	27	8
Improve traffic safety in Scottsdale	29	39	23	9
Slow down traffic in general	22	37	32	9
Reduce the number of collisions	19	36	27	18
Save tax payer dollars	13	22	27	38
Prevent insurance rates from increasing	11	21	32	36

Note: Table reads across

The next table displays these data by age groups.

	<u>% FEEL PROGRAM HAS DONE A GREAT DEAL</u>				
	<u>Total</u>	<u>18 to 24</u>	<u>25 to 34</u>	<u>35 to 54</u>	<u>55 and over</u>
Reduce the number of people who run red lights	32%	52%	31%	34%	27%
Cut down on speeding in the city	26	17	20	25	30
Improve traffic safety in Scottsdale	29	28	24	27	33
Slow down traffic in general	22	28	16	23	22
Reduce the number of collisions	19	10	18	22	19
Save taxpayer dollars	13	7	4	16	13
Prevent insurance rates from increasing	11	14	9	12	11

Drivers were also asked to compare their current driving habits with those before photo radar was operating in Scottsdale and compared to driving habits when in neighboring cities that do not have photo radar.

Compared to prior surveys, Scottsdale drivers claiming to be more careful have slipped overall. Those most likely to be more careful in the presence of photo radar and red light cameras are drivers under 25 years of age.

"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than when you are driving in cities that do not have photo radar?"

	<u>MORE CAREFUL</u>	<u>NOT MORE CAREFUL/NO DIFFERENCE</u>	<u>UNSURE</u>
<u>TOTAL</u>	45%	53%	2%
<u>GENDER</u>			
Male	44	54	2
Female	46	52	2
<u>AGE</u>			
18 to 24	70	30	0
25 to 34	50	50	0
35 to 54	48	49	3
55 and over	36	61	3

Note: Table reads across

"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than you were before photo radar was operating there?"

	MORE CAREFUL	NOT MORE CAREFUL/NO DIFFERENCE	UNSURE
<u>TOTAL</u>	47%	52%	1%
<u>GENDER</u>			
Male	44	56	0
Female	50	47	3
<u>AGE</u>			
18 to 24	77	23	0
25 to 34	44	54	2
35 to 54	51	46	3
55 and over	38	61	1

Note: Table reads across

OPINIONS OF THE PROGRAM

Support for the use of photo radar and red light cameras edged upwards, now reported by over seven of ten. Two in ten remain opposed and five percent are unsure.

Consistent with prior surveys, women remain more supportive than men, although men appear to becoming more supportive.

Interestingly, we note that the younger segments continue to become more supportive while the older segments remain relatively stable.

"In general, do you support or oppose the use of photo radar and red light cameras?"

	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>NOT SURE</u>
<u>TOTAL</u>	73%	22%	5%
<u>GENDER</u>			
Male	70	25	5
Female	77	19	4
<u>AGE</u>			
18 to 24	67	30	3
25 to 34	68	26	6
35 to 54	69	25	6
55 and over	79	17	4

Note: Table reads across

Respondents were also asked for their perception of how other Scottsdale drivers feel about the program.

Results are quite similar to those recorded in the prior surveys. While over seven of ten say they support the use of photo radar and red light cameras, they feel only one quarter of other Scottsdale drivers support the program. This is a slight improvement versus the prior surveys.

Thus virtually equal proportions feel the program is supported or opposed by other Scottsdale drivers.

"Thinking about other Scottsdale drivers, which of the following best describes how you think they feel?"

	2000	1999	1997
Almost everyone supports it.	4%	4%	1%
Majority supports it.	23	21	20
Evenly divided between supporters and opposers.	39	40	36
Majority oppose it.	17	18	25
Almost everyone opposes it.	7	6	5
Not sure.	10	11	13

In the current survey, younger drivers are less likely than in the prior surveys to feel that the "majority supports it." Men are now more likely to feel the majority supports it than women, a reversal from prior surveys.

	ALMOST EVERYONE/ MAJORITY SUPPORTS IT	EVENLY DIVIDED BETWEEN SUPPORTERS AND OPPONENTS	MAJORITY/ ALMOST EVERYONE OPPOSES IT	UNSURE
<u>TOTAL</u>	27%	39%	24%	10%
<u>GENDER</u>				
Male	29	35	27	9
Female	24	44	21	11
<u>AGE</u>				
18 to 24	17	67	16	0
25 to 34	32	40	22	6
35 to 54	22	42	29	7
55 and over	32	32	21	15

Note: Table reads across

The increase in favorability is most evident among men with women now slightly less favorable on this question. However, women do remain more favorable than men. The increases in favorability are seen more now among older drivers rather than younger ones.

	<u>MORE FAVORABLE</u>	<u>LESS FAVORABLE</u>	<u>UNSURE</u>	<u>NO DIFFERENCE</u>
<u>TOTAL</u>	74%	17%	4%	5%
<u>GENDER</u>				
Male	71	18	6	5
Female	76	15	3	6
<u>AGE</u>				
18 to 24	70	20	10	0
25 to 34	70	18	6	6
35 to 54	68	19	4	9
55 and over	81	14	3	2

Note: Table reads across.

Early in the survey, respondents were asked if they supported or opposed the program. Toward the end of the survey they were again asked this question, but asked to consider their opinion in light of information on the program's impact.

Those whose initial inclination was to support the program continue to support it. In fact, almost all became even more favorable.

Among those who initially opposed the program, one-quarter report a more favorable opinion. Seven of ten initially opposed have become less favorable, up from 44 percent in 1999.

	<u>INITIAL OPINION</u>	
	<u>Support</u>	<u>Oppose</u>
More favorable	96%	24%
Less favorable	3	68
Unsure	0	8
No difference	1	0

Survey respondents were then advised that 35 percent of collisions are due to speeding and six percent to the running of red lights. They were then asked how they felt about photo radar and how they felt about redlight cameras.

Comparable to the 1999 survey, three-quarters are more favorable towards photo radar and eight of ten are more favorable towards red light cameras in light of this information.

"Statistics show that, 35 percent of collisions are due to speeding and 6 percent of collisions are due to the running of red lights. In light of this, are you more favorable or less favorable towards..."

	<u>MORE</u>	<u>LESS</u>	<u>NO CHANGE</u>	<u>UNSURE</u>
Photo radar	75%	19%	4%	2%
Red light cameras	82	13	3	2

Note: Table reads across

As in the prior survey, among drivers who initially supported the program, nine of ten have become even more favorable towards both photo radar and red light cameras.

Among those initially opposed, three of ten have become more favorable towards photo radar and over four of ten are more favorably disposed towards red light cameras.

	<u>INITIAL OPINION</u>	
	<u>Support</u>	<u>Oppose</u>
<u>PHOTO RADAR</u>		
More favorable	92%	27%
Less favorable	5	60
Unsure	1	6
No difference	2	7
<u>RED LIGHT CAMERAS</u>		
More favorable	94%	44%
Less favorable	3	49
Unsure	1	6
No difference	2	1

Then, as an overall measure of support or opposition, Scottsdale drivers were asked if they support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale.

Eight of ten support the program, about the same as in 1999. Eighteen percent oppose the program and 4 percent are unsure.

"Considering everything we've talked about, do you support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale?"

	2000	1999	1997
Support	78%	80%	75%
Oppose	18	17	20
No change/Not sure	4	3	5

A review among the subgroups reveals that women remain more supportive than men, although by narrower margins than in 1999.

Support for the program among younger drivers declined slightly. Still, more than seven of ten of those aged 18 to 24 support the program.

	SUPPORT	OPPOSE	NO CHANGE/ NOT SURE
<u>TOTAL</u>	78%	18%	4%
<u>GENDER</u>			
Male	77	19	4
Female	79	17	4
<u>AGE</u>			
18 to 24	73	20	7
25 to 34	76	22	2
35 to 54	71	22	7
55 and over	85	12	3

Note: Table reads across.

Three-quarters of Scottsdale drivers feel that photo radar and red light cameras should be used in more locations around the city. The proportion opposed slipped from 25 percent to 23 percent.

"Do you strongly agree, agree, disagree or strongly disagree that photo radar or red light cameras should be used in more locations around the city?"

	2000	1999	1997
Strongly agree	38%	39%	34%
Agree	37	33	34
Disagree	15	16	16
Strongly disagree	8	9	13
Unsure	2	3	2

As was seen in the prior surveys, women remain more likely than men to support expansion of the program. Support for program expansion slipped noticeably among drivers aged 18 to 24 and less so among the 25 to 34 segment.

	STRONGLY AGREE	STRONGLY AGREE/ AGREE	DISAGREE/ STRONGLY DISAGREE	STRONGLY DISAGREE
<u>TOTAL</u>	38%	75%	23%	8%
<u>GENDER</u>				
Male	36	73	24	11
Female	39	77	21	5
<u>AGE</u>				
18 to 24	17	70	30	10
25 to 34	26	70	24	4
35 to 54	29	69	28	9
55 and over	52	82	16	8

Note: Table reads across

PERSONAL EXPERIENCE WITH THE PROGRAM

Six percent of Scottsdale drivers report they received a citation for speeding in Scottsdale in the past year, the same finding in the 1999 study.

Younger drivers reported a significantly higher incidence of speeding citations than did older drivers, a finding comparable to the 1997 study. The 1999 study found comparable results across all age segments.

"In the past year, have you personally received a citation for speeding in Scottsdale?"

	<u>% YES</u>
<u>TOTAL</u>	6%
<u>GENDER</u>	
Male	6
Female	6
<u>AGE</u>	
18 to 24	20
25 to 34	12
35 to 54	6
55 and over	2

Note: Table reads across.

Eight of ten report the tickets were based on photo radar; two of ten were given the ticket by a police officer.

"Was the ticket you received based on photo radar or was the ticket given directly to you by a police officer?"

	<u>2000</u>	<u>1999</u>	<u>1997</u>
Photo radar	79%	68%	76%
Police officer	21	28	24

Three-quarters often of those who received a speeding ticket agreed that they have become more attentive drivers as a result of receiving the ticket. This reflects a solid increase versus the prior survey results.

"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"

	2000	1999	1997
Agree	75%	68%	59%
Disagree	25	24	35

As in 1999 and 1997, one percent of Scottsdale drivers report receiving a citation for running a red light in the past year.

Three-quarters report the ticket was based on a red light camera (up slightly versus the 1999 survey).

Only half agree they have become more attentive drivers as a result of the citation.

"In the past year, have you personally received a citation for running a red light in Scottsdale?"

	2000	1999	1997
Yes	1%	1%	1%
No	99	98	99

"Was the ticket you received based on a red light camera or was the ticket given directly to you by a police officer?"

	2000	1999	1997
Red light camera	75%	67%	60%
Police officer	25	33	40

"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"

	2000	1999	1997
Agree	50%	83%	40%
Disagree	50	17	40
Unsure	0	0	20

Two of ten Scottsdale drivers report they or someone they know has been in a car crash in the past 12 months.

The likelihood of being in a crash or knowing someone who was is again notably above average among the younger segments.

Half indicate they have become more attentive drivers; yet, over four of ten indicate it has made no difference.

"Have you, or anyone you know been in a car crash in the past 12 months?"

	2000	1999	1997
Yes	21%	24%	22%
No	79	75	77
Unsure	0	1	1

	% Yes		
	<u>2000</u>	<u>1999</u>	<u>1997</u>
<u>TOTAL</u>	21%	24%	22%
<u>AGE</u>			
18 to 24	50	38	47
25 to 34	24	34	33
35 to 54	21	20	23
55 and over	14	22	13

"Would you agree or disagree that as a result of that crash, you have become a more attentive driver?"

	<u>2000</u>	<u>1999</u>	<u>1997</u>
Agree	50%	59%	47%
Disagree	44	37	43
Unsure	6	4	10

APPENDIX

QUESTIONNAIRE