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RP 259

Evaluation of Interventions to Reduce Distracted Driving in Idaho

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16. Abstract The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as engaging in any activities that take the driver's attention away from the task of driving. In Idaho, distracted driving was a contributing factor in about one in five (21 percent) of all fatal crashes and more than one quarter (27 percent) of all crashes involving serious injuries between 2014 and 2018. The Office of Highway Safety of the Idaho Transportation Department launched a multi-year project to reduce distracted driving in 2016. The project began by gathering baseline data about people's beliefs and behaviors regarding distracted driving. A media campaign was developed and implemented statewide. Additionally, a workplace participated in a pilot project. Comparisons of survey responses of adults in Idaho before and after the media campaign showed no statistically significant changes in beliefs or behaviors. Comparisons in responses to surveys in the workplace showed some statistically significant changes in beliefs and behaviors among employees.			
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Executive Summary

The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as engaging in any activities that take the driver's attention away from the task of driving.⁽¹⁾ In Idaho, distracted driving was a contributing factor in about one in five (21 percent) of all fatal crashes and more than one quarter (27 percent) of all crashes involving serious injuries between 2014 and 2018.⁽²⁾

The Office of Highway Safety of the Idaho Transportation Department (ITD) launched a multi-year project to reduce distracted driving in 2016. The project began by gathering baseline data about beliefs and behaviors among the general population of adults in Idaho regarding distracted driving by surveying a random sample of households. The survey was developed based on a comprehensive behavioral model. The survey focused on five distracted driving behaviors: having a conversation on a cell phone while holding it in your hand; having a conversation on a cell phone without holding it ("hands free"); typing or reading on a cell phone (e.g., "texting"); eating food; and attending to children in the back seat. The survey revealed

- that most people did not regularly engage in these distracting driving;
- that while many people recognized these behaviors as dangerous, some did not (people's attitudes about whether these behaviors were dangerous were associated with their behavior);
- that most people in Idaho agreed that people should not engage in these distracting behaviors;
- while most people felt they were in control of their decisions to engage in distracting behaviors, some did not;
- that individuals who reported having family rules or workplace policies reported lower levels of distracted driving; and
- that most people agreed people should intervene to stop a driver from engaging in distracting behaviors (although many did not feel comfortable intervening).

A media campaign called "Shift Engaged Driving" was developed and implemented statewide. The campaign included four videos, radio messages, and a website showing several different characters (a logger, a young adult, a mother, and utility worker) narrating how they shifted their thinking about distracted driving to engaged driving. The core taglines included "Drive Well Idaho," "Driving in the Moment Free from Distractions," "In my Idaho, we drive well," and "Shift the Conversation."

The survey of the general population was repeated in 2019, and the self-reported behaviors and beliefs about distracted driving were compared to the responses before the campaign.

Additionally, a workplace participated in a pilot project. Surveys of a convenience sample of employees in two groups (a control and an intervention group) were completed in 2017. Representatives of ITD interviewed employees at the workplace. These interviews formed the basis of the workplace intervention. Follow-up surveys of employees were completed in 2020.

The survey of adults in Idaho showed no statistically significant changes in beliefs or behaviors between 2016 and 2019. This may have been because the campaign was so new. Most people reported never hearing of the SHIFT Campaign (males 74 percent, females 81 percent). Only 15 percent of males and 11

percent of females reported hearing of the campaign three or more times in the past 12 months. Public health campaigns often take time to change beliefs and behaviors.

The follow-up surveys in the workplace showed some statistically significant changes in beliefs among the control and intervention groups. There were no statistically significant changes in behaviors among the control group. The intervention group reported a statistically significant decrease in engagement in hands-free cell phone conversations (one of four distracting behaviors assessed on the survey). The size of the effect was small.

The following are recommendations to improve effectiveness of the statewide campaign.

- Increase dosage. Campaigns should reach a significant portion of the population with several messages repeated over time. Without enough dosage, campaigns may have little to no impact. The Center for Health and Safety Culture seeks to reach 80 percent of the population with messages that occur regularly (typically monthly) for two to three years.
- Base messages on a theoretical framework or behavioral model. Messages should seek to change beliefs shown to be associated with the target behaviors. Specifically, we would recommend that messages include information about
 - the dangers of distracted driving without trying to scare the public (e.g., “even simple distractions like talking on your phone or eating while driving increase the likelihood of being in a crash”);
 - the fact that many people recognize these behaviors as dangerous thus seeking to normalize this attitude among those who may not believe these behaviors to be dangerous (e.g., “most people in Idaho agree that driving distracted is dangerous”);
 - the fact that most people agree that people should not engage in these distracting behaviors (e.g., “most people in Idaho agree that people should not do things while driving that can distract them”);
 - the fact that most people do not regularly engage in these behaviors (e.g., “most people in Idaho avoid distractions while driving”);
 - the importance of creating family rules about never driving distracted (e.g., “take steps to protect those you care about by establishing family rules about always avoiding distractions while driving”);
 - the importance of establishing, educating on, and enforcing workplace rules about distracted driving, and
 - the fact that most people agree people should intervene to stop a driver from engaging in distracting behaviors and what intervening can look like (e.g., “most Idaho adults agree that people should speak up to remind drivers to stay fully engaged while driving – saying things like, ‘hey, let’s stay fully engaged on driving – that can wait’”).
- Pilot test campaigns on a small scale using a control group for comparison. This design allows for the impact of messages to be tested while controlling for effects outside of the campaign. A pilot test allows for messages to be changed before going to full-scale deployment.
- Research has shown that workplace interventions can improve traffic safety. There is modest evidence that the workplace intervention changed behavior. However, because the intervention only involved a few interviews of staff, it is unclear how this resulted in the changes measured.

Gaining a deeper understanding of the source of the change will promote greater impact in the future.

- Expand the focus of the intervention beyond cell phone use as other distracting behaviors are dangerous as well (such as reaching for an object in the vehicle, etc.).
- Increase focus on intervening with others to strengthen the impact. Provide training that includes sample language to use and allows people to even practice using that language.

Chapter 1

Introduction

The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as engaging in any activities that take the driver's attention away from the task of driving.⁽¹⁾ In Idaho, distracted driving was a contributing factor in about one in five (21 percent) of all fatal crashes and more than one quarter (27 percent) of all crashes involving serious injuries between 2014 and 2018.⁽²⁾

This report summarizes an evaluation conducted of two interventions to reduce distracted driving in Idaho: Idaho's SHIFT Campaign and a workplace program implemented at one workplace. The Center for Health and Safety Culture developed a behavioral model identifying beliefs that predicted five general distracted driving behaviors:

- having a conversation on a hand-held cell phone,
- having a conversation on a cell phone hands free,
- reading or typing on a cell phone,
- eating, and
- attending to children in the back seat.

A random sample of adults in Idaho completed surveys in 2016. The SHIFT Campaign was then developed and implemented in Idaho by the Highway Safety Office. Surveys were repeated in 2019, and changes in responses were assessed to reveal the impact.

A similar survey was used in an Idaho workplace (the survey did not assess attending to children in the back seat). The workplace, a large utility company, conducted the survey among workers in multiple offices. Some offices received a program to reduce distracted driving (these offices are called the intervention group), and other offices conducted business as usual (the control group). Changes in beliefs and behaviors among the control and intervention group were assessed.

This report describes the survey instruments and the general characteristics of the sets of data used; summarizes the changes in campaign awareness, beliefs, and behaviors for adults in Idaho and in the two workplace groups; and concludes with recommendations.

Chapter 2

Summary of Project Activities

Overview

This chapter describes the surveys used to measure beliefs and behaviors associated with distracted driving among adults in Idaho and in the workplace. It describes the samples collected and the internal reliability of the scales for each component of the behavioral model. It also includes a brief summary of the messages from the SHIFT Campaign – the intervention used across the state.

This chapter has three sections: pre-intervention surveys, summary of the interventions, and post-intervention surveys. In each section, the activities with adults (i.e., the community survey) and workplaces are discussed separately.

Pre-Intervention Surveys

Pre-intervention surveys informed guidance for messages used in the intervention and established the baseline for the evaluation. The questions on the survey measured key constructs represented by a behavioral model based on the theory of reasoned action,⁽³⁾ the prototype willingness model,⁽⁴⁾ and the role of values.^(5,6) The behavioral model predicted distracted driving behaviors and intervening to stop others from distracted driving (Figure 1).

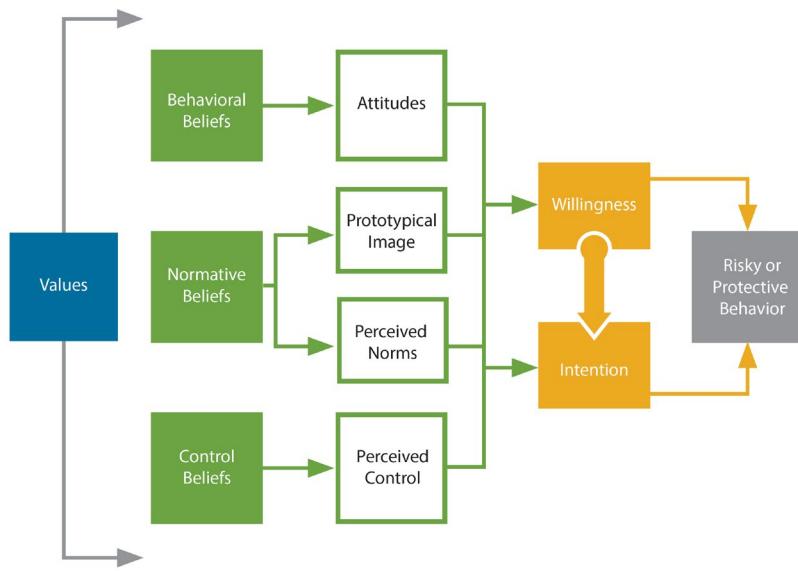


Figure 1. Behavioral Model

This section summarizes the questions used on the survey. Table 1 summarizes the definitions of the components in the behavioral model. When possible, multiple questions were used to assess each component. A review of published literature guided the development of the questions. The subsequent

sections describe the questions used for each component of the survey (see Appendix A for the complete survey).

Table 1. Definitions of Components Used in Behavioral Model

Values	Ideals to which we aspire that define the goals for our behavioral choices and direct the formation of our belief systems (e.g., “I must protect my family,” “I desire a life without stress”).
Behavioral Beliefs	Expectations about the physical and social consequences of a behavior (e.g., “If I speed, I will likely get an expensive fine,” “If I drink and drive, my friends will exclude me”).
Attitudes	Subjective evaluation of an object or behavior in terms of emotional reaction (e.g., “Speeding is exciting”) and perceived utility (e.g., “Seat belts are useless”).
Normative Beliefs	Beliefs about what behaviors are most common in a group (e.g., “All my friends speed”) and what important people in that group expect (e.g., “My parents expect me to wear a seat belt”).
Perceived Norms	The behavior believed to be common and expected in a given context (e.g., wearing a seat belt when driving with parents).
Prototypical Image	The stereotype of people perceived to typically engage (or not engage) in the behavior (e.g., “People who speed are cool”).
Control Beliefs	Beliefs about an individual’s ability to engage or not engage in the behavior based on factors that are either internal or external to oneself (e.g., “Crashes are determined by fate,” “I am comfortable not speeding even if everyone around me is”).
Perceived Control	Perception of our ability to determine our own behaviors (e.g., “I can choose my own speed in traffic”).
Intention	The deliberate decision to commit a behavior in an anticipated situation (e.g., “I intend to wear my seat belt every time I am in a vehicle”).
Willingness	The predisposition to commit a behavior if an unexpected situation arises (e.g., “I am more willing to speed if everyone else around me is speeding”).

Community Survey

Distracted Driving Behavioral Model

The behavioral model focused on five common distracting behaviors: having a conversation on a cell phone while holding it in your hand; having a conversation on a cell phone without holding it (“hands free”); typing or reading on a cell phone (e.g., “texting”); eating food; and attending to children in the back seat. To keep the survey shorter, willingness, intention, prototypical image, and behavioral beliefs about engaging in distracted driving behaviors were not measured.

Engagement in distracted driving behaviors was measured using five questions: “Thinking back over the past 30 days, while driving, how often have you: had a conversation on a cell phone while holding it in your hand; had a conversation on a cell phone without holding it (‘hands free’); typed or read on a cell phone; had food to eat; and attended to children in the back seat?” The respondents had seven choices: “never,” “rarely,” “occasionally,” “sometimes,” “frequently,” “almost always,” and “every time I drive.”

Attitudes were measured by asking respondents to imagine they were a passenger in a vehicle and then asking them how they would feel (dangerous or safe) if the driver engaged in each of the five distracting behaviors. Respondents had seven choices ranging from “1= It would feel dangerous” to “4= Neutral” to “7= It would feel safe.”

Perceived injunctive norms were measured using four different questions – each examining beliefs about the five distracted driving behaviors. The first question asked if they would feel it was unacceptable or acceptable if they were a passenger and the driver engaged in each of the distracting behaviors. Respondents had seven choices ranging from “1= It would feel unacceptable” to “4= Neutral” to “7= It would feel acceptable.”

The second perceived injunctive norm question asked how much they agreed or disagreed that “people should NOT engage” in each of the five distracting behaviors. The third injunctive norm question asked how much they agreed or disagreed that “people who are important to me expect me NOT to engage” in each of the five distracting behaviors. The fourth injunctive norm question asked how much they agreed or disagreed with the statement: “I expect people I care about NOT to engage in this behavior when they are driving” and listed each of the five distracted driving behaviors. Respondents had seven choices: “strongly agree,” “agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” “disagree,” and “strongly disagree.”

Descriptive norms were measured using the question: “In your opinion, in the past 30 days, how often did most drivers in Idaho...” followed by each of the five distracted driving behaviors. Respondents had seven choices: “never,” “rarely,” “occasionally,” “sometimes,” “frequently,” “almost always,” and “every time they drive.”

Perceived control was measured using three questions. The first question asked how much of a sense of choice the respondents believed they had about engaging in each of the five distracted driving behaviors: “Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving.” Respondents had a range of seven choices from “1= I have no choice” to “4= I have some choice” to “7= It is all my choice.”

The second question asked whether the respondents had a family rule about not engaging in each of the distracted driving behaviors. Respondents had four choices: “yes,” “no,” “I don’t know,” and “I don’t have a family.”

The third question asked respondents if they had a workplace rule about not engaging in each of the distracted driving behaviors. Respondents had four choices: “yes,” “no,” “I don’t know,” and “I don’t have a workplace.”

Intervening Behavioral Model

In addition to distracted driving, the survey assessed intervening behavior, willingness to intervene, perceived (injunctive and descriptive) norms, and perceived control (attitudes and behavioral beliefs about intervening were not measured). Because some respondents may not have thought about

intervening to stop a driver from driving distracted, the survey asked respondents if they had ever thought about asking someone who is reading or typing on a cell phone to stop. The respondents had a range of seven choices from “1= I have never thought about it” to “4= I have thought about it sometimes” to “7= I have thought about it a lot.”

Intervening behavior was measured by asking respondents to think back over the past 12 months about how often they asked specified individuals to stop reading or typing on a cell phone while driving. These individuals included a family member or close friend, an acquaintance or co-worker, and a stranger. Respondents had a range of eight choices from “1= I was never in that situation” to “2= Never” to “5= About half the time” to “8= Always.”

Willingness to intervene was assessed using the same three groups of people and the question: “Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop?” Respondents had a range of seven choices from “1= not at all willing” to “7= extremely willing.”

Perceived injunctive norms were assessed using two questions. The first question asked how much respondents agreed and thought others would agree with the statement: “People should ask someone who is driving to stop reading or typing on a cell phone.” They were asked to think about themselves as well as their family, their friends, their employer, most people who are important to them, and most people (age 18 or older) in their community. Respondents had seven choices: “strongly agree,” “agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” “disagree,” and “strongly disagree.”

A second injunctive norm question asked how much the respondent would support someone who asked a driver to stop reading or typing on a cell phone. Using the previously listed individuals, respondents were asked how much they thought others would support someone who asked a driver to stop reading or typing on a cell phone. Respondents had a range of seven choices from “1= not at all support” to “4= moderately support” to “7= strongly support.”

Perceived descriptive norms were assessed using one question: “In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving?” The question asked about intervening with a family member or close friend, an acquaintance or co-worker, and a stranger. The respondents had a range of seven choices from “1= Never” to “4= About half the time” to “7= Always.”

Perceived control was measured using three questions asking how comfortable the respondents would be asking a family member or close friend, an acquaintance or co-worker, and a stranger to stop reading or typing on a cell phone while driving. The respondents had a range of seven choices from “1= not at all comfortable” to “4= moderately comfortable” to “7= extremely comfortable.”

Other Survey Components

In addition to the core components of the behavioral model, the survey asked about concern for traffic safety, awareness of various safety campaigns, support for policies addressing distracted driving, sense of social capital, conflict avoidance, self-perception of driving skills, and various demographics about the respondents.

Concern about traffic safety was measured using three questions. The first question asked, "How concerned are you about safety on roads and highways?" Respondents had seven choices ranging from "1= not at all concerned" to "7= extremely concerned." The second and third questions asked respondents how much they agreed with two statements: "I believe the only acceptable number of deaths and serious injuries on our roadways is zero" and "I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero." Respondents had seven choices: "strongly agree," "agree," "somewhat agree," "neither agree nor disagree," "somewhat disagree," "disagree," and "strongly disagree."

The survey asked about awareness of three campaigns: "Eyes on the Road; Hands on the Wheel; Mind on Driving," Just Drive, and Idaho's Hundred Deadliest Days. Respondents were asked how often they had heard or seen messages or the campaign over the past 12 months. Respondents had seven choices: "never," "once or twice," "3 to 5 times," "6 to 11 times," "monthly", "weekly," and "daily."

The survey also asked about support for three specific strategies to decrease texting while driving: a primary law banning reading and typing on a cell phone while driving (that is a law whereby an officer can stop someone for doing this); a workplace policy that prohibits reading and typing on a cell phone while driving; and a family rule that no one ever reads or types on a cell phone while driving.

Respondents had a range of seven choices from "1= not at all support" to "4= moderately support" to "7= strongly support."

Measures of social capital and conflict avoidance were included to explore their potential relationships with intervening. Social capital was measured using two questions. The first asked how much respondents agreed with the statement "Most people are honest" with seven choices: "I strongly disagree," "I generally disagree," "I somewhat disagree," "I neither agree nor disagree," "I somewhat agree," "I generally agree," and "I strongly agree." The second question asked about trust: "Generally speaking, would you say that people can be trusted or that you can't be too careful in dealing with people?" Respondents had four choices: "People can almost always be trusted," "People can usually be trusted," "You usually can't be too careful in dealing with people," and "You almost always can't be too careful in dealing with people."

Conflict avoidance was measured by asking respondents how much they believed two statements described them: "If I were upset with a friend, I would discuss it with someone else rather than the friend who upset me," and "I prefer to solve disputes through face-to-face discussion." Respondents had seven choices: "very unlike me," "unlike me," "somewhat unlike me," "neutral," "somewhat like me," "like me," and "very like me."

Self-perception of driving skills was measured using one question: “In general, how would you compare your driving skills to the average Idaho driver?” Respondents had seven choices: “I am much worse than average,” “I am worse than average,” “I am somewhat worse than average,” “I am about average,” “I am somewhat better than average,” “I am better than average,” and “I am much better than average.”

Questions about demographics measured age, geography (i.e., whether they lived in an urban, suburban, or rural setting), sex, and education attainment.

A copy of the community survey is included in Appendix A.

Community Survey Implementation

The community survey was implemented using U.S. mail. In October of 2016, the Idaho Transportation Department sent a letter to 1,400 randomly selected households telling each household that they had been randomly selected to participate in a survey about traffic safety. A few days later, they were mailed a survey packet with a letter from the Center for Health and Safety Culture along with the survey and a business reply (postage paid) envelope to return the survey. About 10 days later, each household received a reminder post card, and after another 10 days, a second survey packet. About 54 letters were returned as undeliverable. The survey letters are included in Appendix A.

The response rate was 39 percent (526 returned surveys), which is acceptable for a mailed survey. Slightly less than half of the respondents (46 percent) were male; the average age was 57.8 years (standard deviation of 15.7 years); 41 percent reported living in urban areas (35 percent in suburban and 24 percent in rural); and about half (51 percent) had some college (but no degree) or less education. Overall, the sample was older and had more education than the general population based on the US Census.

Sixteen scales were calculated representing components of the behavioral models (Table 2). The internal reliability as measured by Cronbach’s alpha was strong (above 0.7).

Table 2. Summary of the 2016 Community Survey Scales

Scale	Number of Items	Cronbach's Alpha
Distracted Driving Behavior	5	0.681
Distracted Driving Attitude	5	0.798
Distracted Driving Injunctive Norm 1	5	0.783
Distracted Driving Injunctive Norm 2	5	0.815
Distracted Driving Injunctive Norm 3	5	0.85
Distracted Driving Injunctive Norm 4	5	0.832
Distracted Driving Descriptive Norm	5	0.888
Distracted Driving Perceived Control	5	0.887
Family Rule	5	0.846
Workplace Rule	5	0.929
Intervening Behavior	3	0.87
Intervening Willingness	3	0.822
Intervening Injunctive Norm 1	6	0.906
Intervening Injunctive Norm 2	6	0.93
Intervening Descriptive Norm	3	0.857
Intervening Perceived Control	3	0.788

Workplace Survey

The workplace survey was similar to the community survey, but questions were adjusted for a workplace context. It asked about four distracting behaviors (having a conversation on a cell phone while holding it, having a conversation on a cell phone without holding it, typing or reading on a cell phone, and eating food) while at driving for work.

Perceived injunctive norms asked about expectations of other employees and supervisors. Perceived descriptive norms asked about perceptions of distracted driving among most employees at the workplace.

Additional questions were added to those used in the community survey to better understand beliefs about intervening. Attitudes about intervening were measured using semantic differentials.⁽⁷⁾ The respondents were asked to indicate how they feel about asking a coworker to stop reading or typing on a cell phone using 11 pairs of words. The word pairs address both affective and instrumental feelings:⁽³⁾ cool vs. not cool; dangerous vs. safe; foolish vs. sensible; pleasant vs. unpleasant; good vs. bad; acceptable vs. unacceptable; right vs. wrong; caring vs. uncaring; respectful vs. disrespectful; appropriate vs. inappropriate; responsible vs. irresponsible.

Behavioral beliefs about intervening were measured by assessing the level of agreement with four statements:

- "I think asking someone to stop reading or typing on a cell phone while driving will NOT make a difference - people do what they want to do."
- "I believe asking someone to stop reading or typing on a cell phone while driving is likely to upset the other person."
- "I believe asking someone to stop reading or typing on a cell phone while driving protects the other person from potential harm."
- "I believe asking someone to stop reading or typing on a cell phone while driving is rude."

Respondents had seven choices: "strongly agree," "agree," "somewhat agree," "neither agree nor disagree," "somewhat disagree," "disagree," and "strongly disagree."

An additional question was included to assess perceived control using three questions asking how confident the respondents would be asking a family member or close friend, an acquaintance or co-worker, and a stranger to stop reading or typing on a cell phone while driving. The respondents had a range of seven choices from "1= not at all confident" to "4= moderately confident" to "7= extremely confident."

Like the community survey, the workplace survey asked about concern for traffic safety, awareness of various safety campaigns, and limited demographic information about the respondents (age, sex, and whether the employee managed other staff). Questions about support for policies to address distracted driving, sense of social capital, conflict avoidance, and self-perception of driving skills were not asked.

A copy of the workplace survey is included in Appendix B.

Workplace Survey Implementation

The workplace survey was implemented over the internet. In October of 2017, employees were sent three emails by a leader in the organization asking them to complete the survey. They were divided into two groups: an intervention group (600 people) that would receive certain training and activities and a control group (1,400 people) that would continue business as usual.

A total of 1,103 employees responded to the survey: 356 in the intervention group resulting in a response rate of 59 percent and 747 in the control group resulting in a response rate of 53 percent. These response rates are acceptable. Most were male (66 percent) and did not manage or supervise other employees (78 percent).

Sixteen scales were calculated representing components of the behavioral models (Table 3). The internal reliability as measured by Cronbach's alpha was moderate (above 0.5) to strong (above 0.7).

Table 3. Summary of the 2017 Workplace Survey Scales

Scale	Number of Items	Cronbach's Alpha
Distracted Driving Behavior (home)	5	0.594
Distracted Driving Behavior (work)	4	0.586
Distracted Driving Attitude	4	0.713
Distracted Driving Injunctive Norm 1	4	0.632
Distracted Driving Injunctive Norm 2	4	0.605
Distracted Driving Injunctive Norm 3	4	0.526
Distracted Driving Injunctive Norm 4	4	0.570
Distracted Driving Descriptive Norm (home)	5	0.827
Distracted Driving Descriptive Norm (work)	4	0.777
Distracted Driving Perceived Control	4	0.881
Family Rule	5	0.748
Workplace Rule	4	0.422
Intervening Behavior	3	0.618
Intervening Willingness	3	0.741
Intervening Attitude	11	0.937
Intervening Injunctive Norm 1	3	0.927
Intervening Injunctive Norm 2	3	0.964
Intervening Injunctive Norm 3	3	0.893
Intervening Descriptive Norm	3	0.816
Intervening Perceived Control 1	3	0.685
Intervening Perceived Control 2	3	0.658

Intervention Activities

Based on the results of the initial community survey, the Center for Health and Safety Culture developed media recommendations (Appendix C) that were presented to ITD in a day-long training. The recommendations included promoting the following behaviors:

- Primary laws coupled with consistent, visible enforcement;
- Workplace policies addressing distracted driving reinforced with strong training and accountability;
- Family rules addressing distracted driving established with meaningful dialogue;
- Modeling by parents with children; and
- Intervening with drivers engaging in distracted driving behaviors.

Specific guidance on messages included the following.

- Messages should inform the public about the danger of distracted driving without losing trust by trying to scare the public. Many people recognize these behaviors as dangerous, and this attitude can be normalized through the media.
- Most people agree that people should not engage in these distracting behaviors. This is a healthy norm that should be promoted in the messaging.
- Most people do not regularly engage in these behaviors. Language will need to be developed to convey this without condoning the behaviors.
- While most people feel they are in control of their decisions to engage in distracting behaviors, some do not. It will be important to grow a sense of control and recognition that these behaviors are a choice.
- Family rules decrease distracted driving.
- Workplace rules decrease distracted driving.
- Most people agree people should intervene to stop a driver from engaging in distracting behaviors. However, they need examples and ways to do this without sounding rude.

The media contractor developed the SHIFT campaign, which used audio and video messages (Table 4). A website (shift-idaho.org) was created with the content. Messages were also conveyed using radio and television advertisements. The stated purpose of the campaign was to encourage conversations about engaged driving instead of focusing on conversations surrounding distracted driving.

The core taglines include “Drive Well Idaho,” “Driving in the Moment Free from Distractions,” “In my Idaho, we drive well,” and “Shift the Conversation.”

Table 4. Transcripts and Images of SHIFT Campaign Media

Shift Thinking Video Transcript In my Idaho, we drive well and that's why I'm shifting the conversation. I get mixed messages about distracted driving. It's super confusing for me and my friends and my family. I mean, why aren't we talking about engaged driving? To me, engaged driving means being better about driving in the moment and helping people around me stay engaged while driving. It's not a hard conversation especially when it comes from the heart. I'm making the shift so others in my life will too because I'm all "role model" like that.	 291,890 views between 1/29/2018 and 6/24/2020
Shifting Behavior Video Transcript In my Idaho, we drive well and that's why I'm shifting the conversation. Now you heard right – I'm choosing not to go on and on about distracted driving. Instead, I'm talking about things we're doing right around here, what I'm calling engaged driving: being in the moment when I'm behind the wheel, phone put away, dog is sitting down where he belongs, even waiting to eat one of my wife's famous turkey sandwiches once I could sit and enjoy it. That's working for me too – on the job on my own time, especially when I have the grandkids with me. So why make this shift? Well, the way I see it, the more of us doing the right things, the better life gets for all of us, right? So, let's make the shift to engaged driving together.	 790 views between 1/29/2018 and 6/24/2020

Shift Focus Video Transcript

In my Idaho, we drive well. That's why I'm shifting the conversation. I think there's been enough negative talk about distracted driving so, I'm doing something positive. I'm starting conversations about engaged driving with my family, friends. I'm also driving by example in the moment, engaged in what I'm doing, optimistic about what's possible for all of us in my car and my community. Why? Because of these two deserve my full attention. By driving in the moment, I'm protecting them and respecting others. It's not easy some days, trust me, but we can make the shift together.



671 views between 10/23/2017 and 6/24/2020

Shift Culture Video Transcript

As an Idaho power lineman, it's my job to keep the lights on. When working on high-voltage lines, the company depends on me to focus and make safe choices, but my commitment to safety doesn't end at the job site. When I'm behind the wheel, I focus on driving, maybe the most dangerous job of all because our loved ones depend on us to come home safely every night. Let's shift the conversation to engaged driving. Drive well, Idaho.



180 views between 4/18/2019 and 6/24/2020

The Center for Health and Safety Culture was not involved with developing the workplace intervention. ITD conducted interviews with a variety of individuals including representatives from the participating workplace. The interviews asked five questions:

1. What is your definition of distracted driving?
2. What impacts of distracted driving have you observed?
3. What distractions do you observe most in other drivers?
4. What factors cause you to drive distracted?
5. What would influence you to reduce distracted driving in your vehicle?

Appendix D includes the full guidance for the interviews. A presentation was created after the interviews (Appendix E). According to ITD, these interviews encompassed the workplace intervention; no other workplace activities took place.

Post-Intervention Surveys

The same community and workplace surveys were repeated after the intervention. The question that asked about awareness of campaigns was augmented to ask about the SHIFT Campaign.

The community survey was repeated using U.S. mail in October 2019. The Idaho Transportation Department sent a letter to 1,400 randomly selected households telling each household that they had been randomly selected to participate in a survey about traffic safety. A few days later, they were mailed a survey packet with a letter from the Center for Health and Safety Culture along with the survey and a business reply (postage paid) envelope to return the survey. About 10 days later, each household received a reminder post card, and after another 10 days, a second survey packet. About 191 letters were returned as undeliverable. The survey letters are included in Appendix A.

The response rate was 43 percent (522 returned surveys), which is acceptable for a mailed survey. Slightly more than half of the respondents (56 percent) were male; the average age was 59.8 years (standard deviation of 15.2 years); 40 percent reported living in urban areas (36 percent in suburban and 24 percent in rural); and about half (49 percent) had some college (but no degree) or less education. Overall, the sample was older and had more education than the general population based on the US Census.

Sixteen scales were calculated representing components of the behavioral models (Table 5). The internal reliability as measured by Cronbach's alpha was strong (above 0.7). A summary of the responses broken down by sex and year are provided for the community survey in Appendix F.

Table 5. Summary of the 2019 Community Survey Scales

Scale	Number of Items	Cronbach's Alpha
Distracted Driving Behavior	5	0.671
Distracted Driving Attitude	5	0.776
Distracted Driving Injunctive Norm 1	5	0.787
Distracted Driving Injunctive Norm 2	5	0.805
Distracted Driving Injunctive Norm 3	5	0.812
Distracted Driving Injunctive Norm 4	5	0.822
Distracted Driving Descriptive Norm	5	0.888
Distracted Driving Perceived Control	5	0.872
Family Rule	5	0.825
Workplace Rule	5	0.89
Intervening Behavior	3	0.904
Intervening Willingness	3	0.858
Intervening Injunctive Norm 1	6	0.939
Intervening Injunctive Norm 2	6	0.925
Intervening Descriptive Norm	3	0.845
Intervening Perceived Control	3	0.828

The workplace survey was repeated in the February of 2020. Employees were sent three emails by a leader in the organization asking them to complete the survey. A total of 811 employees responded to the survey: 296 in the intervention group resulting in a response rate of 49 percent and 515 in the control group resulting in a response rate of 37 percent. These responses rates were lower than the pre-intervention surveys and limit the degree to which the results can be generalized to all employees. Most respondents were male (67 percent) and did not manage or supervise other employees (80 percent). Table 6 shows the internal reliability as measured by Cronbach's alpha, which was moderate (above 0.5) to strong (above 0.7). A summary of the responses broken down by sex and year are provided for the employees in the control and intervention groups in Appendices G and H, respectively.

Table 6. Summary of the 2020 Workplace Survey Scales

Scale	Number of Items	Cronbach's Alpha
Distracted Driving Behavior (home)	5	0.609
Distracted Driving Behavior (work)	4	0.534
Distracted Driving Attitude	4	0.689
Distracted Driving Injunctive Norm 1	4	0.565
Distracted Driving Injunctive Norm 2	4	0.583
Distracted Driving Injunctive Norm 3	4	0.517
Distracted Driving Injunctive Norm 4	4	0.574
Distracted Driving Descriptive Norm (home)	5	0.823
Distracted Driving Descriptive Norm (work)	4	0.718
Distracted Driving Perceived Control	4	0.860
Family Rule	5	0.761
Workplace Rule	4	0.466
Intervening Behavior	3	0.626
Intervening Willingness	3	0.747
Intervening Attitude	11	0.908
Intervening Injunctive Norm 1	3	0.917
Intervening Injunctive Norm 2	3	0.980
Intervening Injunctive Norm 3	3	0.925
Intervening Descriptive Norm	3	0.830
Intervening Perceived Control 1	3	0.666
Intervening Perceived Control 2	3	0.694

Chapter 3 Evaluation

Overview

To assess change, responses were compared between surveys conducted before the intervention and after the intervention. Because traffic safety behaviors and beliefs often vary by sex and because the proportion of males and females were different in the pre-intervention samples and the post-intervention samples (for both the community and workplace surveys), the responses by males and females were analyzed separately. There were no statistically significant differences in other demographics.

This section describes changes in awareness of the SHIFT Campaign (the intervention), changes in beliefs, and changes in behaviors. The statistical significance (p) and the effect size (η^2) of the changes are included to aid in interpretation of the results. The measure of effect size used, η^2 , is the square of the ratio of the variance in the variable predicted from pre- to post-intervention. Values of about 0.01 indicate a small change; values of about 0.06 indicate a medium effect size; and values of about 0.14 indicate a large effect size.

Awareness of the SHIFT Campaign

Assessing changes in the awareness of the SHIFT Campaign among the general public was limited because awareness of the campaign was not measured at baseline since the campaign had not been created. Measuring the awareness of the campaign provides an indication of how often people heard the messages. In the 2019 post-intervention community survey, most people reported never hearing of the SHIFT Campaign (males 74 percent, females 81 percent). Only 15 percent of males and 11 percent of females reported hearing of the campaign three or more times in the past 12 months (Table 7).

Table 7. Summary of Awareness of SHIFT Campaign*

Sex	N	Never	Once or Twice	3 to 5 Times	6 to 10 Times	Monthly	Weekly	Daily	Total
Male	253	73.9%	11.1%	5.5%	3.6%	2.8%	2.0%	1.2%	100.0%
Female	203	80.9%	8.1%	4.2%	2.9%	2.2%	1.1%	0.7%	100.0%

*“Over the past 12 months, how often have you heard or seen SHIFT safety messages or campaign?”

The only statistically significant change in awareness of the other campaigns assessed on the community survey (i.e., “Eyes on the Road; Hands on the Wheel; Mind on Driving,” Just Drive, and Idaho’s Hundred Deadliest Days) was a reduction in campaign awareness among females for the Just Drive Campaign (2016 mean of 2.0 out of 7 fell to 2019 mean of 1.6, $p= 0.001$).

The workplace survey did include an assessment of awareness of the SHIFT Campaign at baseline. The post-intervention surveys showed a statistically significant and moderately meaningful increase. Among the control group, awareness of the SHIFT Campaign went from a mean of 1.2 (of 7) at baseline for males and females to a mean of 2.1 and 1.8, respectively ($p<0.001$). These changes were moderately meaningful ($\eta^2= 0.114$ and 0.077 for males and females, respectively¹).

Similar changes were evident in the intervention group of the workplace survey. Awareness of the SHIFT Campaign went from a mean of 1.2 and 1.1 (of 7) at baseline for males and females, respectively, to a mean of 2.2 and 2.0, respectively ($p<0.001$). These changes were moderately meaningful ($\eta^2= 0.134$ and 0.109 for males and females, respectively). Nonetheless, most respondents in the intervention group reported never hearing of the SHIFT Campaign (56 percent of males and 59 percent of females).

In both the control and intervention groups, there was a statistically significant and meaningful increase in awareness of the “Eyes on the Road; Hands on the Wheel; Mind on Driving” Campaign from pre- to post-intervention. For the control group, means of awareness went from 2.1 to 3.6 ($p<0.001$, $\eta^2=0.160$) for males and from 1.9 to 3.8 ($p<0.001$, $\eta^2=0.251$) for females. Similar changes were seen for the intervention group where means of awareness went from 2.2 to 3.5 ($p<0.001$, $\eta^2=0.116$) for males and from 1.8 to 4.0 ($p<0.001$, $\eta^2=0.268$) for females.

Awareness of Just Drive and Idaho’s Hundred Deadliest Days decreased in both the control and intervention groups.

Changes in Beliefs

Community Survey

Table 8 and Table 9 summarize the changes in the scales of beliefs among males and females, respectively, from the community survey. There were no statistically significant changes in any of the scales. An examination of changes of responses to individual questions about beliefs on the community survey revealed one statistically significant change. Females were more likely to feel it was acceptable for a driver to eat food while driving in 2019 than in 2016 (2016 mean 3.12, 2019 mean 3.54, $p=0.006$, $\eta^2= 0.016$). This is a change in belief that is less protective (i.e., greater acceptance of distracted driving).

¹ eta2 is square of the ratio of the variance in the variable predicted from pre- to post-intervention.

Table 8. Changes in Belief Scales Among Males on Community Survey

Scale	2016 Mean	2019 Mean	Significance (p)	Effect Size (η^2)
Attitude (Dangerous vs. Safe)	2.6	2.7	0.143	0.004
Injunctive Norm (unacceptable vs. acceptable)	2.7	2.8	0.235	0.003
Injunctive Norm ("should not")	2.7	2.8	0.439	0.001
Injunctive Norm (expectation of important people)	2.8	2.8	0.953	0.000
Injunctive Norm (expectation of people "I care about")	2.6	2.6	0.732	0.000
Descriptive Norm (of most drivers in Idaho)	4.3	4.2	0.537	0.001
Perception of Control	6.0	6.0	0.791	0.000
Willingness to Intervene with a Driver Texting	5.8	5.7	0.801	0.000
Descriptive Norm (of most adults in Idaho)	2.7	2.7	0.736	0.000
Injunctive Norm ("people should intervene")	6.0	6.0	0.643	0.000
Injunctive Norm (support for intervening)	5.4	5.5	0.212	0.003
Perceived Control (comfort in intervening)	5.3	5.5	0.195	0.003

Table 9. Changes in Belief Scales Among Females on Community Survey

Scale	2016 Mean	2019 Mean	Significance (p)	Effect Size (η^2)
Attitude (Dangerous vs. Safe)	2.6	2.7	0.773	0.000
Injunctive Norm (unacceptable vs. acceptable)	2.8	2.8	0.49	0.001
Injunctive Norm ("should not")	2.8	2.9	0.159	0.004
Injunctive Norm (expectation of important people)	2.8	2.8	0.886	0.000
Injunctive Norm (expectation of people "I care about")	2.5	2.7	0.062	0.007
Descriptive Norm (of most drivers in Idaho)	4.5	4.5	0.692	0.000
Perception of Control	6.2	6.2	0.988	0.000
Willingness to Intervene with a Driver Texting	5.9	6.0	0.522	0.001
Descriptive Norm (of most adults in Idaho)	2.9	2.7	0.225	0.003
Injunctive Norm ("people should intervene")	6.2	6.1	0.492	0.001
Injunctive Norm (support for intervening)	5.7	5.8	0.554	0.001
Perceived Control (comfort in intervening)	5.4	5.5	0.731	0.000

Workplace Survey – Control Group

Table 10 and Table 11 summarize the changes in the scales of beliefs among males and females, respectively, from the workplace control group. There were no statistically significant changes in any of the scales.

Table 10. Changes in Belief Scales Among Males in the Workplace Control Group

Scale	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)
Attitude (dangerous vs. safe)	2.8	2.8	0.550	0.001
Injunctive Norm (unacceptable vs. acceptable)	2.7	2.7	0.892	0.000
Injunctive Norm ("should not")	5.5	5.5	0.646	0.000
Injunctive Norm (expectation of supervisor)	5.8	5.7	0.179	0.003
Injunctive Norm (expectation of coworkers)	5.6	5.5	0.094	0.004
Descriptive Norm (of most drivers in Idaho)	4.8	4.7	0.112	0.004
Descriptive Norm (of most coworkers)	1.8	1.8	0.368	0.001
Perception of Control	6.8	6.7	0.386	0.001
Willingness to Intervene with a Driver Texting	6.0	6.0	0.891	0.000
Attitude about Intervene	5.6	5.7	0.126	0.003
Injunctive Norm ("employees should intervene")	6.5	6.6	0.054	0.005
Injunctive Norm (approval for intervening)	6.1	6.0	0.346	0.001
Injunctive Norm (support for intervening)	6.5	6.6	0.218	0.002
Descriptive Norm (of most coworkers)	3.3	3.4	0.579	0.000
Perceived Control (comfort in intervening)	5.8	5.8	0.815	0.000
Perceived Control (confidence in intervening)	5.9	5.9	0.421	0.001

Table 11. Changes in Belief Scales Among Females in the Workplace Control Group

Scale	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)
Attitude (dangerous vs. safe)	2.5	2.5	0.500	0.001
Injunctive Norm (unacceptable vs. acceptable)	2.5	2.5	0.415	0.002
Injunctive Norm ("should not")	5.8	6.0	0.099	0.008
Injunctive Norm (expectation of supervisor)	5.8	5.5	0.013	0.017
Injunctive Norm (expectation of coworkers)	6.1	5.9	0.103	0.008
Descriptive Norm (of most drivers in Idaho)	5.9	5.7	0.164	0.006
Descriptive Norm (of most coworkers)	5.0	5.0	0.610	0.001
Perception of Control	2.0	1.9	0.365	0.003
Willingness to Intervene with a Driver Texting	7.2	7.2	0.977	0.000
Attitude about Intervene	6.0	6.1	0.547	0.001
Injunctive Norm ("employees should intervene")	6.5	6.7	0.063	0.010
Injunctive Norm (approval for intervening)	6.1	6.3	0.468	0.002
Injunctive Norm (support for intervening)	6.5	6.7	0.051	0.011
Descriptive Norm (of most coworkers)	3.7	3.8	0.413	0.002
Perceived Control (comfort in intervening)	5.5	5.7	0.188	0.005
Perceived Control (confidence in intervening)	5.6	5.7	0.163	0.006

Table 12 and Table 13 summarize the changes in responses to individual questions about beliefs on the control workplace survey by males and females, respectively, that were statistically significant (i.e., $p < 0.01$). Among males, several beliefs became safer. The perception that employees should not engage in hand-held cell phone conversations while driving increased, and the perception that most drivers in Idaho and that most of their coworkers have hand-held cell phone conversations decreased. However, several beliefs became less safe. Expectations about not having hands-free conversations decreased, and the perception that hands-free conversations are safe and acceptable increased.

Among females, two beliefs became safer. The perception that most coworkers have hand-held conversations decreased, and the perception of support from coworkers to intervene to prevent a driver from texting while driving increased.

Table 12. Changes in Belief Questions Among Males in the Workplace Control Group

Question	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)	Direction
"Employees should NOT engage in having a conversation on a cell phone while holding it in their hand when they are driving for work."	6.25	6.57	0.001	0.016	Safer
In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone while holding it in their hand?	5	4.74	0.002	0.013	Safer
Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands?	1.48	1.3	0.004	0.012	Safer
"I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone without holding it ('hands free')."	4.47	3.75	0.000	0.030	Less Safe
"Employees should NOT engage in having a conversation on a cell phone without holding it ('hands free') when they are driving for work."	4.39	3.73	0.000	0.028	Less Safe
"My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone without holding it ('hands free')."	4.61	3.96	0.000	0.022	Less Safe
Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")? (dangerous vs. safe)	4.07	4.47	0.002	0.014	Less Safe
Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")? (unacceptable vs. acceptable)	4.1	4.58	0.002	0.014	Less Safe

Table 13. Changes in Belief Questions Among Females in the Workplace Control Group

Question	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)	Direction
In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Most of your coworkers	6.20	6.77	0.000	0.068	Safer
Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands?	1.73	1.38	0.001	0.036	Safer

Workplace Survey – Intervention Group

Table 14 and Table 15 summarize the changes in the scales of beliefs among males and females, respectively, from the workplace intervention group. Among males, the only scale that statistically significantly changed was the perceived descriptive norm about distracted driving in the workplace, which went from a mean of 2.1 (out of 7) at baseline to a mean of 1.8 in 2020 ($p<0.001$, $\eta^2= 0.044$ indicating a small to moderate effect size). Thus, fewer employees perceived that most workers were driving distracted at work in 2020 than in 2017. Among females, willingness to intervene with a driver who is texting while driving decreased from a mean of 6.5 (out of 7) at baseline to a mean of 6.0 in 2020 ($p=0.008$, $\eta^2= 0.048$). Thus, fewer females were willing to intervene in 2020 than in 2017. Similarly, perception of approval for intervening decreased from a mean of 6.7 (out of 7) at baseline to a mean of 6.1 in 2020 ($p= 0.007$, $\eta^2= 0.052$). Thus, fewer females perceived that others would approve of intervening with a driver who was texting in 2020 than in 2017.

Table 14. Changes in Belief Scales Among Males in the Workplace Intervention Group

Scale	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)
Attitude (dangerous vs. safe)	3.0	3.0	0.828	0.000
Injunctive Norm (unacceptable vs. acceptable)	2.8	2.8	0.963	0.000
Injunctive Norm ("should not")	5.3	5.5	0.110	0.006
Injunctive Norm (expectation of supervisor)	5.6	5.6	0.643	0.001
Injunctive Norm (expectation of coworkers)	5.4	5.4	0.901	0.000
Descriptive Norm (of most drivers in Idaho)	4.8	4.7	0.585	0.001
Descriptive Norm (of most coworkers)	2.1	1.8	0.000	0.044
Perception of Control	6.6	6.7	0.128	0.006
Willingness to Intervene with a Driver Texting	6.1	6.0	0.411	0.002
Attitude about Intervene	5.5	5.8	0.024	0.012
Injunctive Norm ("employees should intervene")	6.6	6.6	0.882	0.000
Injunctive Norm (approval for intervening)	6.0	5.9	0.487	0.001
Injunctive Norm (support for intervening)	6.5	6.6	0.533	0.001
Descriptive Norm (of most coworkers)	3.5	3.5	0.909	0.000
Perceived Control (comfort in intervening)	5.8	5.9	0.132	0.005
Perceived Control (confidence in intervening)	5.9	6.0	0.119	0.006

Table 15. Changes in Belief Scales Among Females in the Workplace Intervention Group

Scale	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)
Attitude (dangerous vs. safe)	2.7	2.6	0.460	0.004
Injunctive Norm (unacceptable vs. acceptable)	2.7	2.5	0.254	0.009
Injunctive Norm ("should not")	5.5	5.6	0.699	0.001
Injunctive Norm (expectation of supervisor)	6.0	5.8	0.344	0.006
Injunctive Norm (expectation of coworkers)	5.7	5.6	0.551	0.003
Descriptive Norm (of most drivers in Idaho)	4.9	4.8	0.248	0.009
Descriptive Norm (of most coworkers)	2.2	2.0	0.349	0.006
Perception of Control	6.8	6.8	0.806	0.000
Willingness to Intervene with a Driver Texting	6.5	6.0	0.008	0.048
Attitude about Intervene	6.1	5.9	0.341	0.006
Injunctive Norm ("employees should intervene")	6.5	6.7	0.222	0.011
Injunctive Norm (approval for intervening)	6.7	6.1	0.007	0.052
Injunctive Norm (support for intervening)	6.8	6.6	0.097	0.019
Descriptive Norm (of most coworkers)	3.7	3.7	0.983	0.000
Perceived Control (comfort in intervening)	6.1	5.8	0.203	0.011
Perceived Control (confidence in intervening)	6.1	5.9	0.262	0.009

Table 16 and Table 17 summarize the changes in responses to individual questions about beliefs on the intervention workplace survey for males and females, respectively, that were statistically significant (i.e., $p < 0.01$). Among males, several beliefs became safer. The perception that employees should not engage in hand-held cell phone conversations while driving increased, and the perception that most of their coworkers have hand-held or hands-free cell phone conversations decreased. Additionally, perception of support from coworkers to ask a driver to stop texting and positive attitudes about asking a driver to stop texting increased. However, perception of support from a supervisor about asking a coworker to stop texting and knowledge about asking a coworker to stop texting decreased.

Among females, four beliefs became less safe. The perception of support from a supervisor about asking a coworker to stop texting, knowledge about asking a coworker to stop texting, and willingness to ask all decreased. In addition, perception of having a workplace rule about not having hands-free cell phone conversations while driving decreased.

Table 16. Changes in Belief Questions Among Males in the Workplace Intervention Group

Question	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)	Direction
In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Most of your coworkers	6.31	6.72	0.000	0.048	Safer
Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone without holding it ("hands free")?	3.14	2.50	0.000	0.039	Safer
Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands?	1.48	1.26	0.001	0.027	Safer
"Employees should NOT engage in having a conversation on a cell phone while holding it in their hand when they are driving for work."	6.15	6.55	0.002	0.022	Safer
Asking a coworker to stop reading or typing on a cell phone while driving feels... Dangerous vs. Safe	5.48	6.02	0.006	0.018	Safer
Asking a coworker to stop reading or typing on a cell phone while driving feels... Caring vs. Uncaring	2.10	1.71	0.008	0.017	Safer
In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Your supervisor	6.71	6.43	0.001	0.025	Less Safe
Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop?	5.64	5.11	0.002	0.024	Less Safe

Table 17. Changes in Belief Questions Among Females in the Workplace Intervention Group

Question	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)	Direction
Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop?	6.48	5.67	0.001	0.081	Less Safe
In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Your supervisor	6.91	6.38	0.001	0.076	Less Safe
Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free")	1.44	1.78	0.004	0.057	Less Safe
Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a stranger	5.88	4.98	0.008	0.048	Less Safe

Changes in Behaviors

Community Survey

Table 18 and Table 19 summarize the changes in the scales of behaviors among males and females, respectively, from the community survey. There were no statistically significant changes in any of the scales. An examination of changes in responses to individual questions about behaviors on the community survey revealed no statistically significant changes.

Table 18. Changes in Behavior Scales Among Males on Community Survey

Scale	2016 Mean	2019 Mean	Significance (p)	Effect Size (η^2)
Distracted Driving	2.1	2.1	0.641	0.000
Having a family rule	1.7	1.9	0.207	0.004
Having a workplace rule	1.2	1.6	0.108	0.008
Intervening with a driver who is texting	3.8	3.4	0.092	0.010

Table 19. Changes in Behavior Scales Among Females on Community Survey

Scale	2016 Mean	2019 Mean	Significance (p)	Effect Size (η^2)
Distracted Driving	2.1	2.1	0.488	0.001
Having a family rule	1.9	1.8	0.686	0.000
Having a workplace rule	0.8	1.1	0.255	0.005
Intervening with a driver who is texting	4.2	4.0	0.571	0.001

Workplace Survey – Control Group

Table 20 and Table 21 summarize the changes in the scales of behaviors among males and females, respectively, from the workplace control group. There were no statistically significant changes in any of the scales.

Table 20. Changes in Behavior Scales Among Males in the Workplace Control Group

Scale	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)
Distracted Driving (at home)	2.4	2.3	0.082	0.004
Distracted Driving (at work)	1.5	1.4	0.135	0.003
Having a family rule	1.6	1.7	0.386	0.001
Having a workplace rule	2.6	2.7	0.261	0.002
Intervening with a driver who is texting	2.8	2.8	0.926	0.000

Table 21. Changes in Behavior Scales Among Females in the Workplace Control Group

Scale	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)
Distracted Driving (at home)	2.3	2.3	0.992	0.000
Distracted Driving (at work)	1.3	1.3	0.428	0.002
Having a family rule	2.1	2.0	0.540	0.001
Having a workplace rule	2.6	2.7	0.677	0.000
Intervening with a driver who is texting	3.2	3.0	0.543	0.001

Table 22 and Table 23 summarize the changes in responses to individual questions about behaviors on the control workplace survey by males and females, respectively, that were statistically significant (i.e., $p<0.01$). Among males and females, hand-held cell phone use while driving (not for work) decreased.

Table 22. Changes in Behavior Questions Among Males in the Workplace Control Group

Question	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)	Direction
Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand?	2.40	1.95	0.000	0.030	Safer

Table 23. Changes in Behavior Questions Among Females in the Workplace Control Group

Question	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)	Direction
Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand?	2.07	1.74	0.009	0.019	Safer

Workplace Survey – Intervention Group

Table 24 and Table 25 summarize the changes in the scales of beliefs among males and females, respectively, from the workplace intervention group. Among males, distracted driving behaviors decreased from a mean of 1.8 (out of 7) at baseline to a mean of 1.6 in 2020 ($p<0.001$). The effect size was small to moderate ($\eta^2= 0.034$). There were no statistically significant changes among females.

Table 24. Changes in Behavior Scales Among Males in the Workplace Intervention Group

Scale	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)
Distracted Driving (at home)	2.5	2.3	0.063	0.008
Distracted Driving (at work)	1.8	1.6	0.000	0.034
Having a family rule	1.7	1.8	0.478	0.001
Having a workplace rule	2.6	2.6	0.829	0.000
Intervening with a driver who is texting	3.1	2.5	0.002	0.023

Table 25. Changes in Behavior Scales Among Females in the Workplace Intervention Group

Scale	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)
Distracted Driving (at home)	2.5	2.4	0.498	0.003
Distracted Driving (at work)	1.5	1.3	0.037	0.034
Having a family rule	1.9	1.8	0.571	0.002
Having a workplace rule	2.8	2.6	0.084	0.021
Intervening with a driver who is texting	3.3	2.8	0.040	0.029

Table 26 and Table 27 summarize the changes in responses to individual questions about behaviors on the intervention workplace survey by males and females, respectively, that were statistically significant (i.e., $p<0.01$). Among males, hand-held cell phone conversations and eating while driving (not at work) decreased. While driving for work, hands-free cell phone conversations, and eating also decreased. However, asking coworkers to stop texting while driving decreased.

Among females, hands-free cell phone conversations while driving for work decreased; however, asking family members or close friends to stop texting while driving decreased.

Table 26. Changes in Behavior Questions Among Males in the Workplace Intervention Group

Question	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)	Direction
Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?	2.8	2.2	0.002	0.023	Safer
Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand?	2.4	2.0	0.002	0.022	Safer
Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had food to eat?	3.0	2.6	0.003	0.021	Safer
Thinking back over the past 30 days, while driving FOR WORK, how often have you had food to eat?	2.3	1.9	0.003	0.021	Safer
Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work)	2.7	2.0	0.001	0.025	Less Safe

Table 27. Changes in Behavior Questions Among Females in the Workplace Intervention Group

Question	2017 Mean	2020 Mean	Significance (p)	Effect Size (η^2)	Direction
Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?	2.3	1.6	0.010	0.052	Safer
Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend	6.1	4.5	0.001	0.074	Less Safe

Summary of Changes

Table 28 summarizes the changes in beliefs and behaviors. Overall, there were no meaningful changes in beliefs or behaviors among adults across Idaho. Additional analyses showed that individuals who recalled the SHIFT Campaign did not have significantly different beliefs or behaviors compared to those who indicated they had never heard of it.

There were some statistically significant changes in beliefs among the control group at the workplace; however, there were no statistically significant changes in workplace behaviors. In contrast, there were some statistically significant changes in both beliefs and behaviors among the intervention group at the workplace. The effect sizes of the changes in behaviors were slight (about 0.01) to moderate (about 0.06). Table 29 summarizes the effect sizes of these changes.

Table 28. Summary of Changes in Beliefs and Behaviors

Group	Changes in Beliefs	Changes in Behaviors
Adults in Idaho	<p>Scales of Model Components</p> <ul style="list-style-type: none"> • No significant changes <p>Response to Questions: Less Safe</p> <ul style="list-style-type: none"> • Increase in acceptance of a driver eating while driving (females) 	No significant changes
Workplace (Control)	<p>Scales of Model Components</p> <ul style="list-style-type: none"> • No significant changes <p>Responses to Questions: Safer</p> <ul style="list-style-type: none"> • Increase in expectation by employees to not have hand-held cell phone conversations while driving at work • Decrease in perception of hand-held cell phone conversations while driving (males and females) • Increase perception of support by coworkers to intervene to prevent texting while driving (females) <p>Responses to Questions: Less Safe</p> <ul style="list-style-type: none"> • Decrease in expectation by supervisor and other employees to not have a hands-free cell phone conversation while driving at work (males) • Increase in perception that hands-free cell phone conversations while driving are safe and acceptable (males) 	<p>Scales of Model Components</p> <ul style="list-style-type: none"> • No significant changes <p>Responses to Questions: Safer</p> <ul style="list-style-type: none"> • Decrease in hand-held cell phone conversations while driving not at work (males and females)
Workplace (Intervention)	<p>Scales of Model Components</p> <ul style="list-style-type: none"> • Decrease in perceived descriptive norm about distracted driving in the workplace (males) • Decrease in willingness to intervene to prevent texting (females) <p>Responses to Questions: Safer</p> <ul style="list-style-type: none"> • Increase in perception of support by coworkers to intervene to prevent texting while driving (males) • Decrease in perception of using a cell phone while driving at work (males) • Increase in expectation to not have a hand-held cell phone conversation while driving at work (males) • Increase in perception that asking a coworker to stop texting while driving feels safe and caring (males) <p>Responses to Questions: Less Safe</p> <ul style="list-style-type: none"> • Decrease in workplace rule about not having hands-free cell conversations while driving (females) • Decrease in knowledge about intervening to prevent texting while driving (males and females) • Decrease in willingness to intervene with a stranger to prevent texting while driving (females) • Decrease in perception of support from supervisor to intervene to prevent texting while driving (males and females) 	<p>Scales of Model Components</p> <ul style="list-style-type: none"> • Decrease in work distracted driving (males) • Decrease in intervening to prevent texting while driving (males) <p>Responses to Questions: Safer</p> <ul style="list-style-type: none"> • Decrease in hand-held cell phone conversations while driving not at work (males) • Decrease in hands-free cell phone conversations while driving at work (males and females) • Decrease in eating while driving not at work (males) • Decrease in eating while driving at work (males) <p>Responses to Questions: Less Safe</p> <ul style="list-style-type: none"> • Decrease in intervening to prevent texting while driving (males and females)

Table 29. Effect Size (η^2) of Changes in Distracted Driving Behaviors at Work

Distracting Behavior	Control Males	Control Females	Intervention Males	Intervention Females
Hand-held cell phone conversation	NS	NS	NS	NS
Hands-free cell phone conversation	NS	NS	0.023	0.052
Reading or typing on a cell phone	NS	NS	NS	NS
Eating	NS	NS	0.021	NS

NS= Not statistically significant

Chapter 4

Conclusions and Recommendations

Conclusions

The 2019 survey of adults in Idaho did not show any changes from the survey conducted in 2016. Awareness of the SHIFT Campaign was very low; however, neither beliefs nor behaviors changed among those who indicated they recalled the campaign. Table 30 summarizes to what degree the media recommendations were reflected in the four video messages. While the SHIFT campaign promotes conversations and uses a positive frame, many of the specific media recommendations from CHSC were not reflected in the media.

Table 30. Summary of How Recommendations Appeared in Media

CHSC Media Recommendation	How Recommendation Appeared in Media
Messages should inform the public about the danger of distracted driving without losing trust by trying to scare the public. Many people recognize these behaviors as dangerous, and this attitude can be normalized through the media.	Specific dangers about distracted driving were not mentioned. The existing shared attitudes that distracted driving is dangerous were not normalized.
Most people agree that people should not engage in these distracting behaviors. This is a healthy norm that should be promoted in the messaging.	The fact that most Idaho adults agree people should not drive distracted was not conveyed in the messages. This belief may have been undermined with the statement “I get mixed messages about distracted driving. It’s super confusing for me and my friends and my family.” (Shift Thinking Video)
Most people do not regularly engage in these behaviors. Language will need to be developed to convey this without condoning the behaviors.	The general norms about driving were alluded to with the statement “In my Idaho, we drive well.” However, there were no specific statements about positive norms regarding distracted driving.
While most people feel they are in control of their decisions to engage in distracting behaviors, some do not. It will be important to grow a sense of control and recognition that these behaviors are a choice.	The media showed people making the choice not to drive distracted. The characters shared how they were making a choice.
Family rules decrease distracted driving.	The media promoted conversations but did not mention family rules.
Workplace rules decrease distracted driving.	The media promoted conversations but did not mention workplace policies.
Most people agree people should intervene to stop a driver from engaging in distracting behaviors. However, they need examples and ways to do this without sounding rude.	The media promoted conversations but did not speak directly about intervening or model what intervening could look like.

Driving while engaging in a hands-free cell phone conversation decreased among the intervention work group with a small to medium effect size. This was accompanied by changes in some beliefs.

Therefore, there is no evidence that the SHIFT Campaign had any impact on adults in Idaho. There is some evidence that hands-free cell phone communications reduced among both males and females in the intervention group of the workplace.

Recommendations

Changing behavior using media campaigns is complex, and many traffic safety campaigns are not effective.⁽⁸⁾ The following are suggestions to improve effectiveness of the statewide campaign.

- Increase dosage. Campaigns should reach a significant portion of the population with several messages repeated over time. Without enough dosage, campaigns may have little to no impact.^(8,9) The Center for Health and Safety Culture seeks to reach 80 percent of the population with messages that occur regularly (typically monthly) for two to three years.
- Base messages on a theoretical framework or behavioral model. Messages should seek to change beliefs shown to be associated with the target behaviors. Specifically, we would recommend that messages include information about
 - the dangers of distracted driving without trying to scare the public⁽¹⁰⁻¹²⁾ (e.g., “even simple distractions like talking on your phone or eating while driving increase the likelihood of being in a crash”);
 - the fact that many people recognize these behaviors as dangerous thus seeking to normalize this attitude among those who may not believe these behaviors to be dangerous (e.g., “most people in Idaho agree that driving distracted is dangerous”);
 - the fact that most people agree that people should not engage in these distracting behaviors (e.g., “most people in Idaho agree that people should not do things while driving that can distract them”);
 - the fact that most people do not regularly engage in these behaviors (e.g., “most people in Idaho avoid distractions while driving”);
 - the importance of creating family rules about never driving distracted (e.g., “take steps to protect those you care about by establishing family rules about always avoiding distractions while driving”);
 - the importance of establishing, educating on, and enforcing workplace rules about distracted driving, and
 - the fact that most people agree people should intervene to stop a driver from engaging in distracting behaviors and what intervening can look like (e.g., “most Idaho adults agree that people should speak up to remind drivers to stay fully engaged while driving – saying things like, ‘hey, let’s stay fully engaged on driving – that can wait’”).
- Pilot test campaigns on a small scale using a control group for comparison. This design allows for the impact of messages to be tested while controlling for effects outside of the campaign. A pilot test allows for messages to be changed before going to full-scale deployment.

The following are suggestions regarding the workplace intervention.

- Research has shown that workplace interventions can improve traffic safety.⁽¹³⁻¹⁹⁾ There is modest evidence that the workplace intervention changed behavior. However, because the intervention only involved a few interviews of staff, it is unclear how this resulted in the changes measured. Gaining a deeper understanding of the source of the change will promote greater impact in the future.
- Expand the focus of the intervention beyond cell phone use as other distracting behaviors are dangerous as well (such as reaching for an object in the vehicle, etc.).
- Increase focus on intervening with others to strengthen the impact. Provide training that includes sample language to use and allows people to even practice using that language.

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Appendix A

Community Survey and Letters

ITD Distracted Driving Survey

Instructions

Your participation is voluntary, and we will only share summary results. You may skip any questions you do not want to answer and may stop at any time. Your responses are anonymous and cannot be associated with your identity.

In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

There are no "right" or "wrong" answers. We only ask that you read each question carefully and answer as honestly as you can. We are interested in your thoughts as well as how you think other adults would respond to the same questions.

1. How much do each of the following statements describe you?

	Very unlike me	Unlike me	Somewhat unlike me	Neutral	Somewhat like me	Like me	Very like me
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"If I were upset with a friend, I would discuss it with someone else rather than the friend who upset me."

"I prefer to solve disputes through face-to-face discussion."

2. Indicate your level of agreement with the following statement: "Most people are honest."

I strongly disagree	I generally disagree	I somewhat disagree	I neither agree nor disagree	I somewhat agree	I generally agree	I strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Generally speaking, would you say that people can be trusted or that you can't be too careful in dealing with people?

People can almost always be trusted	People can usually be trusted	You usually can't be too careful in dealing with people	You almost always can't be too careful in dealing with people
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. In general, how would you compare your driving skills to the average Idaho driver?

I am much worse than average	I am worse than average	I am somewhat worse than average	I am about average	I am somewhat better than average	I am better than average	I am much better than average
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue on the next page

Next, we would like to ask a few questions about traffic safety in general.

5. How concerned are you about safety on roads and highways?	Not at all concerned 1	2	3	4	5	6	Extremely concerned 7
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How much do you agree or disagree with the following statements?

Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
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"I believe the only acceptable number of deaths and serious injuries on our roadways is zero."

<input type="checkbox"/>						
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"I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."

<input type="checkbox"/>						
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7. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns?

Never	Once or twice	3 to 5 times	6 to 11 times	Monthly	Weekly	Daily
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"Eyes on the Road; Hands on the Wheel; Mind on Driving"

<input type="checkbox"/>						
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Just Drive

<input type="checkbox"/>						
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Idaho's Hundred Deadliest Days

<input type="checkbox"/>						
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Idaho's SHIFT Campaign

<input type="checkbox"/>						
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Now, we would like to ask you about things you may do while you are driving.

8. Thinking back over the past 30 days, while driving, how often have you...

Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive
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had a conversation on a cell phone while holding it in your hand?

<input type="checkbox"/>						
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had a conversation on a cell phone without holding it ("hands free")?

<input type="checkbox"/>						
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typed or read on a cell phone?

<input type="checkbox"/>						
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had food to eat?

<input type="checkbox"/>						
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attended to children in the back seat?

<input type="checkbox"/>						
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9. In your opinion, in the past 30 days, how often did most drivers in Idaho...

	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive
have a conversation on a cell phone while holding it in your hand?	<input type="checkbox"/>						
have a conversation on a cell phone without holding it ("hands free")?	<input type="checkbox"/>						
type or read on a cell phone?	<input type="checkbox"/>						
have food to eat?	<input type="checkbox"/>						
attend to children in the back seat?	<input type="checkbox"/>						

Now, we want to ask about your beliefs regarding these behaviors.

10. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe?

	It would feel dangerous 1	2	3	Neutral 4	5	6	It would feel safe 7
the driver having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver attending to children in the back seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel unacceptable or acceptable?

	It would feel unacceptable 1	2	3	Neutral 4	5	6	It would acceptable 7
the driver having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver attending to children in the back seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue on the next page

Next, we want to ask about your expectations.

12. How much do you agree or disagree with the following statements: "People should NOT engage in this behavior when they are driving."

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
attending to children in the back seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. "People who are important to me expect me NOT to engage in this behavior when I am driving."

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
attending to children in the back seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. "I expect people I care about NOT to engage in this behavior when they are driving."

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
attending to children in the back seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now, we want to ask a few questions about how much you feel you are in control and whether or not you have rules at home or at work.

15. Sometimes, we feel like we have to do certain things – that we do not have a choice. For example, our work may require or expect us to answer the cell phone. Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving.

	I have no choice 1	2	3	I have some choice 4	5	6	It is all my choice 7
having a conversation on a cell phone while holding it in your hand	<input type="checkbox"/>						
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>						
typing or reading on a cell phone	<input type="checkbox"/>						
having food to eat	<input type="checkbox"/>						
attending to children in the back seat	<input type="checkbox"/>						

16. Do you have a family rule about NOT engaging in the following behaviors while driving?

	Yes	No	I don't know	I don't have a family
having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
attending to children in the back seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Do you have a workplace rule about NOT engaging in the following behaviors while driving?

	Yes	No	I don't know	I don't have a workplace
having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
attending to children in the back seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue on the next page 

Next, we want to explore a related, but different topic: whether you would ask someone who is driving to stop reading or typing on a cell phone.

18. Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone to stop?

I have never thought about it 1	2	3	I have thought about it sometimes 4	5	6	I have thought about it a lot 7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? NOTE: If you were never in a situation to ask a driver to stop reading or typing on a cell phone while driving, select the first choice.

I was never in that situation 1	Never 2	3	4	About half the time 5	6	7	Always 8

A family member or close friend	<input type="checkbox"/>							
An acquaintance or co-worker	<input type="checkbox"/>							
A stranger	<input type="checkbox"/>							

20. In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving? Even if you are not sure, give your best guess.

Never 1	2	3	About half the time 4	5	6	Always 7

A family member or close friend	<input type="checkbox"/>						
An acquaintance or co-worker	<input type="checkbox"/>						
A stranger	<input type="checkbox"/>						

21. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop?

Not at all willing 1	2	3	4	5	6	Extremely willing 7

The driver is a family member or close friend	<input type="checkbox"/>						
The driver is an acquaintance or co-worker	<input type="checkbox"/>						
The driver is a stranger	<input type="checkbox"/>						

This section asks questions about your perceptions of what others think as well as how different situations may impact your decisions.

22. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Even if you are not sure, give your best guess.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your employer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most people who are important to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most people (age 18 or older) in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone?

	Not at all support 1	2	3	Moderately support 4	5	6	Strongly support 7
You	<input type="checkbox"/>						
Your family	<input type="checkbox"/>						
Your friends	<input type="checkbox"/>						
Your employer	<input type="checkbox"/>						
Most people who are important to you	<input type="checkbox"/>						
Most people (age 18 or older) in your community	<input type="checkbox"/>						

24. If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving?

	Not at all comfortable 1	2	3	Moderately comfortable 4	5	6	Extremely comfortable 7
A family member or close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An acquaintance or co-worker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stranger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue on the next page

Not only are there actions we can take individually to improve traffic safety, there are also steps we can take as a community, workplace, and family.

25. To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving?

	Not at all support 1	2	3	Moderately support 4	5	6	Strongly support 7
A primary law banning reading and typing on a cell phone while driving (that is a law whereby an officer can stop someone for doing this)	<input type="checkbox"/>						
A workplace policy that prohibits reading and typing on a cell phone while driving	<input type="checkbox"/>						
A family rule that no one ever reads or types on a cell phone while driving	<input type="checkbox"/>						

Finally, we want to ask a few questions to better understand who took the survey.

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

26. Have you driven a car or vehicle in the past 30 days?

27. What is your age? _____ (years)

Urban (population of 50,000 or more)	Suburban (population between 2,500 and 50,000)	Rural
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28. What best describes where you live?

29. What is your sex? _____

30. What is the highest level of education that you completed?

- | | |
|--|---|
| <input type="checkbox"/> Less than high school degree | <input type="checkbox"/> 2-year college degree (Associate's degree) |
| <input type="checkbox"/> High school graduate (includes GED) | <input type="checkbox"/> 4-year college degree (Bachelor's degree) |
| <input type="checkbox"/> Some college, no degree | <input type="checkbox"/> Graduate or professional degree |

31. During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?

Yes	No	I don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you!

First Letter (sent prior to the survey packet)



IDAHO TRANSPORTATION DEPARTMENT

P.O. Box 7129
Boise ID 83707-1129

(208) 334-8000
it.idaho.gov

Dear Idaho Resident:

Safety on our roadways concerns all of us. The Idaho Transportation Department is always working to improve traffic safety in our state, and **we need your help**.

Soon you will receive a large envelope in the mail labeled "IMPORTANT SURVEY ENCLOSED." You were randomly selected along with a small group of households across Idaho to participate in an important survey about distracted driving.

We would greatly appreciate you taking the time to complete this survey. Your responses are confidential and cannot be associated with your identity. Only summary results will be reported. These results will help us develop tools and resources to use right here in Idaho to improve our traffic safety.

Participation in the survey is voluntary, and we hope that you will support our state's effort to keep our roads safe and choose to participate.

The survey is very brief and will only take a few minutes of your time. Please look for the envelope labeled "IMPORTANT SURVEY ENCLOSED" arriving soon.

Thank you for your help in making Idaho roads safer for all citizens.

Sincerely,

A handwritten signature in blue ink that reads "John Tomlinson".

John Tomlinson, Highway Safety Manager
Idaho Transportation Department

Second Letter (sent with the survey)



IDAHO TRANSPORTATION DEPARTMENT
P.O. Box 7129
Boise ID 83707-1129

(208) 334-8000
itd.idaho.gov

Dear Idaho Resident:

Your voice matters. Your household has been randomly selected among all households in Idaho to participate in an important survey to help better understand distracted driving. We very much want to understand your beliefs and attitudes about this important issue.

We greatly value your thoughts and opinions. The survey takes about 10 minutes to complete and will benefit the well-being of everyone in our community. Your responses are anonymous and cannot be associated with your identity. We will use the results to develop materials specifically for Idaho.

In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

The survey was developed by the Center for Health and Safety Culture at the Western Transportation Institute (Montana State University) and has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at jayotto@montana.edu.

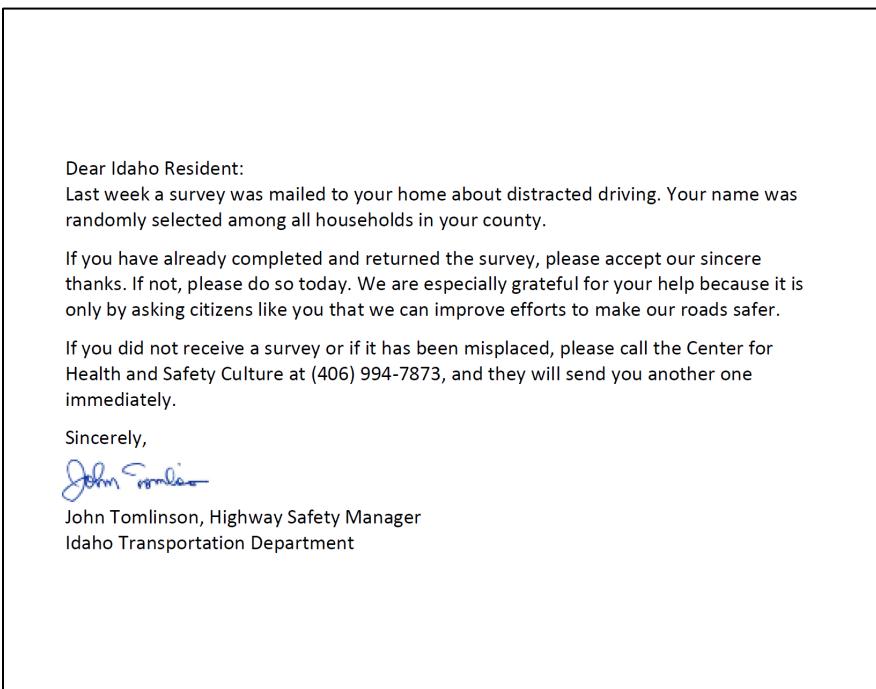
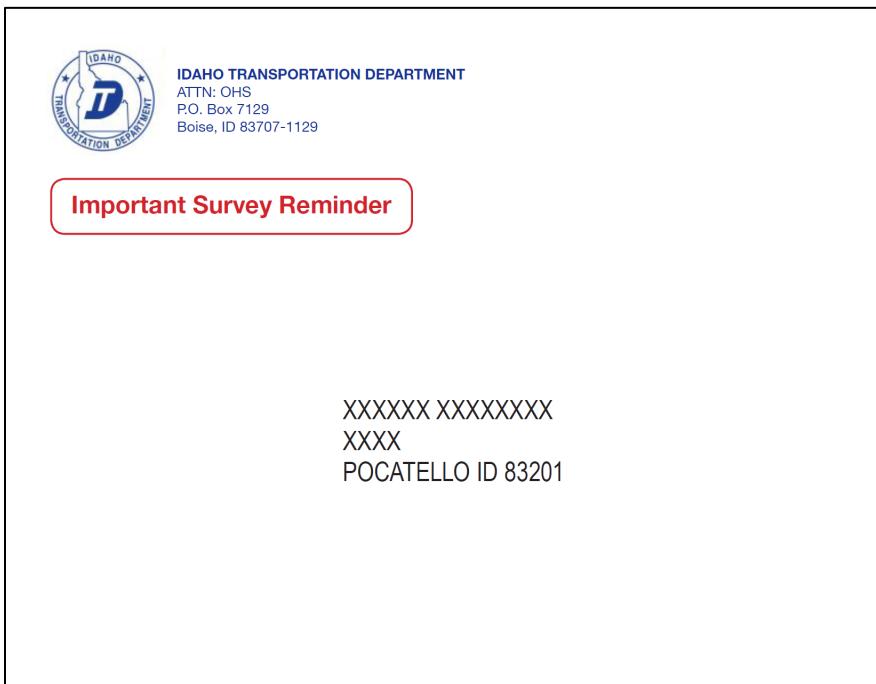
Please return the survey in the envelope provided – no postage is required. **Thank you for your time in supporting this effort to keep our state's roads safe.**

Sincerely,

A handwritten signature in blue ink that reads "John Tomlinson".

John Tomlinson, Highway Safety Manager
Idaho Transportation Department

Reminder Post Card



Final Reminder Letter



IDAHO TRANSPORTATION DEPARTMENT
P.O. Box 7129
Boise ID 83707-1129

(208) 334-8000
itd.idaho.gov

Dear Idaho Resident:

About three weeks ago, we sent a survey to you about distracted driving. If you have already returned the survey, we thank you and ask you to disregard this mailing.

Many households in your state have completed the survey and shared important information. This information will be very valuable in supporting local efforts to make our state's roads safer.

We are writing again because of the importance that **your survey** has for assuring accurate results. **Your voice matters.** It's only by hearing from nearly everyone who was selected that we can be sure that the results are truly representative.

If you have not completed the survey, we have included another survey and self-addressed return envelope with pre-paid postage. The survey takes about 10 minutes to complete. Your responses are anonymous and cannot be associated with your identity.

In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

The survey was developed by the Center for Health and Safety Culture at the Western Transportation Institute (Montana State University) and has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at jayotto@montana.edu.

Please return the survey in the envelope provided – no postage is required. **Thank you for your time in supporting this effort to keep our state's roads safe.**

Sincerely,

A handwritten signature in blue ink that reads "John Tomlinson".

John Tomlinson, Highway Safety Manager
Idaho Transportation Department

Appendix B

Workplace Survey

The following is the text of the workplace survey. The actual survey was implemented online using the Qualtrics platform, so the formatting looked differently on the screen than it appears below.

Distracted Driving Workplace Survey

The Center for Health and Safety Culture is asking for your input. We are learning about ways to improve traffic safety at workplaces.

Your voice matters. Each and every survey is very important to us.

Your participation is voluntary, and we will only share summary results. Your responses are confidential, anonymous, and cannot be associated with your identity. You can stop at any time. You can choose to not answer any question you do not want to answer.

This study has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at jayotto@montana.edu. Thank you for taking this survey!

We would like to begin by learning a little about you.

What is your age?

- 17 or younger
- 18
- 19
- 20
- 21 to 24 years
- 25 to 30 years
- 31 to 34 years
- 35 to 44 years
- 45 to 54 years
- 55 to 59 years
- 60 to 64 years
- 65 to 74 years
- 75 or older

How often do you drive a vehicle as a part of your work?

- Never
- Rarely (once a month or less)
- Occasionally (several times a month)
- Frequently (several times a week or daily)

How often do you ride in a vehicle as a part of your work?

- Never
- Rarely (once a month or less)
- Occasionally (several times a month)
- Frequently (several times a week or daily)

In the past three months, has your workplace adopted a new policy or changed an existing policy about distracted or engaged driving?

- yes
- no
- I don't know

In the past three months, have you participated in any training about your workplace policy about distracted or engaged driving?

- yes
- no
- I don't know

Next, we would like to ask a few questions about traffic safety in general.

Q1 How concerned are you about safety on roads and highways?

- Not at All Concerned (1)
- (2)
- (3)
- (4)
- (5)
- (6)
- Extremely Concerned (7)

How much do you agree or disagree with the following statements?

Q2 "I believe the only acceptable number of deaths and serious injuries on our roadways is zero."

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

Q3 "I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."

- Strongly Agree
- Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

Q4 Over the past 12 months, how often have you heard or seen the following safety messages or campaigns?

	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily
"Eyes on the Road; Hands on the Wheel; Mind on Driving"	<input type="checkbox"/>						
Just Drive	<input type="checkbox"/>						
Idaho's Hundred Deadliest Days	<input type="checkbox"/>						
Shift	<input type="checkbox"/>						

Now, we would like to ask you about things you may do while you are driving.

Q5 Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you...

	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive
had a conversation on a cell phone while holding it in your hand?	<input type="checkbox"/>						
had a conversation on a cell phone without holding it ("hands free")?	<input type="checkbox"/>						
typed or read on a cell phone?	<input type="checkbox"/>						
had food to eat?	<input type="checkbox"/>						
attended to children in the back seat?	<input type="checkbox"/>						

Q6 In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work)...

	Never	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Every time they drive
have a conversation on a cell phone while holding it in their hand?	<input type="checkbox"/>						
have a conversation on a cell phone without holding it ("hands free")?	<input type="checkbox"/>						
type or read on a cell phone?	<input type="checkbox"/>						
eat food?	<input type="checkbox"/>						
attend to children in the back seat?	<input type="checkbox"/>						

Q7 Thinking back over the past 30 days, while driving FOR WORK, how often have you...

	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	I never drive for work
had a conversation on a cell phone while holding it your hand?	<input type="checkbox"/>							
had a conversation on a cell phone without holding it ("hands free")?	<input type="checkbox"/>							
typed or read on a cell phone?	<input type="checkbox"/>							
had food to eat?	<input type="checkbox"/>							

Q8 Thinking back over the past 30 days, how often did most of your coworkers who drive for work...

	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive
have a conversation on a cell phone while holding it in their hands?	<input type="checkbox"/>						
have a conversation on a cell phone without holding it ("hands free")?	<input type="checkbox"/>						
type or read on a cell phone?	<input type="checkbox"/>						
eat food?	<input type="checkbox"/>						

Now, we want to ask about your beliefs about these behaviors.

Q9 Imagine you are a passenger in a WORK vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe?

	It would feel dangerous (1)	(2)	(3)	Neutral (4)	(5)	(6)	It would feel safe (7)
the driver having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10 Imagine you are a passenger in a WORK vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel unacceptable or acceptable?

	It would feel unacceptable (1)	(2)	(3)	Neutral (4)	(5)	(6)	It would feel acceptable (7)
the driver having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the driver eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next, we want to ask about your expectations.

Q11 How much do you agree or disagree with the following statement: "Employees should NOT engage in this behavior when they are driving for work."

	Strongly Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree
having a conversation on a cell phone while holding it in their hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 "My supervisor expects me NOT to engage in this behavior when I am driving for work."

	Strongly Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree
having a conversation on a cell phone while holding it in my hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 "I expect my coworkers NOT to engage in this behavior when they are driving for work."

	Strongly Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree
having a conversation on a cell phone while holding it in their hands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now, we want to ask a few questions about how much you feel you are in control.

Q14 Sometimes, we can feel like we have to do certain things -- that we do not have a choice. For example, our work may require or expect us to answer our cell phone. Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work.

	I have NO choice; I have to do it (1)	(2)	(3)	(4)	(5)	(6)	It is all my choice (7)	I don't drive for work
having a conversation on a cell phone while holding it in your hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15 Do you have a family rule about NOT engaging in the following behaviors while driving?

	Yes	No	I don't know	I don't have a family
having a conversation on a cell phone while holding it in your hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
attending to children in the back seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q16 Do you have a workplace rule about NOT engaging in the following behaviors while driving?

	Yes	No	I don't know
having a conversation on a cell phone while holding it in your hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it ("hands free")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
typing or reading on a cell phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eating food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next, we want to explore a related, but different topic: whether you would ask a driver to stop reading or typing on a cell phone.

Q17 Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop?

- I have never thought about it (1)
- (2)
- (3)
- I have thought about it sometimes (4)
- (5)
- (6)
- I have thought about it a lot (7)

Q18 Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? NOTE: If you were never in a situation to ask a driver to stop reading or typing on a cell phone while driving, select the first choice.

	I was never in that situation	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
A family member or close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A coworker (at work)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stranger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q19 In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? Even if you are not sure, give you best guess.

	Never (1)	(2)	(3)	About Half the Time (4)		(5)	(6)	Always (7)
A family member or close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A coworker (at work)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stranger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20 Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop?

	Not at All Willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely Willing (7)
The driver is a family member or close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The driver is coworker (at work)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The driver is a stranger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now we want to get a better understanding of your beliefs.

Q21 We want to learn how you feel about asking a coworker to stop reading or typing on a cell phone while driving. Each row shows a range of feelings. Please select one circle on each row that best shows how you feel about getting a coworker to refrain from reading or typing on a cell phone while driving. Circles toward the middle of a row indicate a neutral feeling. Circles closest to a word indicate a stronger feeling. Asking a coworker to stop reading or typing on a cell phone while driving feels...

	1	2	3	4	5	6	7
Cool: Not Cool	<input type="checkbox"/>						
Dangerous: Safe	<input type="checkbox"/>						
Foolish: Sensible	<input type="checkbox"/>						
Pleasant: Unpleasant	<input type="checkbox"/>						
Good: Bad	<input type="checkbox"/>						
Acceptable: Unacceptable	<input type="checkbox"/>						
Right: Wrong	<input type="checkbox"/>						
Caring: Uncaring	<input type="checkbox"/>						
Respectful: Disrespectful	<input type="checkbox"/>						
Appropriate: Inappropriate	<input type="checkbox"/>						
Responsible: Irresponsible	<input type="checkbox"/>						

T11 How much do you agree or disagree with the following statements?

Q22 "I think asking someone to stop reading or typing on a cell phone while driving will NOT make a difference - people do what they want to do."

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q23 "I believe asking someone to stop reading or typing on a cell phone while driving is likely to upset the other person."

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q24 "I believe asking someone to stop reading or typing on a cell phone while driving protects the other person from potential harm."

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q25 "I believe asking someone to stop reading or typing on a cell phone while driving is rude."

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This section asks questions about your perceptions of what others think as well as how different situations may impact your decisions.

Q26 In your opinion, how much would the following people agree or disagree with this statement: "Employees should ask a coworker who is driving to stop reading or typing on a cell phone." Even if you are not sure, give your best guess.

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your supervisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most of your coworkers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q27 In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving?

	Strongly Disapprove	Disapprove	Somewhat Disapprove	Neither Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your supervisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most of your coworkers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q28 In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone?

	Not at All Support (1)	(2)	(3)	Moderately Support (4)	(5)	(6)	Strongly Support (7)
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your supervisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most of your coworkers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q29 If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving?

	Not at All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
A family member or close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A coworker (while at work)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stranger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q30 If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving?

	Not at All Confident (1)	(2)	(3)	Moderately Confident (4)	(5)	(6)	Extremely Confident (7)
A family member or close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A coworker (while at work)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stranger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This final section asks a few more questions to help us understand who took the survey.

What is your sex?

- male
- female
- other; I prefer not to answer

How would you describe your position?

- non-management employee
- management (first-level, middle, senior)

Thank you!

Appendix C

Media Campaign Recommendations

Introduction

A survey was conducted among adults in Idaho to better understand distracted driving. A mailed, paper survey was sent to a random sample of households across Idaho (the response rate was 39 percent with 525 responses).

This document summarizes results from the survey. The results are followed by important insights and recommendations for messaging. Additional statistical analyses were performed to support the insights (but are not included in this document).

The surveys explored five distracting behaviors: having a conversation on a cell phone while holding it (“talk hand-held”), having a conversation on a cell phone without holding it (“talk hands-free”), typing or reading on a cell phone (“texting”), eating food (“eating”), and attending to children in the back seat (“attend child”). The surveys measured behaviors, attitudes, perceived norms (injunctive and descriptive), and control beliefs. They also explored family and workplace rules about these distracting behaviors.

The survey also explored whether people, when in a vehicle as a passenger, would ask a driver to stop engaging in texting while driving. Three different social relationships between the passenger and the driver were explored: family member/friend, co-worker/acquaintance, and stranger. Behaviors, willingness to intervene, attitudes, perceived norms (injunctive and descriptive), and control beliefs were assessed.

Table C-1 summarizes the core behaviors identified to address distracted driving. The media campaign should support these behaviors by creating a context fostering engagement by individuals, families, workplaces, and communities.

Table C-1. Comprehensive Strategy to Address Distracted Driving

Social Ecological Layer	Traffic Safety Behaviors
Community	<ul style="list-style-type: none">• Primary laws coupled with consistent, visible enforcement
Workplace	<ul style="list-style-type: none">• Workplace policies addressing distracted driving reinforced with strong training and accountability
Families	<ul style="list-style-type: none">• Family rules addressing distracted driving established with meaningful dialogue• Modeling by parents with children
Individuals	<ul style="list-style-type: none">• Intervening with drivers engaging in distracted driving behaviors

Distracted Driving Behaviors, Attitudes, and Beliefs

The following sections summarizes the results of both surveys about behaviors, attitudes, and beliefs about five distracting driving behaviors. Table C-2 summarizes the relative frequencies of how often respondents indicated engaging in various distracted driving behaviors.

Table C-2. Distracted Driving Behaviors

Thinking back over the past 30 days, while driving, how often have you...							
	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive
Talk (hand-held)	31%	31%	15%	11%	9%	2%	1%
Talk (hands-free)	42%	15%	12%	11%	15%	5%	1%
Texting	46%	26%	13%	9%	4%	1%	1%
Eating	19%	27%	28%	16%	8%	1%	1%
Attend child	60%	17%	9%	7%	5%	1%	1%

Key Points

- Many drivers in Idaho are regularly engaging in distracted driving behaviors.
- Analysis shows that the various behaviors are correlated.
- Most drivers don't engage in these behaviors frequently or more often.

Table C-3. Attitudes about Distracted Driving

Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe?							
	It would feel dangerous			Neutral		It would feel safe	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Talk (hand-held)	26%	19%	20%	20%	8%	6%	1%
Talk (hands-free)	10%	8%	11%	27%	13%	16%	15%
Texting	73%	16%	6%	3%	1%	1%	0%
Eating	11%	14%	20%	35%	11%	8%	2%
Attend child	32%	19%	23%	19%	4%	2%	1%

Key Points

- Many drivers believe these behaviors are dangerous; few feel they are safe (with the exception of talking hands-free).
- Analysis shows these attitudes are correlated with behavior, that is, people who feel the behaviors are dangerous are less likely to engage in them.
- Talking on a hands-free device is perceived as safe by many people (44%).

Table C-4. Injunctive Norms about Distracted Driving

"People should NOT engage in this behavior when they are driving."							
	Strongly Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree
Talk (hand-held)	31%	21%	19%	13%	10%	5%	2%
Talk (hands-free)	10%	10%	17%	18%	17%	16%	12%
Texting	73%	15%	5%	2%	2%	0%	3%
Eating	11%	11%	28%	26%	13%	7%	4%
Attend child	26%	19%	21%	18%	8%	5%	2%

Key Points

- Many drivers in Idaho believe people should NOT engage in these behaviors.
- Analysis shows that injunctive norms are correlated with behavior.
- Only 37% of respondents believe people should not engage in a hands-free conversation.

Table C-5. Descriptive Norms about Distracted Driving

In your opinion, in the past 30 days, how often did most drivers in Idaho...							
	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time
Talk (hand-held)	3%	3%	8%	14%	49%	15%	7%
Talk (hands-free)	4%	5%	12%	22%	41%	12%	4%
Texting	4%	4%	9%	18%	43%	16%	7%
Eating	2%	3%	10%	29%	44%	9%	4%
Attend child	4%	6%	15%	29%	33%	11%	3%

Key Points

- Referring to Table 1, most drivers rarely or never engage in these behaviors; however, many respondents perceive that most people engage in these behaviors frequently or more often.
- Analysis shows that the descriptive norms are correlated with behavior.

Table C-6. Perceived Control Beliefs about Distracted Driving

Sometimes, we feel like we have to do certain things – that we do not have a choice. For example, our work may require or expect us to answer the cell phone. Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving.						
I have NO choice (1)	I have some choice (2) (3) (4)			It is all my choice (5) (6) (7)		
	(2)	(3)	(4)	(5)	(6)	(7)
Talk (hand-held)	3%	3%	4%	15%	5%	7%
Talk (hands-free)	4%	2%	5%	13%	5%	7%
Texting	4%	2%	1%	6%	3%	5%
Eating	2%	1%	2%	10%	5%	5%
Attend child	5%	4%	4%	20%	6%	5%
						56%

Key Points

- Most drivers feel like they are in control of these behaviors. However, some believe they do not have total control.
- Analysis shows that perceived control beliefs are correlated with behavior.
- For some, attending to children in the back seat does not feel like a choice.

Family and Workplace Rules about Distracted Driving

Family and workplace rules are one way for families and workplaces to engage in constructive dialogue about distracted driving and promote safer behaviors.

Table C-7. Prevalence of Family Rules about Distracted Driving

Do you have a family rule about NOT engaging in the following behaviors while driving?				
	Yes	No	I don't know	I don't have a family
Talk (hand-held)	29%	59%	3%	9%
Talk (hands-free)	17%	71%	2%	10%
Texting	61%	28%	2%	9%
Eating	13%	73%	4%	9%
Attend child	20%	63%	5%	13%

Key Points

- While most families have rules about not texting while driving, significantly fewer families have rules about other distracting behaviors.
- Analysis shows that those who reported having family rules were less likely to engage in distracted behaviors.
- Growing family rules about distracted driving is a core strategy to promote traffic safety within the family.

Table C-8. Prevalence of Workplace Rules about Distracted Driving

Do you have a workplace rule about NOT engaging in the following behaviors while driving?				
	Yes	No	I don't know	I don't have a workplace
Talk (hand-held)	16%	51%	7%	25%
Talk (hands-free)	12%	56%	7%	25%
Texting	22%	48%	5%	25%
Eating	9%	58%	8%	25%
Attend child	11%	55%	8%	26%

Key Points

- Most workplaces do not have rules about distracted driving.
- Analysis shows that those who reported having workplace rules were less likely to engage in distracted driving.
- Growing workplaces with rules about distracted driving is a core strategy to promote traffic safety.

Table C-9. Support for Various Strategies to Reduce Distracted Driving

To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving?							
	Not at All Support (1)		Moderately Support (4)		Strongly Support (7)		
	(2)	(3)	(5)	(6)			
Family rule	2%	2%	1%	8%	5%	10%	74%
Workplace policy	5%	1%	2%	13%	6%	11%	62%
Primary law	6%	2%	3%	13%	10%	11%	56%

Key Points

- Most people support family rules, workplace policies, and a primary law to decrease texting.
- These results show support for the strategies outlined in this document.

Intervening to Stop Distracted Driving

Getting others to intervene to stop distracted driving is an important strategy to improve traffic safety. This behavior, sometimes called bystander engagement, is a core component of growing a strong sense of traffic safety citizenship. Traffic safety citizenship recognizes that everyone impacts the traffic safety of the community and improving traffic safety is about more than just driving safely but includes engaging with others.

Table C-10. Prevalence of Intervening Behaviors to Stop Texting

Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving?								
	I was never in that situation	Never (1)	Never (2)	About Half the Time (3)	About Half the Time (4)	Always (5)	Always (6)	Always (7)
family member, close friend	29%	11%	11%	8%	11%	6%	7%	17%
acquaintance, co-worker	53%	19%	7%	2%	7%	2%	2%	7%
stranger	68%	18%	3%	1%	2%	1%	2%	4%

Key Points

- While many people were not in a situation to intervene with a stranger, about half were with an acquaintance/co-worker and even more with a family member or close friend.
- Few people intervened all the time.
- Growing intervening behaviors is a core strategy to promote traffic safety.

Table C-11. Willingness to Intervene to Stop Texting

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop?							
	Not at all willing (1)	(2)	(3)	(4)	(5)	(6)	Extremely willing (7)
family member, close friend	2%	1%	3%	4%	10%	14%	66%
acquaintance, co-worker	4%	4%	6%	12%	16%	17%	41%
stranger	10%	11%	8%	13%	10%	13%	36%

Key Points

- Most respondents reported they are willing to intervene; however, they are less willing to intervene as social distance grows (e.g., from family member to stranger).
- Analysis shows that those who are more willing to intervene are more likely to report intervening in the past 12 months. However, some people who reported a high willingness to intervene did NOT intervene.

Table C-12. Injunctive Norms for Intervening to Stop Texting

"People should ask someone who is driving to stop reading or typing on a cell phone."							
	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
You	62%	25%	7%	4%	1%	0%	1%
Your family	50%	30%	13%	4%	2%	0%	1%
Your friends	46%	31%	12%	7%	2%	1%	1%
Your employer	52%	20%	10%	14%	2%	1%	2%
Most people in your community	33%	24%	20%	15%	5%	2%	1%

Key Points

- Most people (94%) agree people should intervene to stop texting (with nearly two-thirds strongly agreeing).
- However, the perception of similar beliefs among others varies with social distance. Only one-third thought most people in their community would strongly agree.
- These beliefs are correlated with willingness to intervene.

Table C-13. Descriptive Norms for Intervening to Stop Texting

In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving?							
	Never (1)	(2)	(3)	About Half the Time (4)	(5)	(6)	Always (7)
family member, close friend	18%	14%	16%	30%	9%	7%	6%
acquaintance, co-worker	29%	19%	17%	26%	5%	1%	3%
stranger	48%	20%	10%	14%	4%	1%	2%

Key Points

Many people believe that most people intervene about half the time or less (compare to

-).
- These beliefs are correlated with intervening behaviors and willingness to intervene.

Table C-14. Perceived Control to Intervene to Stop Texting

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving?							
	Not at All Comfortable (1)	(2)	(3)	Moderately Comfortable (4)	(5)	(6)	Extremely Comfortable (7)
family member, close friend	2%	3%	2%	9%	6%	16%	62%
acquaintance, co-worker	3%	6%	7%	21%	14%	16%	33%
stranger	16%	12%	10%	17%	9%	10%	26%

Key Points

- Almost two-thirds indicated they were extremely comfortable intervening with a family member or close friend. However, far fewer were comfortable intervening with an acquaintance/co-worker or a stranger.
- These beliefs are strongly correlated with intervening behaviors and willingness to intervene.
- Growing comfort (as well as knowledge on how to intervene) will be important to increase bystander engagement.

Message Recommendations

The Center for Health and Safety Culture (CHSC) has developed seven general guidelines for media (Table C-15). These are helpful as a checklist to qualify media.

The following are media specific recommendations based on the results and analysis of the surveys.

1. Messages should inform the public about the danger of distracted driving without losing trust by trying to scare the public. Many people recognize these behaviors as dangerous, and this attitude can be normalized through the media.
2. Most people agree that people should not engage in these distracting behaviors. This is a healthy norm that should be promoted in the messaging.
3. Most people do not regularly engage in these behaviors. Language will need to be developed to convey this without condoning the behaviors.
4. While most people feel they are in control of their decisions to engage in distracting behaviors, some do not. It will be important to grow a sense of control and recognition that these behaviors are a choice.
5. Family rules decrease distracted driving.
6. Workplace rules decrease distracted driving.
7. Most people agree people should intervene to stop a driver from engaging in distracting behaviors. However, they need examples and ways to do this without sounding rude.

Table C-15. CHSC's General Media Recommendations

1. **Positive.** Your messages should promote what is good and healthy in your focus population. They should be positive, hope-based, healthy, legal and not fear or shame-based. If possible, avoid speaking from the negative with “Don’t” messages.
2. **Normative.** Technically, a normative statistic is anything over 50%. However, people in your community are unlikely to be happy if you tell them that 51% of youth do not drink alcohol regularly. Remember that some norms are stronger than others; use your best numbers in your messages. Your messages should convey a positive norm.
3. **Reflective.** Mirror your focus population’s best behavior back to them in a way that is designed to change misperceptions. Avoid being prescriptive, preachy, or autocratic. The images and language should reflect the focus audience.
4. **Inclusive.** Create messages that speak to the diversity of your focus population. Make sure your messages do not exclude members of your focus audience.
5. **Neutral.** State statistics and facts in a nonjudgmental tone. To embrace good statistics too positively can create the impression that you do not see a need for further change. Even if 90% of the people in your focus population do not drive while impaired, that number can be improved upon. Avoid eliciting psychological reactance from being judgmental. Some agencies or peer groups are perceived as having an agenda and not being neutral. Consequently, you must strive to convey the perception of neutrality.
6. **Clear.** Keep your messages short and simple. Be as straightforward as possible. The audience should be able to hear and recite one big idea from your message.
7. **Data-based and source-specific.** Truth and accuracy are central to a campaign. The data source should be an integral part of every message. Print at the bottom of the page should be legible because it provides credibility. Include key information like name of survey, participation, year, etc.

Appendix D Interview Guidance



SHIFT IDAHO

Design Thinking Challenge: How might we provide tools to help entities engage their members to improve engaged driving in Idaho?

Interview Questions:

- What is your definition of distracted driving?
- What impacts of distracted driving have you observed?
- What distractions do you observe most in other drivers?
- What factors cause you to drive distracted?
- What would influence you to reduce distracted driving in your vehicle?

Interview Audiences:

People who drive professionally: Truck Drivers, Delivery, Police, Emergency Responders, Uber/Lyft drivers, Bus drivers, Farmers etc.

People who are non-drivers: Kids, Elderly, Uber riders, commuters (vanpool or bus)

People who drive recreation or non-motor vehicles: Boat haulers, Hunters, RV drivers, Bicyclists, Motorcyclists, scooter riders etc.

People who drive in general: Moms, Dads, Workers, Teenagers, Tourists, New drivers, Old drivers etc.

Interview Intro:

SHIFT is an engaged driving initiative of the Idaho Transportation Department. It is a movement to reduce distracted driving crashes by encouraging engaged driving – being in the moment and free from distractions. As part of this program, ITD and Idaho Power are taking part in a collaborative pilot program to grow engaged driving. This design thinking approach will focus on Idahoans' feelings about engaged driving. We appreciate your willingness to participate in this effort to make Idaho communities safer.



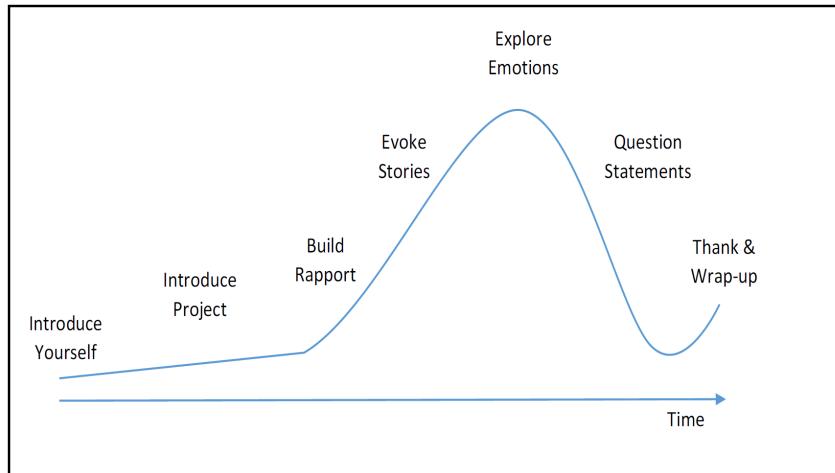
YOUR Safety •••> YOUR Mobility •••> YOUR Economic Opportunity



Interview Format:

- **Interviewer:** Asks questions, uses active listening skills, asks follow up questions if needed.
- **Recorder:** Records what the persons SAYS / DOES / THINKS / FEELS.
- **Observer:** Watches body language and non-verbal cues.

Elements of the interview:



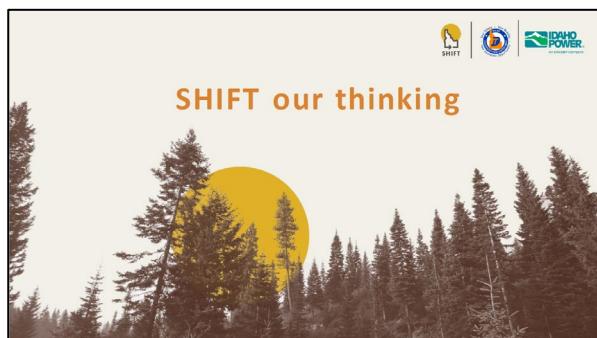
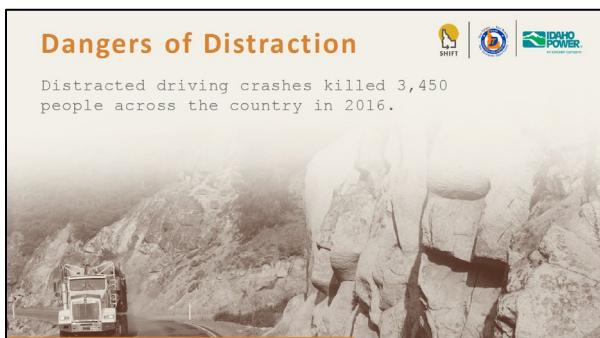
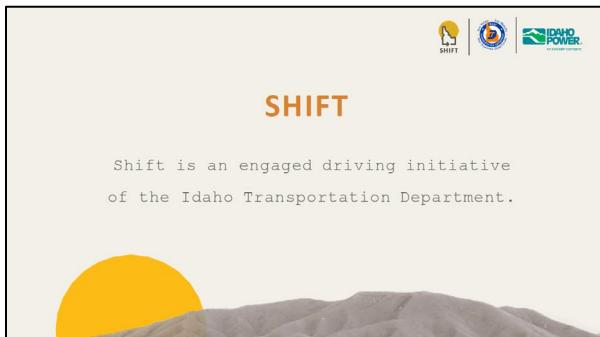
Interviewing for Empathy Do's and Don'ts:

- Ask Why
- Encourage Stories
- Look for inconsistencies
- Look for non-verbal cues
- Stay Neutral
- Don't fear silence... give more time than you think is needed.
- Don't Suggest Answers
- No Binary questions... avoid yes/no follow up questions



Appendix E Summary of Shift Engaged Driving

The following are the slides summarizing the workplace intervention.



A Layered Approach to Changing Social Norms

- Individual
- Family & Peers
- Workplace & School
- Community



Engaging Drivers





Engaging employers

The workplace is an environment that can influence driving behaviors even when employees are off the clock.



Workplace toolkit

ITD and Idaho Power are partnering to create tools and strategies for businesses to teach engaged driving.





Design thinking results

- Online resource hub for safe driving
- Open dialogue to share safety strategies
- Highlighting partners & public outreach





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Appendix F

Community Survey Responses

The following is a summary of the relative frequencies and means of responses to all questions on the Community Survey broken down by sex and year. In addition, the statistical significance (Sig) and effect size (η^2) of the change in the means from 2016 to 2019 are included. Effect sizes of 0.01 indicate a small effect; 0.06 indicate a moderate effect, and 0.14 indicate a large effect.

Q1a. How much do each of the following statements describe you? "If I were upset with a friend, I would discuss it with someone else rather than the friend who upset me."

		Very unlike me	Unlike me	Somewhat unlike me	Neutral	Somewha t like me	Like me	Very like me	Total	Mean	Sig	η^2
Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2016	226	18.1%	27.9%	14.2%	14.2%	16.8%	6.2%	2.7%	100%	3.1	
male	2019	268	16.8%	31.7%	11.2%	13.1%	17.5%	7.1%	2.6%	100%	3.1	0.910 0.000
female	2016	264	15.9%	18.6%	14.4%	11.4%	21.6%	12.9%	5.3%	100%	3.6	
female	2019	213	16.4%	23.5%	12.7%	9.4%	21.1%	11.3%	5.6%	100%	3.5	0.470 0.001

Q1b. How much do each of the following statements describe you? "I prefer to solve disputes through face-to-face discussion."

		Very unlike me	Unlike me	Somewhat unlike me	Neutral	Somewhat like me	Like me	Very like me	Total	Mean	Sig	η^2
Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2016	224	3.1%	4.5%	6.7%	8.9%	16.1%	36.6%	24.1%	100%	5.4	
male	2019	275	3.6%	1.5%	5.1%	6.2%	12.4%	46.5%	24.7%	100%	5.6	0.075 0.006
female	2016	266	3.8%	7.9%	7.5%	8.6%	16.5%	29.7%	25.9%	100%	5.2	
female	2019	217	3.7%	6.0%	8.8%	10.6%	18.4%	29.5%	23.0%	100%	5.1	0.777 0.000

Q2. Indicate your level of agreement with the following statement: "Most people are honest."

		I strongly disagree	I generally disagree	somewhat disagree	disagree nor agree	somewhat agree	I generally agree	I strongly agree	Total	Mean	Sig	η^2
Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2016	228	2.6%	6.1%	14.9%	8.3%	31.6%	34.6%	1.8%	100%	4.7	
male	2019	278	1.8%	5.4%	12.2%	6.5%	35.3%	33.5%	5.4%	100%	4.9	0.129 0.005
female	2016	273	2.9%	7.7%	14.7%	9.2%	29.7%	33.7%	2.2%	100%	4.6	
female	2019	220	1.8%	5.5%	10.9%	7.3%	31.4%	40.9%	2.3%	100%	4.9	0.030 0.010

Q3. Generally speaking, would you say that people can be trusted or that you can't be too careful in dealing with people?

		People can almost always be trusted	People can usually be trusted	You usually can't be too careful in dealing with people	You almost always can't be too careful in dealing with people	Total	Mean	Sig	η^2
Year	N								
male	2016	225	0.9%	51.1%	44.0%	4.0%	100%	2.5	
male	2019	279	1.8%	53.8%	40.9%	3.6%	100%	2.5	0.361 0.002
female	2016	271	3.3%	53.9%	34.3%	8.5%	100%	2.5	
female	2019	219	0.0%	61.2%	33.8%	5.0%	100%	2.4	0.486 0.001

Evaluation of Interventions to Reduce Distracted Driving in Idaho

Q4. In general, how would you compare your driving skills to the average Idaho driver?

		I am much worse than average	I am worse than average	I am somewhat worse than average	I am about average	I am somewhat better than average	I am better than average	I am much better than average	Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)			
male	2016	227	0.4%	0.0%	2.2%	18.1%	24.2%	41.0%	14.1%	100%	5.4	
male	2019	279	0.0%	0.4%	0.0%	16.8%	20.8%	39.8%	22.2%	100%	5.7	0.022 0.010
female	2016	268			1.9%	32.5%	28.4%	27.6%	9.7%	100%	5.1	
female	2019	222			0.0%	28.8%	34.2%	29.3%	7.7%	100%	5.2	0.580 0.001

Q5. How concerned are you about safety on roads and highways?

		Not at All Concerned						Extremely Concerned					
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2016	218	0.5%	1.4%	1.4%	5.5%	15.6%	32.1%	43.6%	100%	6.1		
male	2019	267	0.7%	1.1%	1.5%	4.5%	24.7%	26.6%	40.8%	100%	5.9	0.308 0.002	
female	2016	246		0.8%	2.4%	7.7%	18.7%	21.1%	49.2%	100%	6.0		
female	2019	213		0.9%	2.3%	4.7%	12.2%	30.0%	49.8%	100%	6.2	0.218 0.003	

Q6a. How much do you agree or disagree with the following statements? "I believe the only acceptable number of deaths and serious injuries on our roadways is zero."

		Strongly		Somewhat		Neither		Strongly		Total	Mean	Sig	η^2
	Year	N	Agree	Agree	Agree	Agree nor Disagree	Somewhat Disagree	Disagree	Disagree				
male	2016	216	36.1%	25.5%	12.5%	8.8%	6.0%	7.9%	3.2%	100%	2.6		
male	2019	266	27.1%	27.8%	14.3%	9.0%	8.3%	6.4%	7.1%	100%	2.9	0.059 0.007	
female	2016	244	36.9%	27.5%	10.2%	9.4%	2.5%	5.3%	8.2%	100%	2.6		
female	2019	213	31.0%	25.8%	17.4%	9.4%	4.7%	4.2%	7.5%	100%	2.7	0.499 0.001	

Q6b. How much do you agree or disagree with the following statements? "I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."

		Strongly		Somewhat		Neither		Strongly		Total	Mean	Sig	η^2
	Year	N	Agree	Agree	Agree	Agree nor Disagree	Somewhat Disagree	Disagree	Disagree				
male	2016	215	48.4%	23.3%	7.9%	7.4%	5.1%	4.2%	3.7%	100%	2.3		
male	2019	263	49.8%	24.0%	8.4%	5.3%	3.4%	3.8%	5.3%	100%	2.2	0.809 0.000	
female	2016	245	55.5%	20.4%	5.7%	6.5%	1.6%	2.9%	7.3%	100%	2.2		
female	2019	209	50.2%	22.5%	8.6%	8.1%	2.4%	1.4%	6.7%	100%	2.2	0.778 0.000	

Q7a. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? "Eyes on the Road; Hands on the Wheel; Mind on Driving"

		Once or Twice		3 to 5 times		6 to 10 times		Monthly	Weekly	Daily	Total	Mean	Sig	η^2
	Year	N	Never	Twice	times	times								
male	2016	212	66.0%	15.6%	4.7%	4.7%	4.7%	2.4%	1.9%	100%	1.8			
male	2019	264	59.5%	17.0%	8.0%	5.3%	3.4%	4.9%	1.9%	100%	2.0	0.217 0.003		
female	2016	243	62.6%	14.4%	7.0%	3.7%	3.3%	4.1%	4.9%	100%	2.0			
female	2019	210	67.6%	16.7%	5.2%	3.8%	2.4%	2.9%	1.4%	100%	1.7	0.032 0.010		

Q7b. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Just Drive

	Year	N	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2
male	2016	211	65.4%	15.6%	4.3%	4.3%	4.7%	2.8%	2.8%	100%	1.9		
male	2019	260	63.5%	15.4%	7.7%	3.1%	3.8%	4.6%	1.9%	100%	1.9	0.846	0.000
female	2016	240	60.4%	17.1%	6.7%	5.0%	1.7%	5.8%	3.3%	100%	2.0		
female	2019	208	68.3%	17.8%	7.2%	3.8%	1.9%	0.5%	0.5%	100%	1.6	0.001	0.024

Q7c. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Idaho's Hundred Deadliest Days

	Year	N	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2
male	2016	213	56.3%	14.6%	13.1%	6.6%	4.7%	2.8%	1.9%	100%	2.0		
male	2019	259	44.0%	21.2%	12.7%	13.5%	5.8%	2.7%	0.0%	100%	2.2	0.156	0.004
female	2016	241	53.1%	14.9%	17.0%	8.7%	2.1%	2.5%	1.7%	100%	2.1		
female	2019	207	45.9%	19.3%	16.9%	10.1%	3.4%	3.4%	1.0%	100%	2.2	0.305	0.002

Q7d. Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Idaho's SHIFT Campaign

	Year	N	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily	Total	Mean
male	2019	253	73.9%	11.1%	5.5%	3.6%	2.8%	2.0%	1.2%	100%	1.6
female	2019	203	80.9%	8.1%	4.2%	2.9%	2.2%	1.1%	0.7%	100%	1.2

Q8b. Thinking back over the past 30 days, while driving, how often have you... had a conversation on a cell phone without holding it ("hands free")?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Total	Mean	Sig	η^2
male	2016	218	45.4%	15.6%	9.2%	11.0%	13.3%	4.6%	0.9%	100%	2.5		
male	2019	265	37.0%	15.1%	10.2%	12.8%	15.1%	6.4%	3.4%	100%	2.9	0.021	0.011
female	2016	244	54.1%	9.8%	9.4%	10.2%	12.3%	4.1%	0.0%	100%	2.3		
female	2019	214	40.2%	16.4%	11.7%	12.6%	15.9%	2.8%	0.5%	100%	2.6	0.062	0.008

Q8c. Thinking back over the past 30 days, while driving, how often have you... typed or read on a cell phone?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Total	Mean	Sig	η^2
male	2016	218	64.2%	21.6%	4.6%	6.0%	2.3%	0.5%	0.9%	100%	1.7		
male	2019	267	58.1%	24.7%	7.5%	5.2%	3.4%	0.7%	0.4%	100%	1.7	0.376	0.002
female	2016	244	56.6%	25.8%	7.8%	6.6%	3.3%	0.0%	0.0%	100%	1.7		
female	2019	213	52.6%	26.3%	13.1%	4.2%	2.8%	0.5%	0.5%	100%	1.8	0.463	0.001

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Q8d. Thinking back over the past 30 days, while driving, how often have you... had food to eat?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost	Every time I	Total	Mean	Sig	η^2
								always	drive				
male	2016	218	21.1%	28.4%	25.7%	17.9%	6.0%	0.5%	0.5%	100%	2.6		
male	2019	266	24.4%	28.2%	23.3%	14.7%	7.9%	1.1%	0.4%	100%	2.6	0.724	0.000
female	2016	244	25.0%	31.1%	27.5%	10.2%	5.3%	0.8%	0.0%	100%	2.4		
female	2019	214	21.0%	29.9%	27.1%	15.0%	5.6%	0.9%	0.5%	100%	2.6	0.138	0.005

Q8e. Thinking back over the past 30 days, while driving, how often have you... attended to children in the back seat?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost	Every time I	Total	Mean	Sig	η^2
								always	drive				
male	2016	217	78.8%	13.4%	2.8%	3.7%	0.9%		0.5%	100%	1.4		
male	2019	264	83.0%	10.6%	2.7%	2.7%	0.8%		0.4%	100%	1.3	0.341	0.002
female	2016	244	63.5%	17.2%	9.0%	4.9%	4.1%	0.4%	0.8%	100%	1.7		
female	2019	213	71.4%	11.7%	7.5%	2.8%	4.7%	1.9%	0.0%	100%	1.6	0.385	0.002

Q9a. In your opinion, in the past 30 days, how often did most drivers in Idaho... have a conversation on a cell phone while holding it in your hand?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost	Every time	Total	Mean	Sig	η^2
								Always	they drive				
male	2016	215	5.1%	2.3%	8.4%	15.3%	47.4%	12.6%	8.8%	100%	4.7		
male	2019	265	6.8%	1.1%	10.9%	15.8%	47.2%	12.8%	5.3%	100%	4.6	0.221	0.003
female	2016	241	5.0%	2.1%	6.6%	10.0%	53.5%	17.0%	5.8%	100%	4.8		
female	2019	212	4.7%	0.5%	9.0%	17.0%	49.1%	14.6%	5.2%	100%	4.7	0.437	0.001

Q9b. In your opinion, in the past 30 days, how often did most drivers in Idaho... have a conversation on a cell phone without holding it ("hands free")?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost	Every time	Total	Mean	Sig	η^2
								Always	they drive				
male	2016	205	6.3%	4.4%	15.6%	22.4%	40.0%	8.3%	2.9%	100%	4.2		
male	2019	258	5.8%	3.5%	12.8%	24.0%	38.4%	10.9%	4.7%	100%	4.4	0.247	0.003
female	2016	231	6.9%	3.0%	7.4%	20.3%	42.4%	15.6%	4.3%	100%	4.5		
female	2019	204	2.5%	1.5%	6.9%	23.5%	46.1%	15.7%	3.9%	100%	4.7	0.112	0.006

Q9c. In your opinion, in the past 30 days, how often did most drivers in Idaho... type or read on a cell phone?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost	Every time	Total	Mean	Sig	η^2
								Always	they drive				
male	2016	212	7.5%	4.2%	11.8%	18.9%	38.2%	11.8%	7.5%	100%	4.4		
male	2019	262	6.9%	5.3%	9.5%	20.2%	44.7%	8.4%	5.0%	100%	4.4	0.659	0.000
female	2016	238	6.3%	2.9%	8.0%	19.7%	42.9%	15.5%	4.6%	100%	4.6		
female	2019	208	4.3%	5.3%	7.7%	18.8%	46.6%	12.0%	5.3%	100%	4.6	0.985	0.000

Q9d. In your opinion, in the past 30 days, how often did most drivers in Idaho... have food to eat?

	Year	N						Almost	Every time	Total	Mean	Sig	η^2
			Never	Rarely	Occasionally	Sometimes	Frequently	Always	they drive				
male	2016	209	2.9%	2.9%	12.0%	32.5%	40.2%	6.2%	3.3%	100%	4.4		
male	2019	264	4.2%	4.9%	14.4%	29.9%	36.4%	7.6%	2.7%	100%	4.2	0.224	0.003
female	2016	239	2.9%	2.9%	8.8%	23.4%	49.4%	10.9%	1.7%	100%	4.5		
female	2019	207	3.9%	4.8%	10.6%	26.1%	38.6%	12.1%	3.9%	100%	4.4	0.376	0.002

Q9e. In your opinion, in the past 30 days, how often did most drivers in Idaho... attend to children in the back seat?

	Year	N						Almost	Every time	Total	Mean	Sig	η^2
			Never	Rarely	Occasionally	Sometimes	Frequently	Always	they drive				
male	2016	209	8.6%	6.7%	23.0%	33.5%	21.1%	5.7%	1.4%	100%	3.7		
male	2019	258	10.1%	10.5%	15.5%	35.3%	22.1%	3.9%	2.7%	100%	3.7	0.797	0.000
female	2016	233	4.3%	7.3%	9.9%	27.9%	37.3%	11.6%	1.7%	100%	4.3		
female	2019	207	5.3%	7.7%	15.5%	32.9%	29.5%	7.2%	1.9%	100%	4.0	0.042	0.009

Q10a. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe? the driver having a conversation on a cell phone while holding it in their hand

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	217	30.9%	26.7%	20.3%	13.4%	4.6%	3.2%	0.9%	100%	2.5				
male	2019	265	36.2%	19.2%	15.1%	18.5%	6.0%	2.3%	2.6%	100%	2.6	0.526	0.001		
female	2016	247	36.4%	16.2%	15.8%	21.1%	5.3%	3.2%	2.0%	100%	2.6				
female	2019	214	40.7%	18.7%	12.1%	12.6%	9.3%	4.2%	2.3%	100%	2.5	0.644	0.000		

Q10b. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe? the driver having a conversation on a cell phone without holding it ("hands free")

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	218	10.1%	11.0%	18.8%	25.7%	13.3%	10.6%	10.6%	100%	3.9				
male	2019	266	10.5%	12.0%	9.8%	21.8%	15.8%	17.3%	12.8%	100%	4.2	0.088	0.006		
female	2016	246	13.8%	11.0%	11.4%	28.9%	8.9%	14.2%	11.8%	100%	4.0				
female	2019	213	9.4%	13.1%	12.7%	24.9%	11.7%	17.4%	10.8%	100%	4.1	0.426	0.001		

Q10c. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe? the driver typing or reading on a cell phone

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	216	83.8%	9.3%	4.2%	1.4%	0.5%	0.5%	0.5%	100%	1.3				
male	2019	266	73.3%	15.8%	5.6%	2.6%	1.1%	0.8%	0.8%	100%	1.5	0.026	0.010		
female	2016	247	83.8%	10.1%	4.0%	1.2%				100%	1.3				
female	2019	214	86.9%	7.9%	4.2%	0.9%				100%	1.2	0.231	0.003		

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Q10d. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe? the driver eating food

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	216	13.0%	19.0%	25.0%	29.6%	6.9%	5.6%	0.9%	100%	3.2				
male	2019	266	13.2%	17.7%	20.7%	35.0%	7.5%	2.6%	3.4%	100%	3.3	0.513	0.001		
female	2016	245	18.0%	18.0%	17.6%	33.1%	6.9%	5.3%	1.2%	100%	3.1				
female	2019	214	16.4%	14.0%	19.6%	31.3%	8.4%	8.4%	1.9%	100%	3.3	0.152	0.004		

Q10e. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel dangerous or safe? the driver attending to children in the back seat

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	216	48.6%	18.1%	20.4%	9.3%	1.9%	1.4%	0.5%	100%	2.0				
male	2019	265	41.9%	26.4%	18.1%	10.2%	0.8%	1.5%	1.1%	100%	2.1	0.552	0.001		
female	2016	245	42.9%	15.5%	21.2%	16.3%	1.6%	2.0%	0.4%	100%	2.3				
female	2019	213	45.5%	18.8%	16.0%	14.6%	2.8%	2.3%	0.0%	100%	2.2	0.487	0.001		

Q11a. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel unacceptable or acceptable? the driver having a conversation on a cell phone while holding it in their hand

	Year	N	It would feel unacceptable			Neutral			It would feel acceptable			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	212	31.1%	25.5%	16.0%	12.7%	6.1%	5.2%	3.3%	100%	2.7				
male	2019	265	40.0%	19.2%	8.7%	17.4%	6.4%	4.2%	4.2%	100%	2.6	0.703	0.000		
female	2016	245	37.1%	17.6%	11.0%	17.1%	6.5%	4.9%	5.7%	100%	2.8				
female	2019	212	46.7%	14.6%	6.6%	14.2%	7.1%	4.2%	6.6%	100%	2.6	0.352	0.002		

Q11b. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would it feel unacceptable or acceptable? the driver having a conversation on a cell phone without holding it ("hands free")

	Year	N	It would feel unacceptable			Neutral			It would feel acceptable			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	213	12.2%	9.9%	17.4%	24.4%	9.9%	10.3%	16.0%	100%	4.0				
male	2019	264	10.6%	12.5%	8.3%	22.0%	11.4%	14.0%	21.2%	100%	4.4	0.066	0.007		
female	2016	244	13.5%	13.5%	8.6%	24.6%	7.0%	9.0%	23.8%	100%	4.2				
female	2019	213	10.8%	15.5%	7.0%	23.5%	8.9%	11.3%	23.0%	100%	4.3	0.609	0.001		

Q11c. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel unacceptable or acceptable? the driver typing or reading on a cell phone

			It would feel unacceptable			Neutral			It would feel acceptable			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(6)	(7)							
male	2016	213	80.3%	13.1%	3.8%	0.9%	0.9%	0.9%	100%	1.3					
male	2019	265	73.6%	16.2%	5.3%	3.4%	0.4%	1.1%	100%	1.5	0.178	0.004			
female	2016	244	85.2%	10.2%	1.6%	1.6%		1.2%	100%	1.3					
female	2019	213	80.8%	11.3%	5.6%	1.9%		0.5%	100%	1.3	0.492	0.001			

Q11d. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel unacceptable or acceptable? the driver eating food

			It would feel unacceptable			Neutral			It would feel acceptable			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	213	12.2%	17.8%	27.7%	30.0%	4.2%	6.1%	1.9%	100%	3.2				
male	2019	264	14.0%	17.0%	17.4%	37.1%	4.9%	4.5%	4.9%	100%	3.4	0.334	0.002		
female	2016	243		18.9%		19.8%	15.6%	34.2%	3.7%	3.7%	4.1%	100%	3.1		
female	2019	213		15.0%		13.6%	17.4%	33.8%	6.1%	5.2%	8.9%	100%	3.5	0.006	0.016

Q11e. Imagine you are a passenger in a vehicle. How would you feel about the driver engaging in each of the following actions? Would if feel unacceptable or acceptable? the driver attending to children in the back seat

			It would feel unacceptable			Neutral			It would feel acceptable			Total	n	Mea	
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	21	46.0%	21.6%	16.9%	9.9%	3.3%	1.4%	0.9%	100	%	2.1			
	6	3													
male	2019	26	41.3%	25.8%	15.5%	12.1%	1.5%	2.3%	1.5%	100	%	0.47	0.00	2.2	7
	9	4													1
femal	2016	24	40.6%	16.8%	17.6%	16.4%	3.7%	2.5%	2.5%	100	%	2.4			
e	6	4													
femal	2019	21	41.2%	19.4%	13.7%	16.6%	3.8%	1.9%	3.3%	100	%	0.90	0.00	2.4	3
e	9	1													0

Q12a. How much do you agree or disagree with the following statements: "People should NOT engage in this behavior when they are driving: having a conversation on a cell phone while holding it in their hand."

			Neither								Total	Mean	Sig	η^2	
	Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree						
male	2016	228	39.9%	22.8%	13.2%	7.0%	9.6%	5.7%	1.8%	100%	2.5				
male	2019	274	40.1%	24.8%	11.7%	8.8%	6.9%	3.6%	4.0%	100%	2.4	0.829	0.000		
female	2016	267	37.8%	21.0%	15.7%	12.7%	5.6%	3.7%	3.4%	100%	2.5				
female	2019	220	45.0%	15.5%	15.0%	8.6%	5.5%	5.0%	5.5%	100%	2.5	0.942	0.000		

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Q12b. How much do you agree or disagree with the following statements: "People should NOT engage in this behavior when they are driving: having a conversation on a cell phone without holding it ('hands free')."

		Neither								Total	Mean	Sig	η^2	
		Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree				
male	2016	226		12.8%	15.9%	19.5%	18.1%	12.4%	12.8%	8.4%	100%	3.7		
male	2019	273		9.9%	15.8%	15.0%	18.7%	9.2%	16.8%	14.7%	100%	4.1	0.029	0.010
female	2016	266		12.8%	14.7%	18.4%	18.8%	9.8%	16.9%	8.6%	100%	3.8		
female	2019	217		12.4%	12.0%	15.2%	20.3%	12.0%	12.4%	15.7%	100%	4.1	0.169	0.004

Q12c. How much do you agree or disagree with the following statements: "People should NOT engage in this behavior when they are driving: typing or reading on a cell phone."

		Neither								Total	Mean	Sig	η^2	
		Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree				
male	2016	228		76.3%	11.8%	3.9%	1.3%	1.3%	0.9%	4.4%	100%	1.6		
male	2019	274		73.0%	13.5%	4.7%	0.7%	1.5%	2.6%	4.0%	100%	1.7	0.533	0.001
female	2016	266		79.3%	10.2%	2.6%	1.1%	0.0%	0.8%	6.0%	100%	1.6		
female	2019	220		74.5%	13.2%	3.6%	0.9%	0.9%	1.8%	5.0%	100%	1.7	0.602	0.001

Q12d. How much do you agree or disagree with the following statements: "People should NOT engage in this behavior when they are driving: eating food."

		Neither								Total	Mean	Sig	η^2	
		Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree				
male	2016	228		14.9%	13.2%	32.9%	21.1%	8.8%	5.7%	3.5%	100%	3.3		
male	2019	272		14.0%	18.0%	21.0%	29.0%	9.2%	5.1%	3.7%	100%	3.3	0.723	0.000
female	2016	267		15.7%	15.0%	25.5%	26.6%	9.4%	5.6%	2.2%	100%	3.2		
female	2019	220		14.5%	10.5%	21.8%	27.7%	9.1%	11.4%	5.0%	100%	3.6	0.013	0.013

Q12e. How much do you agree or disagree with the following statements: "People should NOT engage in this behavior when they are driving: attending to children in the back seat."

		Neither								Total	Mean	Sig	η^2	
		Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree				
male	2016	228		43.4%	19.3%	16.2%	8.8%	6.1%	3.1%	3.1%	100%	2.4		
male	2019	273		38.1%	28.2%	14.7%	8.4%	4.8%	2.6%	3.3%	100%	2.3	0.890	0.000
female	2016	264		36.4%	16.7%	18.9%	14.8%	4.5%	4.5%	4.2%	100%	2.6		
female	2019	218		33.0%	21.1%	12.4%	15.6%	6.9%	4.6%	6.4%	100%	2.8	0.297	0.002

Q13a. "People who are important to me expect me NOT to engage in this behavior when I am driving: having a conversation on a cell phone while holding it in their hand."

		Neither								Total	Mean	Sig	η^2	
		Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree				
male	2016	225		33.8%	23.6%	10.7%	13.8%	6.7%	7.6%	4.0%	100%	2.7		
male	2019	272		39.7%	23.5%	12.1%	9.9%	6.3%	5.5%	2.9%	100%	2.5	0.088	0.006
female	2016	260		32.3%	21.5%	11.5%	19.2%	5.4%	6.9%	3.1%	100%	2.8		
female	2019	218		46.8%	17.9%	10.6%	9.2%	5.5%	4.1%	6.0%	100%	2.4	0.051	0.008

Q13b. "People who are important to me expect me NOT to engage in this behavior when I am driving: having a conversation on a cell phone without holding it ('hands free')."

			Neither								Total	Mean	Sig	η^2
	Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree					
male	2016	224	14.3%	18.3%	16.5%	19.2%	10.3%	12.9%	8.5%	100%	3.7			
male	2019	270	13.7%	15.9%	12.6%	20.7%	8.9%	14.8%	13.3%	100%	3.9	0.116	0.005	
female	2016	258	14.0%	16.7%	16.3%	24.4%	7.4%	12.8%	8.5%	100%	3.7			
female	2019	215	18.6%	15.8%	9.8%	19.1%	7.4%	15.3%	14.0%	100%	3.8	0.382	0.002	

Q13c. "People who are important to me expect me NOT to engage in this behavior when I am driving: typing or reading on a cell phone."

			Neither								Total	Mean	Sig	η^2
	Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree					
male	2016	223	68.2%	16.1%	2.7%	5.8%	2.2%	2.2%	2.7%	100%	1.8			
male	2019	272	63.6%	19.9%	6.6%	2.2%	1.5%	2.2%	4.0%	100%	1.8	0.679	0.000	
female	2016	261	74.3%	12.3%	4.2%	3.8%	1.1%	0.8%	3.4%	100%	1.6			
female	2019	217	72.4%	17.1%	2.8%	2.3%	0.5%	0.9%	4.1%	100%	1.6	0.970	0.000	

Q13d. "People who are important to me expect me NOT to engage in this behavior when I am driving: eating food."

			Neither								Total	Mean	Sig	η^2
	Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree					
male	2016	224	13.4%	16.1%	22.3%	29.0%	6.7%	8.5%	4.0%	100%	3.4			
male	2019	271	14.8%	19.2%	17.0%	29.2%	7.0%	8.9%	4.1%	100%	3.4	0.794	0.000	
female	2016	260	16.9%	18.1%	16.2%	30.4%	10.4%	5.4%	2.7%	100%	3.3			
female	2019	217	19.8%	12.9%	12.4%	29.5%	9.2%	9.2%	6.9%	100%	3.5	0.113	0.005	

Q13e. "People who are important to me expect me NOT to engage in this behavior when I am driving: attending to children in the back seat."

			Neither								Total	Mean	Sig	η^2
	Year	N	Strongly Agree	Mostly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Strongly Disagree					
male	2016	221	43.0%	20.4%	10.4%	14.9%	4.1%	5.4%	1.8%	100%	2.4			
male	2019	268	37.3%	26.5%	10.1%	15.7%	3.7%	2.2%	4.5%	100%	2.5	0.669	0.000	
female	2016	258	36.0%	15.1%	15.5%	20.9%	7.4%	2.3%	2.7%	100%	2.7			
female	2019	210	37.6%	17.1%	9.0%	22.4%	5.7%	2.4%	5.7%	100%	2.7	0.744	0.000	

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Q14a. "I expect people I care about NOT to engage in this behavior when they are driving: having a conversation on a cell phone while holding it in their hand."

			Neither								Total	Mean	Sig	η^2
			Mostly	Somewhat	Agree nor	Somewhat	Mostly	Strongly	Disagree	Disagree	Disagree	Disagree	Disagree	Total
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Mean
male	2016	225	38.7%	24.9%	12.0%	10.7%	6.2%	5.3%	2.2%	100%	2.5			
male	2019	272	46.0%	23.2%	10.7%	7.7%	5.5%	4.0%	2.9%	100%	2.3	0.219	0.003	
female	2016	267	41.6%	22.8%	13.5%	11.6%	3.7%	5.2%	1.5%	100%	2.3			
female	2019	217	50.2%	13.8%	13.8%	8.3%	6.0%	3.7%	4.1%	100%	2.3	0.937	0.000	

Q14b. "I expect people I care about NOT to engage in this behavior when they are driving: having a conversation on a cell phone without holding it ('hands free')."

			Neither								Total	Mean	Sig	η^2
			Mostly	Somewhat	Agree nor	Somewhat	Mostly	Strongly	Disagree	Disagree	Disagree	Disagree	Disagree	Total
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Mean
male	2016	224	16.1%	17.9%	17.4%	15.6%	11.2%	13.8%	8.0%	100%	3.6			
male	2019	273	16.5%	15.0%	12.5%	20.1%	7.3%	15.0%	13.6%	100%	3.9	0.168	0.004	
female	2016	267	16.1%	20.6%	15.7%	19.5%	6.4%	13.9%	7.9%	100%	3.5			
female	2019	215	18.6%	12.6%	12.1%	18.6%	9.8%	14.4%	14.0%	100%	3.9	0.052	0.008	

Q14c. "I expect people I care about NOT to engage in this behavior when they are driving: typing or reading on a cell phone."

			Neither								Total	Mean	Sig	η^2
			Mostly	Somewhat	Agree nor	Somewhat	Mostly	Strongly	Disagree	Disagree	Disagree	Disagree	Disagree	Total
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Mean
male	2016	224	79.5%	11.2%	3.1%	2.7%	0.4%	0.9%	2.2%	100%	1.5			
male	2019	273	71.8%	18.3%	3.3%	1.8%	0.7%	1.5%	2.6%	100%	1.6	0.320	0.002	
female	2016	267	83.5%	9.7%	3.4%	1.1%	0.0%		2.2%	100%	1.3			
female	2019	216	78.7%	11.1%	4.2%	1.4%	0.9%		3.7%	100%	1.5	0.122	0.005	

Q14d. "I expect people I care about NOT to engage in this behavior when they are driving: eating food."

			Neither								Total	Mean	Sig	η^2
			Mostly	Somewhat	Agree nor	Somewhat	Mostly	Strongly	Disagree	Disagree	Disagree	Disagree	Disagree	Total
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Mean
male	2016	224	16.5%	17.0%	26.8%	22.8%	7.6%	6.7%	2.7%	100%	3.2			
male	2019	271	17.3%	21.0%	17.3%	29.2%	6.3%	5.9%	3.0%	100%	3.2	0.816	0.000	
female	2016	267	20.6%	19.5%	18.0%	30.0%	5.6%	5.2%	1.1%	100%	3.0			
female	2019	215	20.9%	12.6%	13.5%	29.8%	9.8%	8.8%	4.7%	100%	3.4	0.008	0.015	

Q14e. "I expect people I care about NOT to engage in this behavior when they are driving: attending to children in the back seat."

			Neither								Total	Mean	Sig	η^2
			Mostly	Somewhat	Agree nor	Somewhat	Mostly	Strongly	Disagree	Disagree	Disagree	Disagree	Disagree	Total
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Mean
male	2016	223	46.6%	20.6%	16.6%	7.2%	3.1%	2.7%	3.1%	100%	2.2			
male	2019	272	40.4%	30.1%	9.9%	11.8%	2.2%	2.2%	3.3%	100%	2.3	0.727	0.000	
female	2016	266	39.8%	21.1%	14.7%	13.9%	5.3%	3.8%	1.5%	100%	2.4			
female	2019	215	39.1%	16.7%	13.0%	17.2%	7.4%	2.8%	3.7%	100%	2.6	0.190	0.004	

Q15a. How much of a choice you feel that you have as to whether you engage in each behavior while driving: having a conversation on a cell phone while holding it in your hand?

		I have NO choice			I have some choice			It is all my choice					
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2016	223	5.4%	1.8%	2.7%	15.7%	4.9%	6.3%	63.2%	100%	5.8		
male	2019	269	5.2%	3.0%	3.3%	16.0%	1.9%	7.4%	63.2%	100%	5.8	0.838	0.000
female	2016	256	1.6%	1.2%	2.7%	16.4%	2.0%	3.9%	72.3%	100%	6.2		
female	2019	212	4.2%	0.0%	1.9%	12.7%	1.4%	5.2%	74.5%	100%	6.2	0.780	0.000

Q15b. How much of a choice you feel that you have as to whether you engage in each behavior while driving: having a conversation on a cell phone without holding it ("hands-free")?

		I have NO choice			I have some choice			It is all my choice					
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2016	221	3.6%	1.8%	3.6%	14.9%	5.0%	5.0%	66.1%	100%	6.0		
male	2019	269	4.1%	3.3%	3.3%	16.4%	3.7%	5.9%	63.2%	100%	5.8	0.442	0.001
female	2016	254	3.5%	1.2%	2.4%	13.4%	3.1%	3.9%	72.4%	100%	6.1		
female	2019	210	3.8%	0.5%	1.0%	12.9%	3.3%	7.1%	71.4%	100%	6.2	0.704	0.000

Q15c. How much of a choice you feel that you have as to whether you engage in each behavior while driving: typing or reading on a cell phone?

		I have NO choice			I have some choice			It is all my choice					
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2016	222	7.7%	0.9%	0.9%	6.3%	3.2%	4.1%	77.0%	100%	6.2		
male	2019	267	7.5%	2.2%	1.5%	6.7%	2.2%	4.1%	75.7%	100%	6.1	0.642	0.000
female	2016	257	3.9%	0.4%	0.0%	7.4%	1.9%	3.5%	82.9%	100%	6.5		
female	2019	211	5.2%	0.0%	1.4%	5.7%	0.5%	1.9%	85.3%	100%	6.4	0.883	0.000

Q15d. How much of a choice you feel that you have as to whether you engage in each behavior while driving: having food to eat?

		I have NO choice			I have some choice			It is all my choice					
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2016	222	4.1%	0.9%	1.8%	12.2%	3.6%	5.0%	72.5%	100%	6.2		
male	2019	268	3.7%	1.1%	1.1%	11.2%	2.6%	7.5%	72.8%	100%	6.2	0.676	0.000
female	2016	257	1.2%	0.4%	1.2%	8.9%	2.3%	4.7%	81.3%	100%	6.5		
female	2019	211	1.9%	0.0%	1.9%	10.4%	1.4%	2.4%	82.0%	100%	6.4	0.625	0.001

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Q15e. How much of a choice you feel that you have as to whether you engage in each behavior while driving: attending to children in the back seat?

			I have NO choice		I have some choice		It is all my choice		Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)			
male	2016	219	6.4%	0.9%	2.7%	11.0%	5.5%	5.0%	68.5%	100%	6.0	
male	2019	264	5.7%	2.7%	1.9%	12.5%	2.7%	7.2%	67.4%	100%	6.0	0.894 0.000
female	2016	253	2.8%	2.0%	4.0%	15.8%	4.0%	6.3%	65.2%	100%	6.0	
female	2019	209	5.7%	2.9%	2.4%	11.5%	1.9%	2.9%	72.7%	100%	6.0	0.784 0.000

Q16a. Do you have a family rule about NOT engaging in the following behaviors while driving? having a conversation on a cell phone while holding it in your hand

			Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η^2
	Year	N								
male	2016	221	33.9%	54.8%	0.9%	10.4%	100%	1.9		
male	2019	269	40.5%	42.4%	3.0%	14.1%	100%	1.9	0.732	0.000
female	2016	256	33.2%	50.0%	4.7%	12.1%	100%	2.0		
female	2019	215	40.5%	46.5%	3.3%	9.8%	100%	1.8	0.114	0.005

Q16b. Do you have a family rule about NOT engaging in the following behaviors while driving? having a conversation on a cell phone without holding it ("hands free")

			Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η^2
	Year	N								
male	2016	222	18.0%	68.0%	2.7%	11.3%	100%	2.1		
male	2019	266	21.1%	60.2%	3.8%	15.0%	100%	2.1	0.480	0.001
female	2016	256	23.8%	61.7%	2.7%	11.7%	100%	2.0		
female	2019	212	20.3%	66.0%	4.2%	9.4%	100%	2.0	0.950	0.000

Q16c. Do you have a family rule about NOT engaging in the following behaviors while driving? typing or reading on a cell phone

			Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η^2
	Year	N								
male	2016	223	58.3%	30.0%	0.4%	11.2%	100%	1.6		
male	2019	270	61.1%	23.0%	3.0%	13.0%	100%	1.7	0.723	0.000
female	2016	256	65.2%	21.1%	2.3%	11.3%	100%	1.6		
female	2019	215	63.3%	25.1%	2.8%	8.8%	100%	1.6	0.772	0.000

Q16d. Do you have a family rule about NOT engaging in the following behaviors while driving? having food to eat

			Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η^2
	Year	N								
male	2016	223	15.2%	71.3%	2.7%	10.8%	100%	2.1		
male	2019	270	17.0%	63.3%	5.9%	13.7%	100%	2.2	0.329	0.002
female	2016	255	18.8%	64.7%	5.1%	11.4%	100%	2.1		
female	2019	214	17.8%	66.8%	6.1%	9.3%	100%	2.1	0.789	0.000

Q16e. Do you have a family rule about NOT engaging in the following behaviors while driving? attending to children in the back seat

	Year	N	Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η^2
male	2016	220	26.8%	53.6%	3.6%	15.9%	100%	2.1		
male	2019	267	28.1%	47.6%	6.0%	18.4%	100%	2.1	0.513	0.001
female	2016	253	24.9%	53.0%	4.7%	17.4%	100%	2.1		
female	2019	214	29.4%	51.9%	4.2%	14.5%	100%	2.0	0.229	0.003

Q17a. Do you have a workplace rule about NOT engaging in the following behaviors while driving? having a conversation on a cell phone while holding it in your hand

	Year	N	Yes	No	I don't know	I don't have a workplace	Total	Mean	Sig	η^2
male	2016	217	23.0%	41.5%	6.5%	29.0%	100%	2.4		
male	2019	268	28.4%	34.0%	6.0%	31.7%	100%	2.4	0.968	0.000
female	2016	254	10.2%	42.5%	5.9%	41.3%	100%	2.8		
female	2019	210	20.0%	31.0%	8.6%	40.5%	100%	2.7	0.408	0.001

Q17b. Do you have a workplace rule about NOT engaging in the following behaviors while driving? having a conversation on a cell phone without holding it ("hands free")

	Year	N	Yes	No	I don't know	I don't have a workplace	Total	Mean	Sig	η^2
male	2016	215	17.2%	47.0%	5.6%	30.2%	100%	2.5		
male	2019	267	17.2%	44.6%	6.0%	32.2%	100%	2.5	0.668	0.000
female	2016	247	8.9%	46.2%	4.5%	40.5%	100%	2.8		
female	2019	207	9.7%	40.6%	9.2%	40.6%	100%	2.8	0.683	0.000

Q17c. Do you have a workplace rule about NOT engaging in the following behaviors while driving? typing or reading on a cell phone

	Year	N	Yes	No	I don't know	I don't have a workplace	Total	Mean	Sig	η^2
male	2016	216	27.3%	37.0%	5.6%	30.1%	100%	2.4		
male	2019	267	31.5%	31.1%	5.6%	31.8%	100%	2.4	0.957	0.000
female	2016	248	14.1%	41.5%	4.4%	39.9%	100%	2.7		
female	2019	207	21.7%	30.9%	7.7%	39.6%	100%	2.7	0.654	0.000

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Q17d. Do you have a workplace rule about NOT engaging in the following behaviors while driving? having food to eat

				I don't have a workplace		Total	Mean	Sig	η2
	Year	N	Yes	No	I don't know				
male	2016	215	9.3%	51.6%	8.8%	30.2%	100%	2.6	
male	2019	267	13.1%	46.8%	7.9%	32.2%	100%	2.6	0.932 0.000
female	2016	248	9.3%	46.0%	4.8%	39.9%	100%	2.8	
female	2019	207	8.2%	39.6%	12.6%	39.6%	100%	2.8	0.417 0.001

Q17e. Do you have a workplace rule about NOT engaging in the following behaviors while driving? attending to children in the back seat

				I don't have a workplace		Total	Mean	Sig	η2
	Year	N	Yes	No	I don't know				
male	2016	211	13.3%	45.5%	9.5%	31.8%	100%	2.6	
male	2019	266	16.9%	42.1%	9.0%	32.0%	100%	2.6	0.713 0.000
female	2016	247	8.1%	47.4%	4.5%	40.1%	100%	2.8	
female	2019	205	9.8%	36.6%	13.7%	40.0%	100%	2.8	0.465 0.001

Q18. Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone to stop?

		I have never thought about it		I have thought about it sometimes		I have thought about it a lot		Total	Mean	Sig	η2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)		
male	2016	214	11.2%	2.3%	3.3%	22.4%	9.3%	9.8%	41.6%	100%	5.1
male	2019	270	10.7%	4.4%	1.5%	25.9%	12.2%	13.0%	32.2%	100%	4.9
female	2016	261	5.4%	1.9%	1.9%	21.1%	10.3%	11.5%	47.9%	100%	5.6
female	2019	209	11.5%	1.9%	1.9%	19.1%	8.6%	13.9%	43.1%	100%	5.3
											0.087 0.006

Q19a. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

		I was never in that situation		About Half the Time		Always		Total	Mean	Sig	η2
	Year	N	situation	Never	(1)	(2)	(3)	(4)	(5)	(6)	(7)
male	2016	215	41.9%	11.6%	7.9%	5.1%	5.1%	6.0%	5.6%	16.7%	100%
male	2019	274	47.4%	11.7%	9.5%	4.4%	6.9%	4.7%	3.3%	12.0%	100%
female	2016	266	35.3%	5.6%	9.0%	6.4%	9.4%	3.8%	5.6%	24.8%	100%
female	2019	211	35.5%	8.1%	12.8%	3.3%	9.5%	4.3%	4.3%	22.3%	100%
											0.393 0.002

Q19b. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? An acquaintance or co-worker

			I was never in that situation	Never	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2016	209	60.8%	14.4%	4.8%	1.9%	5.7%	3.8%	1.9%	6.7%	100%	2.3			
male	2019	270	60.0%	14.1%	6.3%	4.1%	4.8%	3.7%	3.7%	3.3%	100%	2.2	0.677	0.000	
female	2016	261	63.2%	13.4%	3.8%	1.1%	5.7%	1.9%	1.9%	8.8%	100%	2.3			
female	2019	207	66.7%	11.6%	3.9%	1.4%	4.8%	3.9%	1.4%	6.3%	100%	2.1	0.455	0.001	

Q19c. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A stranger

			I was never in that situation	Never	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2016	211	71.6%	14.2%	2.4%	1.4%	1.4%	2.4%	1.9%	4.7%	100%	1.9			
male	2019	270	71.1%	15.2%	3.0%	2.2%	3.7%	1.1%	3.0%	0.7%	100%	1.7	0.356	0.002	
female	2016	257	72.8%	13.6%	2.3%	1.6%	2.3%	1.2%	0.0%	6.2%	100%	1.8			
female	2019	207	72.0%	14.0%	2.4%	1.4%	1.9%	1.4%	0.5%	6.3%	100%	1.9	0.850	0.000	

Q20a. In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

			Never		About Half the Time		Always								
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2		
male	2016	204	25.0%	15.7%	17.6%	21.6%	7.4%	4.9%	7.8%	100%	3.2				
male	2019	266	24.8%	16.9%	12.4%	27.1%	7.1%	6.0%	5.6%	100%	3.2	0.940	0.000		
female	2016	256	21.1%	12.1%	12.1%	30.9%	9.4%	5.5%	9.0%	100%	3.5				
female	2019	204	25.5%	13.7%	10.8%	31.9%	6.9%	3.4%	7.8%	100%	3.2	0.143	0.005		

Q20b. In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving? An acquaintance or co-worker

			Never		About Half the Time		Always								
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2		
male	2016	201	33.3%	20.9%	16.4%	20.4%	2.5%	1.0%	5.5%	100%	2.6				
male	2019	261	30.3%	21.5%	15.3%	24.1%	3.4%	3.4%	1.9%	100%	2.7	0.768	0.000		
female	2016	251	32.3%	14.3%	13.9%	27.5%	6.0%	1.2%	4.8%	100%	2.8				
female	2019	204	34.3%	17.6%	14.2%	25.5%	2.9%	1.5%	3.9%	100%	2.7	0.244	0.003		

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Q20c. In your opinion, how often did most people (age 18 or older) in Idaho ask the following people to stop reading or typing on a cell phone while driving? A stranger

	Year	N	About Half the Time							Always			
			Never			Time		Always		Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2016	201	49.3%	19.4%	9.0%	16.4%	1.5%	1.0%	3.5%	100%	2.2		
male	2019	260	46.9%	20.0%	9.6%	16.2%	3.1%	0.4%	3.8%	100%	2.3	0.652	0.000
female	2016	251	50.6%	14.7%	9.2%	17.5%	3.2%	0.8%	4.0%	100%	2.3		
female	2019	205	52.7%	14.1%	6.3%	18.0%	2.9%	3.4%	2.4%	100%	2.2	0.901	0.000

Q21a. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop? The driver is a family member or close friend

	Year	N	Not at All Willing							Extremely Willing			
			Not at All Willing			Extremely Willing				Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2016	217	3.2%	0.0%	1.8%	5.1%	8.8%	17.1%	64.1%	100%	6.2		
male	2019	274	5.1%	1.1%	2.6%	3.3%	5.1%	18.6%	64.2%	100%	6.1	0.528	0.001
female	2016	266	1.5%	2.3%	1.1%	2.6%	6.8%	8.3%	77.4%	100%	6.5		
female	2019	212	0.5%	2.4%	1.4%	1.9%	9.0%	8.0%	76.9%	100%	6.5	0.814	0.000

Q21b. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop? The driver is an acquaintance or co-worker

	Year	N	Not at All Willing							Extremely Willing			
			Not at All Willing			Extremely Willing				Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2016	216	3.2%	2.8%	4.2%	8.3%	14.8%	21.8%	44.9%	100%	5.7		
male	2019	273	5.5%	2.6%	2.9%	9.5%	13.2%	18.3%	48.0%	100%	5.7	0.772	0.000
female	2016	262	4.2%	4.2%	3.1%	8.4%	12.6%	14.1%	53.4%	100%	5.8		
female	2019	210	1.9%	2.4%	2.9%	10.5%	12.9%	16.7%	52.9%	100%	5.9	0.339	0.002

Q21c. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. In each situation, how willing would you be to ask them to stop? The driver is a stranger

	Year	N	Not at All Willing							Extremely Willing			
			Not at All Willing			Extremely Willing				Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2016	213	6.1%	8.0%	6.6%	11.3%	12.2%	14.6%	41.3%	100%	5.2		
male	2019	272	9.2%	5.5%	6.3%	10.3%	8.5%	15.4%	44.9%	100%	5.3	0.801	0.000
female	2016	260	8.8%	9.2%	3.8%	6.2%	8.8%	12.7%	50.4%	100%	5.4		
female	2019	208	8.7%	5.8%	4.3%	9.1%	8.7%	11.1%	52.4%	100%	5.5	0.620	0.001

Q22a. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." You

		Neither															
		Strongly Agree		Agree		Somewhat Agree		Agree nor Disagree		Somewhat Disagree		Strongly Disagree		Total	Mean	Sig	η^2
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Total	Mean	Sig	η^2
male	2016	215	57.7%	30.2%	5.6%	4.2%	1.9%	0.0%	0.5%	100%	1.6						
male	2019	272	58.5%	29.4%	5.9%	2.9%	0.4%	1.1%	1.8%	100%	1.7	0.698	0.000				
female	2016	265	72.1%	20.4%	3.4%	2.3%		0.8%	1.1%	100%	1.4						
female	2019	210	65.2%	25.7%	5.2%	1.0%		1.0%	1.9%	100%	1.6	0.258	0.003				

Q22b. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Your family

		Neither															
		Strongly Agree		Agree		Somewhat Agree		Agree nor Disagree		Somewhat Disagree		Strongly Disagree		Total	Mean	Sig	η^2
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Total	Mean	Sig	η^2	
male	2016	213	49.8%	32.4%	10.8%	4.7%	1.9%	0.0%	0.5%	100%	1.8						
male	2019	270	51.1%	35.9%	5.2%	4.4%	0.7%	1.1%	1.5%	100%	1.8	0.891	0.000				
female	2016	265	61.9%	24.9%	6.8%	3.0%	1.9%	0.4%	1.1%	100%	1.6						
female	2019	210	55.2%	28.6%	10.5%	1.9%	0.5%	1.4%	1.9%	100%	1.8	0.257	0.003				

Q22c. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Your friends

		Neither															
		Strongly Agree		Agree		Somewhat Agree		Agree nor Disagree		Somewhat Disagree		Strongly Disagree		Total	Mean	Sig	η^2
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Total	Mean	Sig	η^2	
male	2016	213	34.7%	33.3%	18.3%	9.9%	2.3%	0.9%	0.5%	100%	2.2						
male	2019	269	40.5%	34.9%	15.2%	5.9%	0.7%	1.1%	1.5%	100%	2.0	0.149	0.004				
female	2016	264	51.9%	29.5%	8.7%	6.8%	0.8%	1.1%	1.1%	100%	1.8						
female	2019	211	46.0%	34.1%	12.8%	3.3%	0.5%	1.4%	1.9%	100%	1.9	0.520	0.001				

Q22d. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Your employer

		Neither															
		Strongly Agree		Agree		Somewhat Agree		Agree nor Disagree		Somewhat Disagree		Strongly Disagree		Total	Mean	Sig	η^2
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Total	Mean	Sig	η^2	
male	2016	191	47.1%	19.4%	9.4%	18.3%	2.1%	1.0%	2.6%	100%	2.2						
male	2019	249	47.4%	25.7%	9.6%	12.0%	2.0%	1.2%	2.0%	100%	2.1	0.271	0.003				
female	2016	223	56.1%	19.7%	8.5%	13.0%	0.0%	0.9%	1.8%	100%	1.9						
female	2019	194	47.4%	22.7%	10.8%	14.4%	1.0%	1.0%	2.6%	100%	2.1	0.115	0.006				

Q22e. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Most people who are important to you

		Neither															
		Strongly Agree		Agree		Somewhat Agree		Agree nor Disagree		Somewhat Disagree		Strongly Disagree		Total	Mean	Sig	η^2
Year	N	Strongly Agree	Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Total	Mean	Sig	η^2	
male	2016	210	40.5%	38.1%	11.4%	7.6%	1.9%	0.0%	0.5%	100%	1.9						
male	2019	272	44.1%	35.3%	11.4%	5.9%	0.7%	1.1%	1.5%	100%	1.9	0.903	0.000				
female	2016	263	57.8%	27.4%	7.6%	3.8%	1.5%	0.4%	1.5%	100%	1.7						
female	2019	210	50.5%	31.9%	11.9%	2.9%	0.0%	1.0%	1.9%	100%	1.8	0.378	0.002				

Q22f. In your opinion, how much would the following people agree or disagree with this statement: "People should ask someone who is driving to stop reading or typing on a cell phone." Most people (age 18 or older) in your community

	Year	N	Neither										Total	Mean	Sig	η^2				
			Somewhat		Agree nor Disagree		Somewhat		Strongly											
			Strongly Agree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree										
male	2016	211	32.2%	26.1%	18.0%	14.2%	6.6%	2.4%	0.5%	100%	2.5									
male	2019	271	33.6%	28.0%	15.9%	11.4%	4.8%	3.7%	2.6%	100%	2.5	0.926	0.000							
female	2016	258	39.9%	20.2%	15.9%	14.7%	3.1%	3.5%	2.7%	100%	2.4									
female	2019	208	42.8%	21.2%	20.2%	8.7%	3.8%	1.4%	1.9%	100%	2.2	0.143	0.005							

Q23a. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? You

	Year	N	Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
			Strongly Agree	Agree	Agree nor Disagree	Disagree	Disagree	Disagree	Disagree						
male	2016	213	5.6%	2.3%	1.9%	7.0%	6.6%	13.6%	62.9%	100%	6.0				
male	2019	271	4.4%	1.8%	0.7%	8.9%	7.4%	15.1%	61.6%	100%	6.0	0.704	0.000		
female	2016	263	3.8%	0.0%	0.8%	8.4%	3.8%	10.3%	73.0%	100%	6.3				
female	2019	208	2.9%	0.5%	0.5%	10.1%	3.8%	13.0%	69.2%	100%	6.3	0.773	0.000		

Q23b. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Your family

	Year	N	Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
			Strongly Agree	Agree	Agree nor Disagree	Disagree	Disagree	Disagree	Disagree						
male	2016	208	3.8%	2.9%	2.4%	15.4%	7.7%	21.2%	46.6%	100%	5.7				
male	2019	269	3.3%	1.9%	1.5%	13.0%	8.9%	21.2%	50.2%	100%	5.9	0.263	0.003		
female	2016	259	3.9%	1.2%	1.2%	12.7%	9.3%	16.6%	55.2%	100%	5.9				
female	2019	208	3.8%	0.5%	0.5%	11.5%	6.3%	15.4%	62.0%	100%	6.1	0.231	0.003		

Q23c. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Your friends

	Year	N	Not at All			Moderately			Strongly			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
			Strongly Agree	Agree	Agree nor Disagree	Disagree	Disagree	Disagree	Disagree						
male	2016	208	3.4%	4.3%	3.4%	18.8%	13.9%	25.0%	31.3%	100%	5.4				
male	2019	267	2.6%	3.4%	3.0%	17.2%	12.0%	27.0%	34.8%	100%	5.5	0.240	0.003		
female	2016	255	3.5%	1.2%	2.0%	15.7%	10.6%	18.4%	48.6%	100%	5.8				
female	2019	208	2.9%	0.5%	1.4%	16.3%	12.0%	19.2%	47.6%	100%	5.8	0.790	0.000		

Q23d. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Your employer

		Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)					
male	2016	185	7.6%	3.2%	4.3%	18.9%	5.9%	15.1%	44.9%	100%	5.4			
male	2019	239	6.7%	2.5%	4.6%	14.2%	10.5%	18.4%	43.1%	100%	5.5	0.601	0.001	
female	2016	210	6.2%	1.0%	2.9%	19.0%	7.1%	12.9%	51.0%	100%	5.6			
female	2019	180	3.9%	1.1%	2.2%	22.2%	6.7%	16.1%	47.8%	100%	5.7	0.831	0.000	

Q23e. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Most people who are important to you

		Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)					
male	2016	208	4.8%	3.8%	1.4%	16.3%	14.9%	25.0%	33.7%	100%	5.4			
male	2019	268	3.4%	2.2%	1.5%	16.8%	10.8%	26.1%	39.2%	100%	5.6	0.133	0.005	
female	2016	259	3.9%	0.8%	2.3%	15.1%	9.3%	18.5%	50.2%	100%	5.8			
female	2019	207	2.4%	0.5%	0.5%	14.0%	13.0%	19.3%	50.2%	100%	5.9	0.379	0.002	

Q23f. In your opinion, how much would the following people support someone who asked the driver to stop reading or typing on a cell phone? Most people (age 18 or older) in your community

		Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)					
male	2016	207	7.7%	8.7%	10.1%	30.4%	10.1%	15.0%	17.9%	100%	4.4			
male	2019	264	6.8%	8.7%	7.2%	26.1%	13.6%	15.2%	22.3%	100%	4.7	0.177	0.004	
female	2016	252	6.7%	6.3%	7.9%	27.4%	9.5%	13.9%	28.2%	100%	4.8			
female	2019	206	3.4%	5.3%	8.3%	30.6%	11.2%	11.7%	29.6%	100%	4.9	0.436	0.001	

Q24a. If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? A family member or close friend

		Not at All Comfortable			Moderately Comfortable			Extremely Comfortable			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)					
male	2016	214	2.8%	2.3%	2.3%	6.1%	9.8%	13.6%	63.1%	100%	6.1			
male	2019	274	4.7%	1.5%	1.1%	8.0%	5.5%	13.9%	65.3%	100%	6.1	0.989	0.000	
female	2016	267	1.9%	1.5%	1.9%	10.9%	3.4%	12.4%	68.2%	100%	6.2			
female	2019	212	2.8%	1.9%	0.0%	7.5%	6.1%	9.9%	71.7%	100%	6.3	0.608	0.001	

Q24b. If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? An acquaintance or co-worker

		Not at All Comfortable			Moderately Comfortable			Extremely Comfortable			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)					
male	2016	215	2.8%	3.3%	5.1%	20.0%	12.1%	18.6%	38.1%	100%	5.4			
male	2019	272	5.5%	1.5%	3.3%	17.3%	11.8%	16.2%	44.5%	100%	5.5	0.473	0.001	
female	2016	257	5.1%	3.5%	3.5%	20.6%	10.1%	15.2%	42.0%	100%	5.4			
female	2019	210	5.7%	2.9%	1.4%	21.0%	11.9%	17.1%	40.0%	100%	5.4	0.949	0.000	

Q24c. If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? A stranger

	Year	N	Not at All Comfortable			Moderately Comfortable			Extremely Comfortable			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	215	14.0%	9.8%	10.7%	20.0%	5.6%	10.7%	29.3%	100%	4.4				
male	2019	273	11.7%	8.8%	5.9%	15.4%	9.9%	10.3%	38.1%	100%	4.9	0.029	0.010		
female	2016	262	14.5%	8.0%	7.3%	18.3%	6.1%	11.5%	34.4%	100%	4.7				
female	2019	210	15.2%	6.7%	4.3%	19.5%	8.1%	10.5%	35.7%	100%	4.7	0.711	0.000		

Q25a. To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving? A primary law banning reading and typing on a cell phone while driving (that is a law whereby an officer can stop someone for doing

	Year	N	Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	226	4.0%	1.8%	0.9%	5.8%	6.2%	11.5%	69.9%	100%	6.2				
male	2019	279	4.7%	3.2%	1.1%	9.7%	5.0%	10.8%	65.6%	100%	6.0	0.153	0.004		
female	2016	271	2.2%	0.4%	1.5%	8.1%	5.9%	9.6%	72.3%	100%	6.3				
female	2019	223	3.1%	0.9%	2.7%	9.0%	5.4%	9.0%	70.0%	100%	6.2	0.274	0.002		

Q25b. To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving? A workplace policy that prohibits reading and typing on a cell phone while driving

	Year	N	Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	226	6.6%	1.3%	0.0%	6.6%	4.4%	11.1%	69.9%	100%	6.1				
male	2019	276	3.6%	0.7%	0.4%	8.3%	5.1%	9.8%	72.1%	100%	6.3	0.300	0.002		
female	2016	266	3.0%	0.8%	1.1%	8.3%	3.8%	8.6%	74.4%	100%	6.3				
female	2019	219	2.7%	1.8%	1.4%	7.8%	3.2%	8.2%	74.9%	100%	6.3	0.899	0.000		

Q25c. To what degree do you support the following strategies to decrease reading and typing on a cell phone while driving? A family rule that no one ever reads or types on a cell phone while driving

	Year	N	Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2016	226	2.2%	0.9%	0.9%	2.7%	1.8%	8.4%	83.2%	100%	6.6				
male	2019	278	2.5%	1.1%	0.4%	5.8%	1.8%	12.2%	76.3%	100%	6.4	0.211	0.003		
female	2016	268	0.0%	0.0%	0.4%	4.5%	0.7%	6.0%	88.4%	100%	6.8				
female	2019	224	0.4%	0.4%	0.9%	4.5%	2.2%	7.6%	83.9%	100%	6.7	0.120	0.005		

Q26. Have you driven a car or vehicle in the past 30 days?

	Year	N	yes	no	Total
male	2016	229	95.6%	4.4%	100%
male	2019	279	98.2%	1.8%	100%
female	2016	274	94.2%	5.8%	100%
female	2019	224	98.2%	1.8%	100%

Q27. What is your age?

	Year	N	Mean	Median	Standard Deviation
male	2016	230	59.3	62	14.8
male	2019	276	61.7	63	14.1
female	2016	272	56.4	58	16.1
female	2019	222	57.4	60	15.9

Q28. What best describes where you live?

	Year	N	Urban (population of 50,000 or more)	Suburban (population between 2,500 and 50,000)	Rural	Total
male	2016	230	43.0%	35.2%	21.7%	100%
male	2019	279	40.9%	35.5%	23.7%	100%
female	2016	269	39.4%	34.6%	26.0%	100%
female	2019	222	40.1%	36.0%	23.9%	100%

Q30. What is the highest level of education that you completed?

	Year	N	Less than high school degree	High school graduate (includes GED)	Some college, no degree	2-year college degree (Associate's degree)	4-year college degree (Bachelor's degree)	Graduate or professional degree	Total
male	2016	229	3.5%	20.1%	22.3%	11.4%	23.1%	19.7%	100%
male	2019	278	4.3%	19.8%	27.0%	9.4%	21.9%	17.6%	100%
female	2016	273	2.9%	21.6%	30.4%	13.2%	16.8%	15.0%	100%
female	2019	222	1.4%	13.5%	28.4%	12.6%	25.2%	18.9%	100%

Q31. During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?

	Year	N	yes	no	I don't know	Total
male	2016	226	54.0%	46.0%	0.0%	100%
male	2019	277	51.3%	48.4%	0.4%	100%
female	2016	273	39.9%	60.1%		100%
female	2019	221	43.9%	56.1%		100%

Appendix G

Workplace Survey (Control Group) Responses

The following is a summary of the relative frequencies and means of responses to all questions on the Workplace Survey among the control group broken down by sex and year. In addition, the statistical significance (Sig) and effect size (η^2) of the change in the means from 2016 to 2019 are included. Effect sizes of 0.01 indicate a small effect; 0.06 indicate a moderate effect, and 0.14 indicate a large effect.

What is your age?

	Year	N	21 to 24 years	25 to 30 years	31 to 34 years	35 to 44 years	45 to 54 years	55 to 59 years	60 to 64 years	65 to 74 years	
male	2017	363	0.8%	3.3%	7.7%	36.9%	29.5%	14.0%	7.2%	0.6%	100%
male	2020	344	0.0%	4.1%	7.8%	32.8%	28.5%	16.6%	9.0%	1.2%	100%
female	2017	216	1.4%	11.6%	7.4%	28.7%	29.6%	13.0%	6.5%	1.9%	100%
female	2020	142	0.0%	6.3%	10.6%	25.4%	33.1%	16.2%	8.5%	0.0%	100%
other	2017	17	0.0%	17.6%	5.9%	35.3%	5.9%	29.4%	5.9%		100%
other	2020	20	5.0%	0.0%	0.0%	55.0%	20.0%	5.0%	15.0%		100%

How often do you drive a vehicle as a part of your work?

	Year	N	Never	Rarely (once a month or less)	Occasionally (several times a month)	Frequently (several times a week or daily)	
male	2017	363	8.5%	21.8%	21.8%	47.9%	100%
male	2020	343	11.1%	24.8%	22.2%	42.0%	100%
female	2017	216	26.4%	38.9%	9.7%	25.0%	100%
female	2020	142	19.7%	38.7%	19.0%	22.5%	100%
other	2017	17	5.9%	52.9%	23.5%	17.6%	100%
other	2020	20	10.0%	30.0%	10.0%	50.0%	100%

How often do you ride in a vehicle as a part of your work?

	Year	N	Never	Rarely (once a month or less)	Occasionally (several times a month)	Frequently (several times a week or daily)	
male	2017	363	10.5%	38.6%	24.0%	27.0%	100%
male	2020	340	12.6%	43.2%	25.6%	18.5%	100%
female	2017	216	30.6%	56.0%	8.8%	4.6%	100%
female	2020	142	19.7%	57.7%	13.4%	9.2%	100%
other	2017	17	5.9%	52.9%	23.5%	17.6%	100%
other	2020	20	15.0%	40.0%	15.0%	30.0%	100%

Evaluation of Interventions to Reduce Distracted Driving in Idaho

In the past three months, has your workplace adopted a new policy or changed an existing policy about distracted or engaged driving?

	Year	N	yes	no	I don't know	
male	2017	362	18.8%	62.4%	18.8%	100%
male	2020	343	10.8%	72.9%	16.3%	100%
female	2017	215	14.4%	58.1%	27.4%	100%
female	2020	142	9.2%	69.7%	21.1%	100%
other	2017	17	23.5%	64.7%	11.8%	100%
other	2020	20	0.0%	80.0%	20.0%	100%

In the past three months, have you participated in any training about your workplace policy about distracted or engaged driving?

	Year	N	yes	no	I don't know	
male	2017	360	38.3%	58.9%	2.8%	100%
male	2020	343	37.0%	58.9%	4.1%	100%
female	2017	216	35.2%	61.6%	3.2%	100%
female	2020	141	32.6%	66.0%	1.4%	100%
other	2017	16	43.8%	56.3%		100%
other	2020	20	30.0%	70.0%		100%

How concerned are you about safety on roads and highways?

	Concerned	Not at All							Extremely				
		(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η²	
male	2017	363	1.7%	0.8%	1.9%	5.5%	20.1%	30.0%	39.9%	100%	5.9		
male	2020	344	0.9%	1.5%	3.8%	8.4%	24.1%	23.5%	37.8%	100%	5.8	0.091	0.004
female	2017	216	0.5%	0.5%	0.5%	4.2%	11.1%	27.3%	56.0%	100%	6.3		
female	2020	142	0.7%	2.1%	4.2%	6.3%	21.8%	20.4%	44.4%	100%	5.9	0.000	0.037
other	2017	17			0.0%	11.8%	17.6%	17.6%	52.9%	100%			
other	2020	20			5.0%	15.0%	20.0%	20.0%	40.0%	100%			

"I believe the only acceptable number of deaths and serious injuries on our roadways is zero."

	Year	N	Neither							Strongly				
			Strongly		Somewhat		nor		Somewhat		Strongly			
			Disagree	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Total	Mean
male	2017	361	1.4%	4.2%	6.4%	4.4%	10.8%	28.3%	44.6%	100%	5.8			
male	2020	344	2.9%	1.7%	4.1%	5.5%	12.2%	22.4%	51.2%	100%	5.9	0.293	0.002	
female	2017	215	5.1%	0.5%	1.4%	2.8%	7.9%	27.9%	54.4%	100%	6.1			
female	2020	142	4.2%	0.0%	1.4%	4.2%	6.3%	26.1%	57.7%	100%	6.2	0.598	0.001	
other	2017	16			12.5%	6.3%	18.8%	18.8%	43.8%	100%				
other	2020	19			0.0%	15.8%	10.5%	31.6%	42.1%	100%				

Appendix G. Workplace Survey (Control Group) Responses

"I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."

		Neither Agree												
		Strongly Disagree		Somewhat Disagree		Somewhat nor Agree		Strongly Agree		Total	Mean	Sig	η^2	
Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Total	Mean	Sig	η^2	
male	2017	360	1.4%	1.4%	2.5%	3.6%	4.4%	22.8%	63.9%	100%	6.3			
male	2020	344	2.9%	0.6%	2.3%	3.8%	5.2%	17.2%	68.0%	100%	6.3	0.932	0.000	
female	2017	215	4.2%	0.5%	1.4%	2.8%	2.3%	16.7%	72.1%	100%	6.4			
female	2020	142	4.2%	0.0%	0.0%	1.4%	1.4%	10.6%	82.4%	100%	6.6	0.177	0.005	
other	2017	17			5.9%	5.9%	11.8%	23.5%	52.9%	100%				
other	2020	19			0.0%	10.5%	5.3%	26.3%	57.9%	100%				

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Shift

		Once or Never	3 to 5 Twice	6 to 10 times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2		
Year	N	Never	Twice	times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2		
male	2017	332	91.0%	5.1%	1.8%	0.3%	0.6%	1.2%	0.0%	100%	1.2		
male	2020	332	56.3%	18.1%	8.7%	4.8%	6.3%	4.2%	1.5%	100%	2.1	0.000	0.114
female	2017	205	94.1%	2.4%	1.0%	0.5%	1.0%	0.5%	0.5%	100%	1.2		
female	2020	138	60.9%	26.1%	3.6%	1.4%	2.9%	3.6%	1.4%	100%	1.8	0.000	0.077
other	2017	16	87.5%	6.3%	0.0%		6.3%	0.0%	0.0%	100%			
other	2020	19	47.4%	26.3%	5.3%		0.0%	15.8%	5.3%	100%			

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? "Eyes on the Road; Hands on the Wheel; Mind on Driving"

		Once or Never	3 to 5 Twice	6 to 10 times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2		
Year	N	Never	Twice	times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2		
male	2017	341	53.1%	21.7%	8.2%	4.1%	5.9%	3.8%	3.2%	100%	2.1		
male	2020	341	16.1%	17.3%	13.8%	15.8%	17.6%	14.7%	4.7%	100%	3.6	0.000	0.160
female	2017	211	62.1%	21.3%	4.7%	2.4%	2.4%	4.7%	2.4%	100%	1.9		
female	2020	141	13.5%	15.6%	17.7%	14.9%	12.8%	16.3%	9.2%	100%	3.8	0.000	0.251
other	2017	17	76.5%	11.8%	0.0%	5.9%	5.9%	0.0%	0.0%	100%			
other	2020	19	10.5%	31.6%	26.3%	10.5%	0.0%	15.8%	5.3%	100%			

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Just Drive

		Once or Never	3 to 5 Twice	6 to 10 times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2		
Year	N	Never	Twice	times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2		
male	2017	358	8.7%	11.2%	14.0%	16.2%	12.0%	25.1%	12.8%	100%	4.4		
male	2020	343	6.1%	15.5%	26.2%	35.0%	10.5%	5.5%	1.2%	100%	3.5	0.000	0.071
female	2017	215	11.2%	9.8%	10.2%	10.7%	15.3%	23.3%	19.5%	100%	4.6		
female	2020	142	6.3%	14.8%	19.7%	36.6%	9.9%	9.9%	2.8%	100%	3.7	0.000	0.054
other	2017	17	11.8%	17.6%	11.8%	0.0%	35.3%	17.6%	5.9%	100%			
other	2020	20	5.0%	20.0%	30.0%	15.0%	10.0%	5.0%	15.0%	100%			

Evaluation of Interventions to Reduce Distracted Driving in Idaho

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Idaho's Hundred Deadliest Days

	Year	N	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2
male	2017	354	9.3%	24.6%	20.1%	22.0%	11.0%	11.3%	1.7%	100%	3.4		
male	2020	334	70.1%	10.5%	3.6%	7.2%	4.8%	3.0%	0.9%	100%	1.8	0.000	0.227
female	2017	216	13.9%	18.5%	20.8%	25.0%	7.9%	9.7%	4.2%	100%	3.4		
female	2020	140	69.3%	5.7%	8.6%	5.7%	5.7%	4.3%	0.7%	100%	1.9	0.000	0.177
other	2017	16	6.3%	50.0%	18.8%	6.3%	6.3%	12.5%	0.0%	100%			
other	2020	19	73.7%	10.5%	5.3%	0.0%	0.0%	5.3%	5.3%	100%			

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand?

	Year	N	Never	Rarely	Occasio nally	Someti mes	Freque ntly	Almost always	Every time I drive	Total	Mean	Sig	η^2
male	2017	362	30.4%	31.2%	18.2%	10.8%	7.5%	1.7%	0.3%	100%	2.4		
male	2020	344	46.5%	29.9%	11.9%	6.4%	4.1%	0.9%	0.3%	100%	2.0	0.000	0.030
female	2017	215	42.3%	30.7%	12.1%	8.8%	5.1%	0.9%		100%	2.1		
female	2020	142	53.5%	28.2%	12.0%	3.5%	2.8%	0.0%		100%	1.7	0.009	0.019
other	2017	17	29.4%	23.5%	23.5%	17.6%	5.9%	0.0%		100%			
other	2020	20	30.0%	35.0%	15.0%	5.0%	10.0%	5.0%		100%			

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?

	Year	N	Never	Rarely	Occasio nally	Someti mes	Freque ntly	Almost always	Every time I drive	Total	Mean	Sig	η^2
male	2017	359	26.2%	15.0%	17.5%	17.0%	18.1%	5.6%	0.6%	100%	3.0		
male	2020	344	19.2%	14.0%	18.3%	19.8%	20.1%	7.8%	0.9%	100%	3.3	0.016	0.008
female	2017	216	24.5%	15.3%	14.8%	13.4%	25.5%	4.6%	1.9%	100%	3.2		
female	2020	142	10.6%	23.2%	14.1%	14.1%	27.5%	9.2%	1.4%	100%	3.6	0.046	0.011
other	2017	17	11.8%	17.6%	29.4%	23.5%	11.8%	0.0%	5.9%	100%			
other	2020	20	5.0%	25.0%	20.0%	15.0%	20.0%	10.0%	5.0%	100%			

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you typed or read on a cell phone?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Always	Every time I drive	Total	Mean	Sig	η^2
male	2017	362	38.1%	39.0%	12.4%	6.6%	3.0%	0.6%	0.3%	100%	2.0		
male	2020	344	40.7%	39.2%	11.3%	5.5%	2.6%	0.6%	0.0%	100%	1.9	0.295	0.002
female	2017	216	40.7%	35.2%	11.6%	6.5%	4.6%	0.5%	0.9%	100%	2.0		
female	2020	142	34.5%	40.8%	15.5%	4.9%	3.5%	0.7%	0.0%	100%	2.0	0.996	0.000
other	2017	17	52.9%	17.6%	17.6%	5.9%	5.9%			100%			
other	2020	20	25.0%	45.0%	10.0%	10.0%	10.0%			100%			

Appendix G. Workplace Survey (Control Group) Responses

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had food to eat?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Total	Mean	Sig	η^2
male	2017	362	14.4%	29.3%	32.0%	16.0%	7.5%	0.8%	100%	2.8		
male	2020	344	20.3%	30.2%	26.2%	14.5%	8.7%	0.0%	100%	2.6	0.107	0.004
female	2017	215	24.7%	34.0%	23.3%	12.1%	6.0%	0.0%	100%	2.4		
female	2020	142	21.8%	45.1%	17.6%	11.3%	3.5%	0.7%	100%	2.3	0.451	0.002
other	2017	17	5.9%	29.4%	29.4%	23.5%	5.9%	5.9%	100%			
other	2020	20	5.0%	30.0%	40.0%	5.0%	10.0%	10.0%	100%			

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you attended to children in the back seat?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Total	Mean	Sig	η^2
male	2017	362	57.7%	21.8%	11.9%	5.2%	2.8%	0.3%	0.3%	100%	1.8		
male	2020	343	66.5%	18.4%	9.3%	3.8%	2.0%	0.0%	0.0%	100%	1.6	0.015	0.008
female	2017	216	64.8%	15.3%	9.3%	5.6%	4.2%	0.5%	0.5%	100%	1.7		
female	2020	141	65.2%	14.9%	5.0%	9.2%	5.0%	0.7%	0.0%	100%	1.8	0.783	0.000
other	2017	17	76.5%	17.6%	0.0%	5.9%	0.0%			100%			
other	2020	20	65.0%	15.0%	10.0%	5.0%	5.0%			100%			

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone while holding it in their hand?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Every time they drive	Total	Mean	Sig	η^2
male	2017	362	0.6%	1.9%	6.6%	14.9%	50.3%	15.5%	10.2%	100%	5.0		
male	2020	343	1.7%	1.2%	8.5%	17.5%	56.6%	9.9%	4.7%	100%	4.7	0.002	0.013
female	2017	214	0.5%	0.5%	6.1%	13.1%	52.3%	18.2%	9.3%	100%	5.1		
female	2020	142	0.7%	1.4%	5.6%	16.2%	53.5%	12.7%	9.9%	100%	5.0	0.352	0.002
other	2017	17	5.9%		5.9%	23.5%	52.9%	5.9%	5.9%	100%			
other	2020	20	0.0%		20.0%	20.0%	35.0%	20.0%	5.0%	100%			

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone without holding it ("hands free")?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Every time they drive	Total	Mean	Sig	η^2
male	2017	358	1.4%	3.9%	12.3%	21.5%	45.8%	9.5%	5.6%	100%	4.6		
male	2020	341	0.6%	1.8%	11.1%	23.2%	50.7%	9.1%	3.5%	100%	4.6	0.491	0.001
female	2017	212		1.9%	9.0%	18.9%	51.4%	12.3%	6.6%	100%	4.8		
female	2020	142		2.1%	4.9%	18.3%	50.7%	15.5%	8.5%	100%	5.0	0.187	0.005
other	2017	17	5.9%		5.9%	17.6%	58.8%	0.0%	11.8%	100%			
other	2020	20	0.0%		15.0%	15.0%	55.0%	5.0%	10.0%	100%			

Evaluation of Interventions to Reduce Distracted Driving in Idaho

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) type or read on a cell phone?

			Never	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Every time they drive	Total	Mean	Sig	η^2
	Year	N											
male	2017	362	0.8%	1.9%	8.8%	15.2%	48.6%	15.2%	9.4%	100%	4.9		
male	2020	343	1.2%	1.7%	7.9%	19.8%	47.8%	15.7%	5.8%	100%	4.8	0.238	0.002
female	2017	213	0.5%	0.9%	3.3%	16.4%	51.2%	17.4%	10.3%	100%	5.1		
female	2020	142	0.7%	0.0%	6.3%	10.6%	52.8%	19.0%	10.6%	100%	5.1	0.735	0.000
other	2017	17	5.9%		11.8%	29.4%	41.2%	0.0%	11.8%	100%			
other	2020	20	0.0%		20.0%	10.0%	45.0%	15.0%	10.0%	100%			

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) eat food?

			Never	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Every time they drive	Total	Mean	Sig	η^2
	Year	N											
male	2017	359	0.6%	3.1%	11.1%	28.7%	43.7%	7.2%	5.6%	100%	4.6		
male	2020	342	1.5%	2.9%	12.0%	30.1%	44.7%	6.4%	2.3%	100%	4.4	0.095	0.004
female	2017	214	0.5%	0.9%	9.3%	20.6%	54.2%	10.7%	3.7%	100%	4.7		
female	2020	142	0.7%	0.7%	7.0%	16.9%	57.0%	10.6%	7.0%	100%	4.9	0.175	0.005
other	2017	17	5.9%		17.6%	23.5%	41.2%	5.9%	5.9%	100%			
other	2020	20	0.0%		20.0%	25.0%	45.0%	5.0%	5.0%	100%			

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) attend to children in the back seat?

			Never	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Every time they drive	Total	Mean	Sig	η^2
	Year	N											
male	2017	359	2.5%	6.7%	18.9%	31.5%	30.6%	6.1%	3.6%	100%	4.1		
male	2020	341	2.9%	7.3%	22.9%	37.0%	24.6%	3.5%	1.8%	100%	3.9	0.010	0.009
female	2017	212	0.5%	3.8%	9.4%	29.7%	44.3%	8.0%	4.2%	100%	4.5		
female	2020	142	0.7%	3.5%	10.6%	30.3%	41.5%	7.7%	5.6%	100%	4.5	0.967	0.000
other	2017	17	5.9%	5.9%	5.9%	47.1%	35.3%	0.0%	0.0%	100%			
other	2020	20	0.0%	0.0%	10.0%	35.0%	45.0%	5.0%	5.0%	100%			

Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone while holding it your hand?

			Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Total	Mean	Sig	η^2
	Year	N											
male	2017	342	90.1%	7.9%	2.0%		0.0%		0.0%	100%	1.1		
male	2020	326	98.2%	0.9%	0.3%		0.3%		0.3%	100%	1.0	0.018	0.008
female	2017	177	91.5%	5.1%	1.7%	1.1%	0.6%			100%	1.1		
female	2020	113	93.8%	6.2%	0.0%	0.0%	0.0%			100%	1.1	0.143	0.007
other	2017	14	100%				0.0%	0.0%		100%			
other	2020	19	89.5%				5.3%	5.3%		100%			

Appendix G. Workplace Survey (Control Group) Responses

Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?

										Every				
										time I	Total	Mean	Sig	η²
	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost	always	drive				
male	2017	342	61.7%	14.3%	8.2%	4.7%	6.4%	2.6%	2.0%	100%	2.0			
male	2020	326	57.4%	14.1%	12.9%	6.4%	5.2%	1.8%	2.1%	100%	2.0	0.598	0.000	
female	2017	178	71.9%	16.3%	5.6%	3.4%	1.7%		1.1%	100%	1.5			
female	2020	113	65.5%	15.0%	8.0%	6.2%	5.3%		0.0%	100%	1.7	0.139	0.008	
other	2017	14	50.0%	35.7%	14.3%	0.0%	0.0%		0.0%	100%				
other	2020	19	63.2%	0.0%	15.8%	5.3%	10.5%		5.3%	100%				

Thinking back over the past 30 days, while driving FOR WORK, how often have you typed or read on a cell phone?

										Every				
										time I	Total	Mean	Sig	η²
	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost	always	drive				
male	2017	341	87.7%	10.0%	1.8%	0.3%	0.3%		100%	1.2				
male	2020	326	92.9%	6.1%	0.9%	0.0%	0.0%		100%	1.1	0.014	0.009		
female	2017	178	86.5%	9.0%	2.2%	1.1%	0.6%		0.6%	100%	1.2			
female	2020	111	89.2%	8.1%	1.8%	0.9%	0.0%		0.0%	100%	1.1	0.297	0.004	
other	2017	14	92.9%	7.1%			0.0%	0.0%		100%				
other	2020	19	84.2%	5.3%			5.3%	5.3%		100%				

Thinking back over the past 30 days, while driving FOR WORK, how often have you had food to eat?

										Every				
										time I	Total	Mean	Sig	η²
	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost	always	drive				
male	2017	342	50.3%	27.5%	14.6%	4.4%	2.6%	0.3%	0.3%	100%	1.8			
male	2020	326	60.4%	22.1%	12.3%	4.0%	1.2%	0.0%	0.0%	100%	1.6	0.010	0.010	
female	2017	178	82.0%	12.4%	3.9%	0.6%	1.1%		100%	1.3				
female	2020	112	71.4%	19.6%	4.5%	2.7%	1.8%		100%	1.4	0.053	0.013		
other	2017	14	64.3%	28.6%	7.1%		0.0%	0.0%		100%				
other	2020	19	57.9%	26.3%	5.3%		5.3%	5.3%		100%				

Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands?

										Every				
										time they	Total	Mean	Sig	η²
	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost	always	drove				
male	2017	352	68.2%	21.6%	6.0%	3.4%	0.6%	0.0%	0.3%	100%	1.5			
male	2020	336	79.8%	14.6%	2.1%	3.0%	0.3%	0.3%	0.0%	100%	1.3	0.004	0.012	
female	2017	195	57.4%	22.6%	12.3%	5.6%	1.5%	0.5%		100%	1.7			
female	2020	135	69.6%	24.4%	4.4%	1.5%	0.0%	0.0%		100%	1.4	0.001	0.036	
other	2017	15	80.0%	20.0%			0.0%		0.0%	100%				
other	2020	17	70.6%	17.6%			5.9%	5.9%		100%				

Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone without holding it ("hands free")?

									Every time they drove	Total	Mean	Sig	η²
		Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always				
male	2017	351	43.6%	19.1%		16.2%	8.3%	9.4%	2.8%	0.6%	100%	2.3	
male	2020	336	36.9%	19.3%		19.0%	11.3%	9.2%	3.0%	1.2%	100%	2.5	0.109 0.004
female	2017	195	31.8%	21.0%		22.6%	9.7%	9.2%	3.6%	2.1%	100%	2.6	
female	2020	135	26.7%	19.3%		24.4%	11.9%	12.6%	3.7%	1.5%	100%	2.8	0.282 0.004
other	2017	15	53.3%	26.7%		13.3%	0.0%	6.7%			100%		
other	2020	17	52.9%	17.6%		17.6%	5.9%	5.9%			100%		

Thinking back over the past 30 days, how often did most of your coworkers who drive for work type or read on a cell phone?

									Every time they drove	Total	Mean	Sig	η²
		Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always				
male	2017	351	69.5%	19.7%		6.8%	3.1%	0.9%	0.0%		100%	1.5	
male	2020	336	76.8%	17.6%		3.6%	1.5%	0.3%	0.3%		100%	1.3	0.014 0.009
female	2017	194	58.2%	24.7%		9.3%	5.7%	2.1%			100%	1.7	
female	2020	135	66.7%	23.0%		8.1%	2.2%	0.0%			100%	1.5	0.026 0.015
other	2017	15	86.7%	13.3%		0.0%		0.0%		0.0%	100%		
other	2020	17	70.6%	11.8%		5.9%		5.9%		5.9%	100%		

Thinking back over the past 30 days, how often did most of your coworkers who drive for work eat food?

									Every time they drove	Total	Mean	Sig	η²
		Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always				
male	2017	348	35.1%	32.5%		21.0%	8.3%	2.9%	0.3%		100%	2.1	
male	2020	336	41.4%	29.2%		19.6%	7.4%	2.4%	0.0%		100%	2.0	0.143 0.003
female	2017	194	43.3%	29.9%		16.0%	7.7%	3.1%	0.0%		100%	2.0	
female	2020	135	40.0%	31.9%		17.8%	7.4%	2.2%	0.7%		100%	2.0	0.695 0.000
other	2017	15	53.3%	26.7%		20.0%		0.0%		0.0%	100%		
other	2020	17	52.9%	17.6%		17.6%		5.9%		5.9%	100%		

Appendix G. Workplace Survey (Control Group) Responses

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone while holding it in their hand?

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	363	35.0%	25.3%	12.7%	20.1%	3.0%	2.8%	1.1%	100%	2.4				
male	2020	344	43.0%	19.8%	16.6%	13.4%	3.2%	2.9%	1.2%	100%	2.3	0.137	0.003		
female	2017	216	46.3%	21.8%	17.1%	11.1%	1.9%	1.4%	0.5%	100%	2.1				
female	2020	142	52.8%	22.5%	11.3%	8.5%	3.5%	0.7%	0.7%	100%	1.9	0.297	0.003		
other	2017	17	29.4%	29.4%	17.6%	23.5%	0.0%	0.0%	0.0%	100%					
other	2020	20	35.0%	10.0%	20.0%	20.0%	5.0%	5.0%	5.0%	100%					

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")?

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	362	7.7%	8.8%	19.9%	26.8%	13.5%	15.5%	7.7%	100%	4.1				
male	2020	344	6.4%	10.2%	10.2%	23.8%	16.9%	17.4%	15.1%	100%	4.5	0.002	0.014		
female	2017	214	8.9%	12.6%	20.6%	24.3%	11.2%	15.0%	7.5%	100%	3.9				
female	2020	142	4.2%	16.2%	17.6%	19.7%	6.3%	21.1%	14.8%	100%	4.3	0.040	0.012		
other	2017	17	11.8%	5.9%	17.6%	17.6%	17.6%	17.6%	11.8%	100%					
other	2020	20	15.0%	15.0%	15.0%	30.0%	5.0%	10.0%	10.0%	100%					

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver typing or reading on a cell phone?

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(7)							
male	2017	363	79.1%	16.5%	1.9%	1.9%	0.3%	0.3%	100%	1.3					
male	2020	344	82.0%	12.8%	3.2%	1.7%	0.0%	0.3%	100%	1.3	0.590	0.000			
female	2017	215	92.6%	6.0%	0.9%	0.5%			100%	1.1					
female	2020	142	93.0%	5.6%	0.7%	0.7%			100%	1.1	0.970	0.000			
other	2017	17	88.2%	11.8%	0.0%	0.0%		0.0%	100%						
other	2020	20	50.0%	35.0%	5.0%	5.0%		5.0%	100%						

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver eating food?

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	362	10.8%	16.9%	24.3%	33.4%	6.9%	5.0%	2.8%	100%	3.3				
male	2020	344	15.1%	16.0%	20.3%	31.7%	9.3%	4.1%	3.5%	100%	3.3	0.678	0.000		
female	2017	215	18.1%	25.1%	22.8%	26.5%	3.3%	1.4%	2.8%	100%	2.9				
female	2020	141	19.1%	27.0%	20.6%	22.0%	6.4%	5.0%	0.0%	100%	2.8	0.864	0.000		
other	2017	17	11.8%	29.4%	17.6%	23.5%	0.0%	11.8%	5.9%	100%					
other	2020	20	10.0%	15.0%	5.0%	60.0%	5.0%	0.0%	5.0%	100%					

Evaluation of Interventions to Reduce Distracted Driving in Idaho

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone while holding it in their hand?

			It would feel unacceptable		Neutral			It would feel acceptable		Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2017	363	58.1%	13.8%	8.3%	12.7%	2.8%	2.2%	2.2%	100%	2.4		
male	2020	344	68.0%	13.7%	5.8%	7.8%	2.0%	1.5%	1.2%	100%	2.3	0.137	0.003
female	2017	216	61.1%	13.9%	7.4%	10.2%	5.6%	1.9%	0.0%	100%	2.1		
female	2020	142	69.0%	12.7%	8.5%	4.9%	3.5%	0.0%	1.4%	100%	1.9	0.297	0.003
other	2017	17	47.1%	11.8%	5.9%	23.5%	0.0%	11.8%	0.0%	100%			
other	2020	20	70.0%	10.0%	0.0%	10.0%	5.0%	0.0%	5.0%	100%			

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")?

			It would feel unacceptable		Neutral			It would feel acceptable		Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2017	362	14.1%	10.8%	12.2%	22.4%	12.4%	10.8%	17.4%	100%	4.1		
male	2020	344	13.1%	6.4%	8.7%	19.8%	12.5%	11.9%	27.6%	100%	4.5	0.002	0.014
female	2017	216	11.1%	14.4%	14.8%	19.9%	11.1%	12.5%	16.2%	100%	3.9		
female	2020	142	9.2%	8.5%	10.6%	22.5%	9.9%	13.4%	26.1%	100%	4.3	0.040	0.012
other	2017	17	11.8%	0.0%	11.8%	17.6%	23.5%	5.9%	29.4%	100%			
other	2020	20	35.0%	15.0%	0.0%	25.0%	0.0%	0.0%	25.0%	100%			

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver typing or reading on a cell phone?

			It would feel unacceptable		Neutral			It would feel acceptable		Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2017	362	85.1%	9.9%	1.7%	2.2%	0.6%	0.0%	0.6%	100%	1.3		
male	2020	344	90.1%	5.8%	2.3%	1.5%	0.0%	0.3%	0.0%	100%	1.3	0.590	0.000
female	2017	215	93.5%	3.3%	1.4%	1.4%			0.5%	100%	1.1		
female	2020	141	90.8%	7.1%	1.4%	0.7%			0.0%	100%	1.1	0.970	0.000
other	2017	17	94.1%	5.9%		0.0%			0.0%	100%			
other	2020	20	85.0%	5.0%		5.0%			5.0%	100%			

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver eating food?

			It would feel unacceptable		Neutral			It would feel acceptable		Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2017	363	16.8%	16.0%	15.2%	33.6%	7.7%	5.8%	5.0%	100%	3.3		
male	2020	344	20.9%	16.6%	9.6%	32.6%	8.4%	6.7%	5.2%	100%	3.3	0.678	0.000
female	2017	215	29.8%	21.9%	15.3%	24.7%	4.2%	1.4%	2.8%	100%	2.9		
female	2020	142	27.5%	23.2%	13.4%	23.9%	6.3%	2.1%	3.5%	100%	2.8	0.864	0.000
other	2017	17	11.8%	29.4%	5.9%	29.4%		5.9%	17.6%	100%			
other	2020	20	30.0%	25.0%	0.0%	30.0%		5.0%	10.0%	100%			

Appendix G. Workplace Survey (Control Group) Responses

"Employees should NOT engage in having a conversation on a cell phone while holding it in their hand when they are driving for work."

		Neither													
		Strongly		Somewhat		Agree nor		Somewhat		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Total				
male	2017	362	1.9%	2.2%	2.8%	4.1%	5.5%	18.0%	65.5%	100%	6.2				
male	2020	344	0.9%	0.3%	2.6%	2.9%	2.6%	12.2%	78.5%	100%	6.6	0.001	0.016		
female	2017	216	0.5%	0.0%	1.4%	3.7%	7.9%	17.1%	69.4%	100%	6.5				
female	2020	142	3.5%	1.4%	2.1%	1.4%	4.9%	9.2%	77.5%	100%	6.4	0.551	0.001		
other	2017	17		0.0%	5.9%	0.0%	35.3%	11.8%	47.1%	100%					
other	2020	20		5.0%	0.0%	10.0%	0.0%	40.0%	45.0%	100%					

"Employees should NOT engage in having a conversation on a cell phone without holding it ("hands free") when they are driving for work."

		Neither													
		Strongly		Somewhat		Agree nor		Somewhat		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Total				
male	2017	362	8.3%	13.8%	9.4%	21.0%	13.0%	16.0%	18.5%	100%	4.4				
male	2020	344	14.0%	21.8%	12.8%	18.0%	9.6%	10.2%	13.7%	100%	3.7	0.000	0.028		
female	2017	215	8.4%	12.6%	7.9%	20.0%	14.0%	21.4%	15.8%	100%	4.5				
female	2020	142	13.4%	19.0%	12.0%	14.1%	13.4%	14.1%	14.1%	100%	3.9	0.013	0.017		
other	2017	17	17.6%	11.8%	23.5%	0.0%	23.5%	17.6%	5.9%	100%					
other	2020	20	15.0%	10.0%	5.0%	20.0%	15.0%	15.0%	20.0%	100%					

"Employees should NOT engage in typing or reading on a cell phone when they are driving for work."

		Neither													
		Strongly		Somewhat		Agree nor		Somewhat		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Total				
male	2017	362	2.5%	0.3%	0.6%	0.8%	2.2%	7.2%	86.5%	100%	6.7				
male	2020	343	0.9%	0.0%	0.0%	1.2%	1.2%	6.1%	90.7%	100%	6.8	0.027	0.007		
female	2017	214	0.9%	0.5%	0.0%	0.9%	1.4%	3.7%	92.5%	100%	6.8				
female	2020	142	3.5%	1.4%	0.7%	0.0%	0.7%	5.6%	88.0%	100%	6.6	0.060	0.010		
other	2017	17		0.0%		0.0%		5.9%	94.1%	100%					
other	2020	20		5.0%		10.0%		20.0%	65.0%	100%					

"Employees should NOT engage in eating food when they are driving for work."

		Neither													
		Strongly		Somewhat		Agree nor		Somewhat		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Total				
male	2017	361	5.0%	5.8%	9.1%	28.3%	14.4%	18.0%	19.4%	100%	4.7				
male	2020	344	3.5%	8.7%	9.9%	26.2%	14.0%	14.5%	23.3%	100%	4.8	0.868	0.000		
female	2017	215	0.9%	4.2%	5.1%	17.7%	18.6%	20.9%	32.6%	100%	5.4				
female	2020	142	2.8%	7.7%	7.0%	21.1%	13.4%	14.8%	33.1%	100%	5.1	0.080	0.009		
other	2017	17	11.8%	11.8%	11.8%	17.6%	17.6%	17.6%	11.8%	100%					
other	2020	20	0.0%	5.0%	5.0%	40.0%	5.0%	15.0%	30.0%	100%					

Evaluation of Interventions to Reduce Distracted Driving in Idaho

"My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone while holding it in my hand."

			Neither									
			Strongly	Somewhat	Agree nor	Somewhat	Strongly	Total	Mean	Sig	η²	
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Mean			
male	2017	363	0.3%	0.6%	1.4%	3.3%	1.4%	6.9%	86.2%	100%	6.7	
male	2020	341	0.6%	0.6%	0.0%	1.5%	1.2%	3.2%	93.0%	100%	6.8	0.035 0.006
female	2017	213		0.9%		3.8%	1.9%	6.6%	86.9%	100%	6.7	
female	2020	140		0.0%		1.4%	3.6%	2.9%	92.1%	100%	6.9	0.121 0.007
other	2017	16		0.0%		0.0%	12.5%	0.0%	87.5%	100%		
other	2020	20		5.0%		15.0%	0.0%	5.0%	75.0%	100%		

"My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone without holding it ('hands free')."

			Neither									
			Strongly	Somewhat	nor	Somewhat	Strongly	Total	Mean	Sig	η²	
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Mean			
male	2017	362	11.6%	9.4%	6.6%	22.4%	8.6%	11.9%	29.6%	100%	4.6	
male	2020	341	15.5%	19.4%	7.3%	21.1%	7.0%	6.7%	22.9%	100%	4.0	0.000 0.022
female	2017	214	7.9%	8.9%	5.1%	20.1%	6.1%	15.9%	36.0%	100%	5.0	
female	2020	140	10.7%	12.1%	10.0%	20.7%	8.6%	13.6%	24.3%	100%	4.4	0.010 0.018
other	2017	15	13.3%	20.0%	6.7%	20.0%	13.3%	6.7%	20.0%	100%		
other	2020	20	5.0%	5.0%	0.0%	50.0%	0.0%	10.0%	30.0%	100%		

"My supervisor expects me NOT to engage in this behavior when I am driving for work: typing or reading on a cell phone."

			Neither									
			Strongly	Somewhat	Agree nor	Somewhat	Strongly	Total	Mean	Sig	η²	
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Mean			
male	2017	360	0.8%	0.3%	0.6%	2.2%	0.0%	2.5%	93.6%	100%	6.8	
male	2020	341	0.3%	0.3%	0.0%	1.2%	0.3%	2.9%	95.0%	100%	6.9	0.156 0.003
female	2017	213		0.0%		2.3%		3.3%	94.4%	100%	6.9	
female	2020	140		0.7%		0.7%		3.6%	95.0%	100%	6.9	0.848 0.000
other	2017	16		0.0%		0.0%		0.0%	100%	100%		
other	2020	20		5.0%		10.0%		10.0%	75.0%	100%		

"My supervisor expects me NOT to engage in this behavior when I am driving for work: eating food."

			Neither									
			Strongly	Somewhat	Agree nor	Somewhat	Strongly	Total	Mean	Sig	η²	
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Mean			
male	2017	361	3.3%	6.1%	5.0%	33.0%	10.8%	12.5%	29.4%	100%	5.0	
male	2020	341	3.8%	7.9%	4.7%	29.9%	7.9%	12.6%	33.1%	100%	5.0	0.768 0.000
female	2017	213	0.9%	2.3%	0.9%	23.5%	10.3%	14.1%	47.9%	100%	5.7	
female	2020	140	2.1%	2.9%	2.9%	25.7%	7.1%	15.0%	44.3%	100%	5.6	0.261 0.004
other	2017	16	6.3%	6.3%	6.3%	37.5%	6.3%	12.5%	25.0%	100%		
other	2020	20	0.0%	5.0%	5.0%	45.0%	5.0%	5.0%	35.0%	100%		

Appendix G. Workplace Survey (Control Group) Responses

"I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone while holding it in their hands."

		Strongly		Somewhat		Neither		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree nor Disagree	Disagree	Agree	Agree	Agree	Mean		
male	2017	362	0.6%	1.7%	1.1%	4.7%	3.9%	11.3%	76.8%	100%	6.5		
male	2020	344	0.9%	0.3%	0.9%	3.2%	2.3%	8.4%	84.0%	100%	6.7	0.036	0.006
female	2017	214	0.0%	1.4%	0.9%	4.7%	4.7%	14.0%	74.3%	100%	6.5		
female	2020	142	0.7%	0.0%	0.0%	3.5%	3.5%	7.0%	85.2%	100%	6.7	0.061	0.010
other	2017	17		5.9%		5.9%	11.8%	17.6%	58.8%	100%			
other	2020	20		5.0%		15.0%	0.0%	25.0%	55.0%	100%			

"I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone without holding it ('hands free')."

		Strongly		Somewhat		Neither		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree nor Disagree	Disagree	Agree	Agree	Agree	Mean		
male	2017	360	10.8%	11.1%	7.2%	21.1%	11.4%	17.2%	21.1%	100%	4.5		
male	2020	344	17.7%	20.6%	9.6%	18.3%	6.7%	9.0%	18.0%	100%	3.7	0.000	0.030
female	2017	214	7.9%	10.3%	8.9%	20.1%	12.6%	20.1%	20.1%	100%	4.6		
female	2020	142	17.6%	11.3%	9.2%	21.1%	10.6%	11.3%	19.0%	100%	4.1	0.012	0.018
other	2017	16	12.5%	12.5%	6.3%	18.8%	12.5%	18.8%	18.8%	100%			
other	2020	20	5.0%	10.0%	0.0%	40.0%	5.0%	5.0%	35.0%	100%			

"I expect my coworkers NOT to engage in this behavior when they are driving for work: typing or reading on a cell phone."

		Strongly		Somewhat		Neither		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree nor Disagree	Disagree	Agree	Agree	Agree	Mean		
male	2017	359	0.3%	0.3%	0.6%	2.5%	1.1%	5.6%	89.7%	100%	6.8		
male	2020	343	0.6%	0.0%	0.0%	1.2%	1.5%	4.7%	92.1%	100%	6.9	0.246	0.002
female	2017	215				1.9%	1.4%	5.6%	91.2%	100%	6.9		
female	2020	142				3.5%	1.4%	3.5%	91.5%	100%	6.8	0.624	0.001
other	2017	17	0.0%			5.9%		17.6%	76.5%	100%			
other	2020	20	5.0%			10.0%		10.0%	75.0%	100%			

"I expect my coworkers NOT to engage in this behavior when they are driving for work: eating food."

		Strongly		Somewhat		Neither		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree nor Disagree	Disagree	Agree	Agree	Agree	Mean		
male	2017	360	3.9%	5.8%	6.9%	32.5%	12.5%	16.9%	21.4%	100%	4.8		
male	2020	344	5.5%	8.4%	6.7%	29.4%	11.6%	12.8%	25.6%	100%	4.7	0.623	0.000
female	2017	214	1.4%	2.8%	3.3%	22.9%	12.6%	22.9%	34.1%	100%	5.5		
female	2020	141	2.8%	3.5%	4.3%	24.1%	15.6%	14.9%	34.8%	100%	5.3	0.287	0.003
other	2017	17	11.8%	11.8%	5.9%	29.4%	5.9%	23.5%	11.8%	100%			
other	2020	20	0.0%	10.0%	0.0%	50.0%	0.0%	5.0%	35.0%	100%			

Evaluation of Interventions to Reduce Distracted Driving in Idaho

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work:
having a conversation on a cell phone while holding it in your hand

			I have NO choice; I have to do it												
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	It is all my choice	I don't drive for work	Total	Mean	Sig	η^2
male	2017	360	4.4%	0.0%	1.4%	0.8%	1.4%	3.6%	65.8%	22.5%	100%	6.8			
male	2020	340	5.3%	0.9%	0.3%	0.9%	0.0%	3.2%	71.8%	17.6%	100%	6.7	0.542	0.001	
female	2017	210	2.9%	1.0%	1.0%	1.9%	0.0%	1.0%	41.9%	50.5%	100%	7.2			
female	2020	142	2.8%	1.4%	0.0%	0.0%	0.7%	0.7%	52.8%	41.5%	100%	7.2	0.865	0.000	
other	2017	17	5.9%		5.9%	0.0%	5.9%	5.9%	52.9%	23.5%	100%				
other	2020	20	10.0%		0.0%	5.0%	0.0%	0.0%	50.0%	35.0%	100%				

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work:
having a conversation on a cell phone without holding it ("hands free")

			I have NO choice; I have to do it													
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	It is all my choice	I don't drive for work	Total	Mean	Sig	η^2	
male	2017	360	3.3%	1.4%	1.9%	5.6%	2.2%	1.7%	61.9%	21.9%	100%	6.6				
male	2020	340	2.6%	4.1%	1.2%	5.9%	1.5%	3.5%	63.8%	17.4%	100%	6.5	0.315	0.001		
female	2017	211	2.8%	1.9%	2.4%	3.3%			2.4%	37.0%	50.2%	100%	7.0			
female	2020	142	1.4%	1.4%	1.4%	4.9%			0.7%	48.6%	41.5%	100%	7.0	0.857	0.000	
other	2017	17	11.8%			0.0%			5.9%	58.8%	23.5%	100%				
other	2020	20	0.0%			10.0%			0.0%	55.0%	35.0%	100%				

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: typing or reading on a cell phone

			I have NO choice; I have to do it													
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	It is all my choice	I don't drive for work	Total	Mean	Sig	η^2	
male	2017	358	4.5%	0.0%	0.6%	0.8%	0.3%	3.1%	68.2%	22.6%	100%	6.9				
male	2020	340	5.6%	0.6%	0.3%	0.6%	0.0%	2.9%	71.8%	18.2%	100%	6.8	0.307	0.002		
female	2017	210	2.9%	1.0%	0.5%	1.0%			1.0%	43.8%	50.0%	100%	7.2			
female	2020	141	3.5%	0.7%	0.0%	0.7%			0.0%	53.9%	41.1%	100%	7.1	0.586	0.001	
other	2017	16	0.0%	6.3%		0.0%			6.3%	62.5%	25.0%	100%				
other	2020	20	10.0%	0.0%		5.0%			0.0%	50.0%	35.0%	100%				

Appendix G. Workplace Survey (Control Group) Responses

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: eating food

		I have NO choice; I have to do it							It is all my choice			I don't drive for work		
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2	
male	2017	360	1.4%	0.6%	1.1%	2.5%	1.4%	3.1%	68.1%	21.9%	100%	6.9		
male	2020	340	0.9%	0.3%	0.3%	3.5%	2.6%	2.4%	72.4%	17.6%	100%	6.9	0.849 0.000	
female	2017	211	0.9%	0.9%	0.0%	5.2%	0.0%	0.5%	42.2%	50.2%	100%	7.2		
female	2020	141	0.7%	0.0%	0.7%	2.8%	1.4%	0.7%	51.8%	41.8%	100%	7.2	0.936 0.000	
other	2017	17	0.0%			0.0%	5.9%	5.9%	64.7%	23.5%	100%			
other	2020	20	5.0%			15.0%	0.0%	0.0%	45.0%	35.0%	100%			

Do you have a family rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone while holding it in your hand

		I don't				I don't have a							
	Year	N	Yes	No	I don't know	family	Total	Mean	Sig	η^2			
male	2017	361	44.3%	47.9%	1.7%	6.1%	100%	1.7					
male	2020	342	50.6%	39.8%	0.3%	9.4%	100%	1.7	0.860	0.000			
female	2017	215	58.1%	36.7%	1.4%	3.7%	100%	1.5					
female	2020	142	55.6%	38.7%	1.4%	4.2%	100%	1.5	0.650	0.001			
other	2017	17	35.3%	52.9%		11.8%	100%						
other	2020	20	45.0%	50.0%		5.0%	100%						

Do you have a family rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free")

		I don't				I don't have a							
	Year	N	Yes	No	I don't know	family	Total	Mean	Sig	η^2			
male	2017	359	21.2%	71.6%	1.1%	6.1%	100%	1.9					
male	2020	342	20.5%	69.3%	0.9%	9.4%	100%	2.0	0.206	0.002			
female	2017	213	24.9%	69.5%	1.9%	3.8%	100%	1.8					
female	2020	142	23.9%	70.4%	1.4%	4.2%	100%	1.9	0.837	0.000			
other	2017	17	29.4%	58.8%		11.8%	100%						
other	2020	20	15.0%	80.0%		5.0%	100%						

Do you have a family rule about NOT engaging in the following behaviors while driving? -typing or reading on a cell phone

		I don't				I don't have a							
	Year	N	Yes	No	I don't know	family	Total	Mean	Sig	η^2			
male	2017	361	70.4%	22.4%	1.1%	6.1%	100%	1.4					
male	2020	341	69.8%	20.5%	0.3%	9.4%	100%	1.5	0.325	0.001			
female	2017	215	82.8%	12.6%	0.9%	3.7%	100%	1.3					
female	2020	142	76.8%	17.6%	1.4%	4.2%	100%	1.3	0.308	0.003			
other	2017	17	70.6%	17.6%		11.8%	100%						
other	2020	20	65.0%	30.0%		5.0%	100%						

Do you have a family rule about NOT engaging in the following behaviors while driving? -eating food

	Year	N	Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η2
male	2017	360	9.2%	81.9%	2.5%	6.4%	100%	2.1		
male	2020	342	14.0%	75.7%	0.9%	9.4%	100%	2.1	0.912	0.000
female	2017	215	17.7%	75.3%	2.8%	4.2%	100%	1.9		
female	2020	142	19.0%	75.4%	1.4%	4.2%	100%	1.9	0.688	0.000
other	2017	17	11.8%	76.5%		11.8%	100%			
other	2020	20	10.0%	85.0%		5.0%	100%			

Do you have a family rule about NOT engaging in the following behaviors while driving? -attending to children in the back seat

	Year	N	Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η2
male	2017	360	20.0%	63.9%	3.6%	12.5%	100%	2.1		
male	2020	340	19.4%	60.6%	3.8%	16.2%	100%	2.2	0.226	0.002
female	2017	213	24.4%	52.6%	2.8%	20.2%	100%	2.2		
female	2020	141	22.7%	55.3%	4.3%	17.7%	100%	2.2	0.872	0.000
other	2017	17	11.8%	76.5%	0.0%	11.8%	100%			
other	2020	20	15.0%	70.0%	5.0%	10.0%	100%			

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone while holding it in your hand

	Year	N	Yes	No	I don't know	Total	Mean	Sig	η2
male	2017	362	92.5%	3.0%	4.4%	100%	1.1		
male	2020	341	96.8%	0.3%	2.9%	100%	1.1	0.056	0.005
female	2017	214	93.9%	1.9%	4.2%	100%	1.1		
female	2020	141	93.6%	1.4%	5.0%	100%	1.1	0.820	0.000
other	2017	17	88.2%	5.9%	5.9%	100%			
other	2020	20	90.0%	5.0%	5.0%	100%			

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free")

	Year	N	Yes	No	I don't know	Total	Mean	Sig	η2
male	2017	360	48.6%	39.4%	11.9%	100%	1.6		
male	2020	341	47.8%	40.5%	11.7%	100%	1.6	0.908	0.000
female	2017	215	49.3%	34.4%	16.3%	100%	1.7		
female	2020	141	50.4%	37.6%	12.1%	100%	1.6	0.501	0.001
other	2017	17	58.8%	29.4%	11.8%	100%			
other	2020	20	45.0%	40.0%	15.0%	100%			

Appendix G. Workplace Survey (Control Group) Responses

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -typing or reading on a cell phone

	Year	N	Yes	No	I don't know	Total	Mean	Sig	η^2
male	2017	361	94.7%	2.5%	2.8%	100%	1.1		
male	2020	341	95.9%	1.2%	2.9%	100%	1.1	0.712	0.000
female	2017	214	94.9%	2.8%	2.3%	100%	1.1		
female	2020	141	92.9%	2.8%	4.3%	100%	1.1	0.348	0.002
other	2017	17	94.1%	0.0%	5.9%	100%			
other	2020	20	90.0%	5.0%	5.0%	100%			

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -eating food

	Year	N	Yes	No	I don't know	Total	Mean	Sig	η^2
male	2017	363	22.0%	41.6%	36.4%	100%	2.1		
male	2020	342	25.7%	40.1%	34.2%	100%	2.1	0.308	0.001
female	2017	214	25.7%	31.3%	43.0%	100%	2.2		
female	2020	141	31.2%	29.1%	39.7%	100%	2.1	0.327	0.003
other	2017	17	23.5%	41.2%	35.3%	100%			
other	2020	20	45.0%	25.0%	30.0%	100%			

Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop?

	Year	N	I have never thought about it	I have thought about it sometimes	I have thought about it a lot	Total	Mean	Sig	η^2
male	2017	362	4.4%	3.3%	1.9%	19.6%	11.6%	19.6%	39.5%
male	2020	270	4.1%	4.8%	2.6%	25.2%	12.6%	14.4%	36.3%
female	2017	212	2.8%	0.9%	1.9%	10.4%	9.0%	18.9%	56.1%
female	2020	118	1.7%	1.7%	1.7%	18.6%	9.3%	11.9%	55.1%
other	2017	17	0.0%	5.9%		17.6%	5.9%	17.6%	52.9%
other	2020	15	6.7%	6.7%		33.3%	26.7%	6.7%	20.0%

Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

	Year	N	I was never in that situation	Never (1)	Never (2)	Never (3)	Time (4)	Half the Time (5)	Always (6)	Always (7)	Total	Mean	Sig	η^2
male	2017	363	30.0%	8.8%	11.6%	6.6%	8.3%	5.0%	10.7%	19.0%	100%	4.1		
male	2020	341	27.9%	8.5%	16.1%	5.3%	10.3%	7.9%	7.9%	16.1%	100%	4.0	0.637	0.000
female	2017	215	21.4%	2.8%	8.8%	7.9%	7.0%	4.7%	12.1%	35.3%	100%	5.2		
female	2020	141	22.0%	5.0%	7.8%	5.0%	9.9%	5.7%	12.8%	31.9%	100%	5.0	0.697	0.000
other	2017	17	47.1%	0.0%	5.9%	5.9%	11.8%	0.0%	5.9%	23.5%	100%			
other	2020	20	40.0%	5.0%	10.0%	0.0%	25.0%	15.0%	5.0%	0.0%	100%			

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Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work)

			I was never in that situation	Never	(1)	(2)	(3)	About Half the Time	(4)	(5)	(6)	(7)	Always	Total	Mean	Sig	η^2
male	Year	N	situation	63.3%	15.5%	3.9%	1.4%	3.3%	1.9%	2.5%	8.3%	100%	2.2				
male	2017	362															
male	2020	341		66.3%	16.1%	1.8%	0.9%	2.6%	1.5%	2.9%	7.9%	100%	2.1	0.547	0.001		
female	2017	214		72.4%	10.7%	0.5%	1.4%	1.4%	1.9%	2.8%	8.9%	100%	2.1				
female	2020	140		72.1%	8.6%	2.9%	3.6%	1.4%	1.4%	1.4%	8.6%	100%	2.1	0.889	0.000		
other	2017	17		82.4%	0.0%				0.0%	5.9%		11.8%	100%				
other	2020	20		75.0%	15.0%				10.0%	0.0%		0.0%	100%				

Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A stranger

			I was never in that situation	Never	(1)	(2)	(3)	About Half the Time	(4)	(5)	(6)	(7)	Always	Total	Mean	Sig	η^2
male	Year	N	situation	64.5%	17.5%	3.6%	2.8%	3.3%	0.8%	2.5%	5.0%	100%	2.0				
male	2017	361															
male	2020	341		58.7%	17.9%	5.3%	4.1%	5.3%	1.5%	2.9%	4.4%	100%	2.2	0.235	0.002		
female	2017	213		60.6%	14.6%	5.6%	5.6%	5.2%	1.4%	1.4%	5.6%	100%	2.2				
female	2020	140		70.0%	12.9%	1.4%	2.9%	3.6%	1.4%	0.7%	7.1%	100%	2.0	0.402	0.002		
other	2017	17		82.4%	11.8%		0.0%	5.9%				100%					
other	2020	20		70.0%	15.0%		5.0%	10.0%				100%					

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

			Never					About Half the Time					Always				
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2				
male	Year	N															
male	2017	357	19.6%	12.6%	8.4%	26.9%	10.9%	7.6%	14.0%	100%	3.8						
male	2020	335	16.4%	13.7%	9.9%	26.3%	11.3%	11.6%	10.7%	100%	3.8	0.753	0.000				
female	2017	202	7.9%	7.4%	11.9%	28.7%	13.4%	14.9%	15.8%	100%	4.4						
female	2020	138	8.7%	11.6%	8.0%	27.5%	13.0%	12.3%	18.8%	100%	4.4	0.876	0.000				
other	2017	16	31.3%	0.0%	6.3%	31.3%			12.5%	18.8%	100%						
other	2020	19	36.8%	31.6%	5.3%	21.1%			5.3%	0.0%	100%						

Appendix G. Workplace Survey (Control Group) Responses

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work)

		Year	N	About Half the Time							Always				
				Never	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2017	356	28.9%	12.4%	4.5%	15.4%	7.3%	9.0%	22.5%	100%	3.8				
male	2020	335	25.4%	12.8%	6.3%	16.7%	8.1%	13.4%	17.3%	100%	3.8	0.904	0.000		
female	2017	203	22.2%	10.8%	6.9%	18.2%	8.4%	14.8%	18.7%	100%	4.0				
female	2020	137	18.2%	13.9%	5.1%	19.0%	9.5%	10.2%	24.1%	100%	4.1	0.525	0.001		
other	2017	16	37.5%	6.3%	0.0%	18.8%	0.0%	18.8%	18.8%	100%					
other	2020	19	52.6%	15.8%	5.3%	10.5%	5.3%	10.5%	0.0%	100%					

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A stranger

		Year	N	About Half the Time							Always				
				Never	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2017	355	44.8%	17.7%	7.9%	14.6%	5.4%	2.8%	6.8%	100%	2.5				
male	2020	334	36.2%	23.4%	8.7%	16.2%	4.8%	4.5%	6.3%	100%	2.7	0.286	0.002		
female	2017	200	42.0%	20.5%	6.5%	19.0%	3.0%	3.5%	5.5%	100%	2.5				
female	2020	137	31.4%	20.4%	8.0%	24.1%	5.8%	4.4%	5.8%	100%	2.9	0.071	0.010		
other	2017	16	50.0%	6.3%	12.5%	25.0%				0.0%	6.3%	100%			
other	2020	19	63.2%	10.5%	10.5%	10.5%				5.3%	0.0%	100%			

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a family member or close friend

		Year	N	Not at All Willing							Extremely Willing				
				Willing	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2017	363	0.8%	0.3%	2.2%	4.7%	5.2%	11.3%	75.5%	100%	6.5				
male	2020	342	0.6%	0.6%	0.9%	6.1%	6.4%	12.9%	72.5%	100%	6.5	0.702	0.000		
female	2017	215		0.5%	0.5%	0.9%	4.2%	7.0%	87.0%	100%	6.8				
female	2020	140		0.0%	1.4%	3.6%	1.4%	6.4%	87.1%	100%	6.7	0.666	0.001		
other	2017	17	5.9%	5.9%		0.0%			5.9%	82.4%	100%				
other	2020	20	10.0%	0.0%		5.0%			15.0%	70.0%	100%				

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Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is coworker (at work)

			Not at All Willing							Extremely Willing			
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η²
male	2017	361	1.1%	1.1%	2.5%	5.8%	6.9%	11.1%	71.5%	100%	6.4		
male	2020	342	0.6%	1.2%	2.0%	4.1%	8.8%	14.6%	68.7%	100%	6.4	0.779	0.000
female	2017	215	1.4%	0.9%	2.8%	5.1%	13.5%	12.6%	63.7%	100%	6.2		
female	2020	140	0.0%	0.7%	5.0%	10.7%	5.0%	13.6%	65.0%	100%	6.2	0.988	0.000
other	2017	16	12.5%					6.3%	81.3%	100%			
other	2020	20	10.0%					20.0%	70.0%	100%			

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a stranger

			Not at All Willing							Extremely Willing			
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η²
male	2017	362	6.4%	8.0%	8.3%	13.3%	8.6%	8.8%	46.7%	100%	5.2		
male	2020	342	3.8%	7.6%	7.6%	15.5%	11.1%	11.7%	42.7%	100%	5.3	0.712	0.000
female	2017	213	6.1%	11.3%	8.9%	11.3%	10.3%	9.4%	42.7%	100%	5.1		
female	2020	140	5.7%	5.7%	9.3%	13.6%	7.9%	11.4%	46.4%	100%	5.3	0.264	0.004
other	2017	17	11.8%	0.0%	5.9%	0.0%	23.5%	5.9%	52.9%	100%			
other	2020	20	15.0%	10.0%	0.0%	10.0%	20.0%	5.0%	40.0%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Cool: Not Cool

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η²
male	2017	359	34.0%	7.5%	11.4%	27.9%	4.2%	5.3%	9.7%	100%	3.2		
male	2020	341	30.8%	12.3%	7.0%	32.3%	6.5%	4.4%	6.7%	100%	3.1	0.774	0.000
female	2017	209	36.4%	12.9%	10.5%	23.9%	5.7%	3.8%	6.7%	100%	2.9		
female	2020	140	38.6%	7.1%	9.3%	31.4%	7.1%	2.9%	3.6%	100%	2.8	0.850	0.000
other	2017	15	33.3%	6.7%	6.7%	33.3%	0.0%	13.3%	6.7%	100%			
other	2020	19	31.6%	5.3%	5.3%	36.8%	5.3%	5.3%	10.5%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Dangerous: Safe

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η²
male	2017	360	12.2%	2.5%	1.4%	7.5%	4.7%	13.9%	57.8%	100%	5.6		
male	2020	340	7.9%	0.0%	1.5%	7.6%	3.5%	19.7%	59.7%	100%	6.0	0.020	0.008
female	2017	209	6.7%	2.9%	0.5%	5.7%	4.8%	12.9%	66.5%	100%	6.0		
female	2020	140	2.9%	0.0%	0.7%	6.4%	5.7%	12.9%	71.4%	100%	6.4	0.063	0.010
other	2017	16	0.0%		0.0%	18.8%		18.8%	62.5%	100%			
other	2020	19	5.3%		5.3%	15.8%		21.1%	52.6%	100%			

Appendix G. Workplace Survey (Control Group) Responses

Asking a coworker to stop reading or typing on a cell phone while driving feels... Foolish: Sensible

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
male	2017	360	10.0%	2.8%	1.4%	5.0%	5.0%	14.7%	61.1%	100%	5.8		
male	2020	342	5.6%	0.3%	0.6%	4.7%	4.7%	16.7%	67.5%	100%	6.2	0.002	0.014
female	2017	209	5.7%	1.9%	0.5%	1.9%	3.3%	12.4%	74.2%	100%	6.3		
female	2020	140	1.4%	0.7%	0.0%	3.6%	5.7%	10.0%	78.6%	100%	6.6	0.087	0.008
other	2017	16	0.0%	6.3%	0.0%	6.3%			18.8%	68.8%	100%		
other	2020	19	5.3%	0.0%	5.3%	15.8%			21.1%	52.6%	100%		

Asking a coworker to stop reading or typing on a cell phone while driving feels... Pleasant: Unpleasant

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
male	2017	360	14.2%	6.4%	4.2%	30.6%	19.4%	9.7%	15.6%	100%	4.3		
male	2020	341	8.5%	6.5%	8.8%	31.7%	16.7%	14.1%	13.8%	100%	4.4	0.342	0.001
female	2017	206	11.7%	3.9%	6.8%	26.2%	17.5%	18.0%	16.0%	100%	4.5		
female	2020	140	10.0%	2.1%	5.0%	30.7%	15.0%	17.1%	20.0%	100%	4.7	0.364	0.002
other	2017	16	12.5%	12.5%		25.0%	25.0%	12.5%	12.5%	100%			
other	2020	19	21.1%	5.3%		26.3%	21.1%	15.8%	10.5%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Good: Bad

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
male	2017	360	43.3%	15.8%	8.1%	18.6%	5.8%	2.5%	5.8%	100%	2.6		
male	2020	341	35.2%	21.1%	12.9%	18.5%	5.0%	1.8%	5.6%	100%	2.6	0.659	0.000
female	2017	206	46.6%	11.2%	13.1%	18.0%	3.9%	4.4%	2.9%	100%	2.5		
female	2020	139	43.2%	11.5%	10.8%	26.6%	5.0%	1.4%	1.4%	100%	2.5	0.877	0.000
other	2017	16	50.0%	12.5%	0.0%	18.8%			18.8%	100%			
other	2020	18	33.3%	11.1%	5.6%	44.4%			5.6%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Acceptable: Unacceptable

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
male	2017	360	61.1%	15.6%	7.5%	6.9%	2.2%	0.8%	5.8%	100%	2.0		
male	2020	341	62.0%	19.3%	7.6%	5.8%	0.3%	0.0%	5.0%	100%	1.8	0.168	0.003
female	2017	209	66.5%	14.4%	7.2%	6.2%	1.0%	1.0%	3.8%	100%	1.8		
female	2020	139	73.4%	12.9%	7.2%	5.0%	0.7%	0.0%	0.7%	100%	1.5	0.040	0.012
other	2017	17	76.5%	5.9%	0.0%	11.8%			5.9%	100%			
other	2020	19	52.6%	15.8%	21.1%	5.3%			5.3%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Right: Wrong

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
male	2017	362	65.5%	15.5%	5.5%	6.4%	0.8%	0.6%	5.8%	100%	1.9		
male	2020	341	68.3%	19.4%	4.4%	3.5%	0.0%	0.0%	4.4%	100%	1.7	0.058	0.005
female	2017	208	75.5%	12.5%	2.4%	3.8%	0.5%	1.0%	4.3%	100%	1.6		
female	2020	138	81.2%	8.7%	5.8%	3.6%	0.0%	0.0%	0.7%	100%	1.4	0.059	0.010
other	2017	16	75.0%	6.3%	0.0%	6.3%			6.3%	100%			
other	2020	19	57.9%	5.3%	21.1%	10.5%			5.3%	100%			

Evaluation of Interventions to Reduce Distracted Driving in Idaho

Asking a coworker to stop reading or typing on a cell phone while driving feels... Caring: Uncaring

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η2
male	2017	361	57.9%	18.3%	9.1%	9.1%	0.0%	0.8%	4.7%	100%	2.0		
male	2020	341	60.4%	20.5%	7.9%	7.0%	0.6%	0.3%	3.2%	100%	1.8	0.151	0.003
female	2017	209	64.6%	18.2%	5.7%	7.2%	1.0%	0.5%	2.9%	100%	1.7		
female	2020	139	76.3%	10.8%	6.5%	6.5%	0.0%	0.0%	0.0%	100%	1.4	0.016	0.017
other	2017	16	75.0%	0.0%	6.3%	6.3%	0.0%	6.3%	6.3%	100%			
other	2020	19	47.4%	15.8%	10.5%	21.1%	5.3%	0.0%	0.0%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Respectful: Disrespectful

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η2
male	2017	360	46.4%	17.2%	11.9%	15.3%	1.4%	2.2%	5.6%	100%	2.4		
male	2020	341	43.4%	23.8%	13.5%	12.0%	1.8%	1.8%	3.8%	100%	2.3	0.355	0.001
female	2017	207	48.3%	17.4%	11.6%	15.5%	2.9%	1.4%	2.9%	100%	2.2		
female	2020	139	58.3%	16.5%	11.5%	10.8%	2.2%	0.7%	0.0%	100%	1.8	0.012	0.018
other	2017	15	73.3%	0.0%	6.7%	6.7%		6.7%	6.7%	100%			
other	2020	19	42.1%	10.5%	15.8%	21.1%		5.3%	5.3%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Appropriate: Inappropriate

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η2
male	2017	362	61.9%	17.4%	6.1%	7.5%	0.8%	0.3%	6.1%	100%	1.9		
male	2020	340	63.8%	20.9%	5.6%	4.1%	0.3%	1.5%	3.8%	100%	1.8	0.136	0.003
female	2017	210	70.0%	17.1%	2.9%	4.3%	1.0%	1.4%	3.3%	100%	1.7		
female	2020	139	76.3%	13.7%	5.8%	3.6%	0.0%	0.0%	0.7%	100%	1.4	0.049	0.011
other	2017	17	76.5%	5.9%	0.0%	5.9%		5.9%	5.9%	100%			
other	2020	20	55.0%	25.0%	10.0%	5.0%		5.0%	0.0%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Responsible: Irresponsible

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η2
male	2017	362	68.2%	14.1%	5.0%	6.4%	0.0%	0.3%	6.1%	100%	1.8		
male	2020	341	72.7%	17.6%	1.8%	4.4%	0.3%	0.3%	2.9%	100%	1.5	0.015	0.008
female	2017	210	81.0%	10.0%	1.9%	2.9%		1.0%	3.3%	100%	1.5		
female	2020	138	87.0%	6.5%	4.3%	1.4%		0.0%	0.7%	100%	1.2	0.057	0.010
other	2017	17	76.5%	5.9%	0.0%	11.8%		5.9%		100%			
other	2020	20	55.0%	25.0%	10.0%	5.0%		5.0%		100%			

Appendix G. Workplace Survey (Control Group) Responses

"I think asking someone to stop reading or typing on a cell phone while driving will NOT make a difference - people do what they want to do."

		Neither													
		Strongly		Somewhat		Agree nor Disagree		Somewhat		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Total	Mean			
male	2017	362	20.2%	31.2%	16.0%	5.0%	16.3%	7.5%	3.9%	100%	3.0				
male	2020	342	18.4%	36.8%	15.8%	5.8%	14.9%	7.3%	0.9%	100%	2.9	0.196	0.002		
female	2017	215	21.4%	31.6%	12.6%	2.8%	22.3%	5.6%	3.7%	100%	3.0				
female	2020	141	21.3%	32.6%	14.9%	5.0%	17.0%	7.8%	1.4%	100%	2.9	0.536	0.001		
other	2017	16	18.8%	12.5%	12.5%	12.5%	25.0%	12.5%	6.3%	100%					
other	2020	20	10.0%	25.0%	15.0%	20.0%	20.0%	0.0%	10.0%	100%					

"I believe asking someone to stop reading or typing on a cell phone while driving is likely to upset the other person."

		Neither													
		Strongly		Somewhat		Agree nor Disagree		Somewhat		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Total	Mean			
male	2017	359	2.8%	15.0%	12.3%	22.6%	31.2%	14.5%	1.7%	100%	4.1				
male	2020	342	2.0%	12.0%	15.2%	20.5%	38.0%	11.1%	1.2%	100%	4.2	0.703	0.000		
female	2017	213	3.8%	8.5%	8.5%	19.2%	39.9%	16.4%	3.8%	100%	4.5				
female	2020	141	3.5%	10.6%	16.3%	16.3%	39.7%	9.2%	4.3%	100%	4.2	0.106	0.007		
other	2017	17	0.0%	17.6%	11.8%	11.8%	47.1%	5.9%	5.9%	100%					
other	2020	19	5.3%	5.3%	5.3%	42.1%	31.6%	5.3%	5.3%	100%					

"I believe asking someone to stop reading or typing on a cell phone while driving protects the other person from potential harm."

		Neither													
		Strongly		Somewhat		Agree nor Disagree		Somewhat		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Total	Mean			
male	2017	362	3.0%	0.6%			2.5%	6.4%	38.1%	49.4%	100%	6.2			
male	2020	341	1.5%	0.6%			3.5%	6.2%	42.8%	45.5%	100%	6.2	0.827	0.000	
female	2017	214	0.9%		0.9%		1.4%	2.8%	33.6%	60.3%	100%	6.5			
female	2020	141	4.3%		0.0%		0.7%	5.0%	27.0%	63.1%	100%	6.4	0.310	0.003	
other	2017	17	0.0%				5.9%	5.9%	47.1%	41.2%	100%				
other	2020	20	5.0%				15.0%	10.0%	50.0%	20.0%	100%				

"I believe asking someone to stop reading or typing on a cell phone while driving is rude."

		Neither													
		Strongly		Somewhat		Agree nor Disagree		Somewhat		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Total	Mean			
male	2017	362	36.5%	36.2%	11.3%	9.7%	3.9%	1.4%	1.1%	100%	2.2				
male	2020	342	30.7%	43.9%	9.9%	9.6%	4.1%	0.9%	0.9%	100%	2.2	0.845	0.000		
female	2017	215	43.7%	33.0%	11.6%	4.2%	7.4%			100%	2.0				
female	2020	141	48.2%	36.2%	7.1%	4.3%	4.3%			100%	1.8	0.131	0.006		
other	2017	17	35.3%	41.2%	5.9%	11.8%	0.0%			100%					
other	2020	20	25.0%	30.0%	10.0%	25.0%	5.0%	5.0%	5.0%	100%					

Evaluation of Interventions to Reduce Distracted Driving in Idaho

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -You

	Year	N	Neither									Total	Mean	Sig	η^2				
			Strongly Disagree		Somewhat Disagree		Agree nor Disagree		Somewhat Agree		Strongly Agree								
			Disagree	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree							
male	2017	360	1.4%		0.3%	2.8%	3.3%	22.8%	69.4%	100%	6.5								
male	2020	340	0.3%		0.3%	2.4%	1.5%	25.9%	69.7%	100%	6.6	0.197	0.002						
female	2017	215	1.4%	0.5%	0.5%	1.4%	3.3%	24.2%	68.8%	100%	6.5								
female	2020	140	0.7%	0.0%	0.0%	0.0%	3.6%	14.3%	81.4%	100%	6.7	0.024	0.014						
other	2017	17				11.8%	11.8%	35.3%	41.2%	100%									
other	2020	18				16.7%	0.0%	44.4%	38.9%	100%									

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -Your supervisor

	Year	N	Neither									Total	Mean	Sig	η^2					
			Strongly Disagree		Somewhat Disagree		Agree nor Disagree		Somewhat Agree		Strongly Agree									
			Disagree	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree									
male	2017	355	1.4%	0.3%	0.3%	2.3%	2.5%	20.0%	73.2%	100%	6.6									
male	2020	340	0.6%	0.0%	0.0%	1.8%	0.9%	19.4%	77.4%	100%	6.7	0.049	0.006							
female	2017	215	1.4%			0.9%	1.9%	17.7%	78.1%	100%	6.7									
female	2020	140	0.7%			0.7%	2.9%	11.4%	84.3%	100%	6.8	0.302	0.003							
other	2017	17	0.0%			0.0%	17.6%	35.3%	47.1%	100%										
other	2020	18	5.6%			16.7%	0.0%	16.7%	61.1%	100%										

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -Most of your coworkers

	Year	N	Neither									Total	Mean	Sig	η^2					
			Strongly Disagree		Somewhat Disagree		Neither nor Disagree		Somewhat Agree		Strongly Agree									
			Disagree	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree									
male	2017	357	1.4%	0.8%	2.5%	7.0%	31.4%	56.9%	100%	6.4										
male	2020	338	0.3%	0.0%	3.3%	5.3%	30.5%	60.7%	100%	6.5	0.085	0.004								
female	2017	215	1.9%	0.9%	2.3%	8.8%	30.2%	55.8%	100%	6.3										
female	2020	140	0.7%	0.7%	1.4%	7.1%	25.0%	65.0%	100%	6.5	0.086	0.008								
other	2017	17		5.9%	11.8%	17.6%	29.4%	35.3%	100%											
other	2020	18		0.0%	16.7%	0.0%	50.0%	33.3%	100%											

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -You

	Year	N	Neither									Total	Mean	Sig	η^2					
			Strongly Disapprove		Disapprove		Somewhat Disapprove		Approve nor Disapprove		Somewhat Approve									
			Disapprove	Disapprove	Disapprove	Disapprove	Disapprove	Approve	Approve	Approve	Approve									
male	2017	355	5.4%	1.7%	0.8%	3.9%	2.5%	22.3%	63.4%	100%	6.2									
male	2020	340	7.4%	2.1%	0.3%	1.8%	1.8%	31.8%	55.0%	100%	6.0	0.291	0.002							
female	2017	212	5.2%	0.9%	0.5%	3.3%	3.3%	23.1%	63.7%	100%	6.2									
female	2020	140	3.6%	2.1%	0.7%	0.0%	5.7%	22.9%	65.0%	100%	6.3	0.611	0.001							
other	2017	17	0.0%		5.9%	5.9%	5.9%	35.3%	47.1%	100%										
other	2020	18	5.6%		0.0%	16.7%	5.6%	55.6%	16.7%	100%										

Appendix G. Workplace Survey (Control Group) Responses

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -Your supervisor

		Neither										Total	Mean	Sig	η^2
		Year	N	Strongly Disapprove	Disapprove	Somewhat Disapprove	Approve nor Disapprove	Somewhat Approve	Approve	Strongly Approve					
male	2017	354		6.2%	0.6%	0.3%	3.7%	2.0%	19.2%	68.1%	100%	6.2			
male	2020	340		8.2%	1.8%	0.3%	0.9%	1.8%	23.5%	63.5%	100%	6.1	0.277	0.002	
female	2017	208		6.7%	0.0%	1.0%	1.4%	1.9%	12.5%	76.4%	100%	6.4			
female	2020	138		4.3%	0.7%	1.4%	0.7%	3.6%	18.1%	71.0%	100%	6.4	0.911	0.000	
other	2017	16		0.0%			0.0%	18.8%	31.3%	50.0%	100%				
other	2020	18		11.1%			16.7%	0.0%	44.4%	27.8%	100%				

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -Most of your coworkers

		Neither										Total	Mean	Sig	η^2
		Year	N	Strongly Disapprove	Disapprove	Somewhat Disapprove	nor Disapprove	Somewhat Approve	Approve	Strongly Approve					
male	2017	353		4.8%	2.3%	0.8%	5.7%	5.7%	31.4%	49.3%	100%	6.0			
male	2020	340		7.1%	2.6%	0.6%	1.8%	7.1%	34.4%	46.5%	100%	5.9	0.497	0.001	
female	2017	211		4.3%	1.9%	1.9%	4.7%	10.9%	33.2%	43.1%	100%	5.9			
female	2020	140		2.9%	0.7%	3.6%	2.9%	9.3%	27.9%	52.9%	100%	6.1	0.169	0.005	
other	2017	17		0.0%		5.9%	11.8%	17.6%	23.5%	41.2%	100%				
other	2020	18		5.6%		0.0%	16.7%	11.1%	55.6%	11.1%	100%				

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -You

		Not at All Support							Moderately Support							Strongly Support		
		Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2				
male	2017	357		0.3%		0.3%	3.6%	3.6%	17.9%	74.2%	100%	6.6						
male	2020	340		0.9%		0.6%	2.6%	1.5%	14.7%	79.7%	100%	6.7	0.368	0.001				
female	2017	209		1.9%		1.0%	2.4%	1.4%	13.9%	79.4%	100%	6.6						
female	2020	139		0.0%		0.7%	0.0%	3.6%	12.9%	82.7%	100%	6.8	0.098	0.008				
other	2017	16		0.0%	6.3%		0.0%	6.3%	12.5%	75.0%	100%							
other	2020	18		5.6%	0.0%		16.7%	0.0%	33.3%	44.4%	100%							

Evaluation of Interventions to Reduce Distracted Driving in Idaho

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Most of your coworkers

			Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	354	0.3%	0.3%	0.3%	6.8%	4.8%	30.5%	57.1%	100%	6.4				
male	2020	340	0.9%	0.0%	0.3%	2.4%	0.6%	10.6%	85.3%	100%	6.7	0.000	0.048		
female	2017	207	1.9%	0.5%	1.9%	5.8%	6.8%	27.5%	55.6%	100%	6.2				
female	2020	138	0.0%	0.0%	0.0%	2.2%	2.9%	10.9%	84.1%	100%	6.8	0.000	0.068		
other	2017	16	0.0%	6.3%		6.3%	6.3%	18.8%	62.5%	100%					
other	2020	18	11.1%	0.0%		16.7%	0.0%	27.8%	44.4%	100%					

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Your supervisor

			Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	353	0.3%		0.6%	2.5%	3.7%	14.7%	78.2%	100%	6.7				
male	2020	339	0.9%		0.3%	4.7%	6.8%	21.8%	65.5%	100%	6.4	0.001	0.016		
female	2017	210	1.9%		1.0%	1.9%	2.4%	9.0%	83.8%	100%	6.7				
female	2020	139	0.0%		0.0%	3.6%	9.4%	20.9%	66.2%	100%	6.5	0.136	0.006		
other	2017	16	6.3%	6.3%		0.0%			18.8%	68.8%	100%				
other	2020	18	5.6%	0.0%		16.7%			44.4%	33.3%	100%				

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A family member or close friend

			Not at All Comfortable			Moderately Comfortable			Extremely Comfortable			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	358	0.0%	0.0%	0.6%	4.7%	4.5%	19.3%	70.9%	100%	6.6				
male	2020	340	0.6%	0.3%	0.9%	4.1%	5.0%	20.0%	69.1%	100%	6.5	0.365	0.001		
female	2017	214			0.9%	3.3%	1.4%	12.1%	82.2%	100%	6.7				
female	2020	138			0.7%	5.8%	2.9%	11.6%	79.0%	100%	6.6	0.285	0.003		
other	2017	17		5.9%		11.8%	17.6%	5.9%	58.8%	100%					
other	2020	18		0.0%		16.7%	0.0%	33.3%	50.0%	100%					

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A coworker (while at work)

			Not at All Comfortable			Moderately Comfortable			Extremely Comfortable			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	358	0.6%	1.1%	1.4%	9.2%	8.1%	20.1%	59.5%	100%	6.2				
male	2020	340	0.6%	0.6%	2.1%	7.9%	10.9%	24.1%	53.8%	100%	6.2	0.510	0.001		
female	2017	214	1.9%	1.9%	3.7%	13.6%	12.1%	21.5%	45.3%	100%	5.8				
female	2020	138	0.0%	1.4%	5.1%	10.1%	8.0%	23.9%	51.4%	100%	6.0	0.118	0.007		
other	2017	17	5.9%	5.9%		5.9%	11.8%	29.4%	41.2%	100%					
other	2020	18	0.0%	0.0%		16.7%	11.1%	38.9%	33.3%	100%					

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A stranger

	Year	N	Not at All Comfortable			Moderately Comfortable			Extremely Comfortable			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	359	7.8%	9.5%	10.3%	19.2%	8.6%	15.3%	29.2%	100%	4.7				
male	2020	339	3.8%	8.6%	11.5%	22.7%	10.6%	18.9%	23.9%	100%	4.8	0.698	0.000		
female	2017	214	16.4%	12.6%	10.3%	15.4%	13.1%	14.0%	18.2%	100%	4.1				
female	2020	138	12.3%	7.2%	7.2%	26.1%	10.9%	14.5%	21.7%	100%	4.5	0.118	0.007		
other	2017	17	11.8%	11.8%	5.9%	23.5%	29.4%	0.0%	17.6%	100%					
other	2020	17	11.8%	0.0%	17.6%	41.2%	5.9%	11.8%	11.8%	100%					

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A family member or close friend

	Year	N	Not at All Confident			Moderately Confident			Extremely Confident			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	358	0.0%	0.0%	0.8%	3.6%	3.9%	19.8%	71.8%	100%	6.6				
male	2020	341	0.6%	0.6%	0.6%	4.7%	4.4%	19.9%	69.2%	100%	6.5	0.154	0.003		
female	2017	213			0.9%	1.9%	2.3%	12.7%	82.2%	100%	6.7				
female	2020	139			1.4%	5.0%	0.7%	11.5%	81.3%	100%	6.7	0.391	0.002		
other	2017	17				5.9%	11.8%	23.5%	58.8%	100%					
other	2020	18				16.7%	0.0%	27.8%	55.6%	100%					

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A coworker (while at work)

	Year	N	Not at All Confident			Moderately Confident			Extremely Confident			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	356	0.6%	0.3%	0.6%	7.0%	8.1%	22.5%	61.0%	100%	6.3				
male	2020	340	1.2%	0.6%	1.5%	8.2%	7.9%	20.0%	60.6%	100%	6.2	0.264	0.002		
female	2017	213	1.4%	1.9%	2.3%	14.6%	14.1%	20.2%	45.5%	100%	5.8				
female	2020	138	0.0%	2.2%	4.3%	8.7%	8.7%	24.6%	51.4%	100%	6.0	0.129	0.007		
other	2017	16				6.3%	12.5%	37.5%	43.8%	100%					
other	2020	18				16.7%	11.1%	33.3%	38.9%	100%					

Evaluation of Interventions to Reduce Distracted Driving in Idaho

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A stranger

	Year	N	Not at All Confident		Moderately Confident			Extremely Confident		Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)				
male	2017	357	6.7%	9.2%	7.8%	18.2%	10.4%	15.4%	32.2%	100%	4.9		
male	2020	341	5.3%	7.0%	8.5%	21.7%	12.9%	17.0%	27.6%	100%	4.9	0.994	0.000
female	2017	213	17.8%	13.1%	8.0%	12.2%	14.1%	14.1%	20.7%	100%	4.2		
female	2020	137	13.1%	8.0%	6.6%	19.7%	11.7%	17.5%	23.4%	100%	4.5	0.102	0.008
other	2017	16	6.3%	6.3%	6.3%	18.8%	25.0%	6.3%	31.3%	100%			
other	2020	18	11.1%	0.0%	16.7%	27.8%	16.7%	11.1%	16.7%	100%			

How would you describe your position?

	Year	N	non-management employee	management (first-level, middle, senior)	
male	2017	362	73.8%	26.2%	100%
male	2020	342	77.5%	22.5%	100%
female	2017	216	87.0%	13.0%	100%
female	2020	142	85.9%	14.1%	100%
other	2017	17	76.5%	23.5%	100%
other	2020	19	84.2%	15.8%	100%

Appendix H

Workplace Survey (Intervention Group) Responses

The following is a summary of the relative frequencies and means of responses to all questions on the Workplace Survey among the intervention group broken down by sex and year. In addition, the statistical significance (Sig) and effect size (η^2) of the change in the means from 2016 to 2019 are included. Effect sizes of 0.01 indicate a small effect; 0.06 indicate a moderate effect, and 0.14 indicate a large effect.

What is your age?

	Year	N	21 to 24 years	25 to 30 years	31 to 34 years	35 to 44 years	45 to 54 years	55 to 59 years	60 to 64 years	65 to 74 years	Total
male	2017	232	0.9%	3.4%	5.6%	31.5%	27.2%	21.6%	8.6%	1.3%	100%
male	2020	193	1.0%	3.1%	9.3%	28.5%	34.2%	14.5%	6.7%	2.6%	100%
female	2017	59		11.9%	5.1%	28.8%	44.1%	8.5%	1.7%	0.0%	100%
female	2020	87		4.6%	11.5%	32.2%	32.2%	11.5%	5.7%	2.3%	100%
other	2017	12		8.3%	0.0%	33.3%	33.3%	0.0%	16.7%	8.3%	100%
other	2020	10		0.0%	10.0%	0.0%	40.0%	30.0%	20.0%	0.0%	100%

How often do you drive a vehicle as a part of your work?

	Year	N	Never	Rarely (once a month or less)	Occasionally (several times a month)	Frequently (several times a week or daily)	Total
male	2017	232	3.4%	14.2%	23.3%	59.1%	100%
male	2020	193	7.8%	23.3%	23.8%	45.1%	100%
female	2017	59	11.9%	18.6%	23.7%	45.8%	100%
female	2020	87	18.4%	48.3%	13.8%	19.5%	100%
other	2017	12	0.0%	33.3%	25.0%	41.7%	100%
other	2020	11	18.2%	27.3%	27.3%	27.3%	100%

How often do you ride in a vehicle as a part of your work?

	Year	N	Never	Rarely (once a month or less)	Occasionally (several times a month)	Frequently (several times a week or daily)	Total
male	2017	232	6.0%	37.9%	33.2%	22.8%	100%
male	2020	193	11.9%	43.0%	27.5%	17.6%	100%
female	2017	59	8.5%	45.8%	32.2%	13.6%	100%
female	2020	87	20.7%	50.6%	17.2%	11.5%	100%
other	2017	12	0.0%	58.3%	16.7%	25.0%	100%
other	2020	11	18.2%	36.4%	27.3%	18.2%	100%

In the past three months, has your workplace adopted a new policy or changed an existing policy about distracted or engaged driving?

	Year	N	yes	no	I don't know	Total
male	2017	232	20.3%	65.9%	13.8%	100%
male	2020	193	11.4%	77.7%	10.9%	100%
female	2017	59	16.9%	61.0%	22.0%	100%
female	2020	86	9.3%	70.9%	19.8%	100%
other	2017	12	8.3%	66.7%	25.0%	100%
other	2020	11	0.0%	72.7%	27.3%	100%

In the past three months, have you participated in any training about your workplace policy about distracted or engaged driving?

	Year	N	yes	no	I don't know	Total
male	2017	231	39.8%	58.4%	1.7%	100%
male	2020	193	39.9%	57.0%	3.1%	100%
female	2017	59	47.5%	47.5%	5.1%	100%
female	2020	86	30.2%	69.8%	0.0%	100%
other	2017	12	33.3%	58.3%	8.3%	100%
other	2020	11	36.4%	63.6%	0.0%	100%

How concerned are you about safety on roads and highways?

	Year	N	Not at All Concerned							Extremely Concerned			
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η²
male	2017	232	0.0%	0.4%	1.3%	6.5%	15.5%	33.2%	43.1%	100%	6.1		
male	2020	193	0.5%	2.6%	3.6%	5.7%	22.3%	28.0%	37.3%	100%	5.8	0.009	0.016
female	2017	59			0.0%	3.4%	13.6%	28.8%	54.2%	100%	6.3		
female	2020	87			1.1%	10.3%	25.3%	13.8%	49.4%	100%	6.0	0.052	0.026
other	2017	12			8.3%		0.0%	41.7%	41.7%	100%			
other	2020	11			0.0%		18.2%	27.3%	36.4%	100%			

"I believe the only acceptable number of deaths and serious injuries on our roadways is zero."

	Year	N	Neither							Strongly			
			Strongly Disagree	Disagree	Somewhat Disagree	Agree nor Disagree	Agree	Somewhat Agree	Strongly Agree	Total	Mean	Sig	η²
male	2017	232	3.0%	3.0%	3.9%	9.1%	12.9%	25.4%	42.7%	100%	5.7		
male	2020	193	4.1%	3.1%	10.9%	5.2%	6.7%	19.7%	50.3%	100%	5.7	0.736	0.000
female	2017	58	5.2%	1.7%	5.2%	1.7%	8.6%	24.1%	53.4%	100%	5.9		
female	2020	87	6.9%	2.3%	3.4%	6.9%	4.6%	28.7%	47.1%	100%	5.7	0.533	0.003
other	2017	12		8.3%	8.3%	33.3%	8.3%	16.7%	25.0%	100%			
other	2020	11		0.0%	0.0%	18.2%	9.1%	36.4%	36.4%	100%			

Appendix H. Workplace Survey (Intervention Group) Responses

"I believe the only acceptable number of deaths and serious injuries among my family and friends on our roadways is zero."

	Year	N	Neither												Total	Mean	Sig	η^2		
			Strongly		Somewhat		Agree nor		Somewhat		Strongly									
			Disagree	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree								
male	2017	231	2.6%	1.3%	1.7%	6.5%	4.8%	19.0%	64.1%	100%	6.2									
male	2020	193	3.6%	1.0%	5.2%	1.6%	5.2%	13.0%	70.5%	100%	6.2	0.921	0.000							
female	2017	59	5.1%	0.0%	3.4%	1.7%	3.4%	15.3%	71.2%	100%	6.3									
female	2020	87	6.9%	1.1%	0.0%	2.3%	4.6%	10.3%	74.7%	100%	6.3	0.930	0.000							
other	2017	12				33.3%	8.3%	25.0%	33.3%	100%										
other	2020	11				18.2%	9.1%	36.4%	36.4%	100%										

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Shift

	Year	N	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2
			Year	N	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily		
male	2017	221	91.4%	4.5%	0.5%	1.4%	0.9%	1.4%	0.0%	100%	1.2		
male	2020	186	55.9%	12.4%	10.2%	5.9%	8.6%	6.5%	0.5%	100%	2.2	0.000	0.134
female	2017	55	96.4%	1.8%	1.8%	0.0%	0.0%	0.0%	0.0%	100%	1.1		
female	2020	83	59.0%	22.9%	4.8%	1.2%	2.4%	8.4%	1.2%	100%	2.0	0.000	0.109
other	2017	11	100%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100%			
other	2020	11	45.5%	9.1%	9.1%	18.2%	9.1%	9.1%	9.1%	100%			

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? "Eyes on the Road; Hands on the Wheel; Mind on Driving"

	Year	N	Once or	3 to 5	6 to 10	Monthly	Weekly	Daily	Total	Mean	Sig	η^2	
			Year	N	Never	Twice	times	times					
male	2017	224	56.7%	14.7%	8.0%	4.9%	4.9%	7.1%	3.6%	100%	2.2		
male	2020	191	17.8%	17.3%	16.2%	14.1%	14.1%	16.2%	4.2%	100%	3.5	0.000	0.116
female	2017	55	58.2%	25.5%	3.6%	5.5%	1.8%	5.5%	0.0%	100%	1.8		
female	2020	86	14.0%	15.1%	10.5%	17.4%	15.1%	18.6%	9.3%	100%	4.0	0.000	0.268
other	2017	11	81.8%	0.0%		9.1%	9.1%	0.0%		100%			
other	2020	11	18.2%	18.2%		27.3%	18.2%	18.2%		100%			

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Just Drive

	Year	N	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2
			Year	N	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily		
male	2017	229	4.4%	7.0%	9.6%	13.5%	18.8%	31.4%	15.3%	100%	4.9		
male	2020	192	0.5%	18.2%	22.9%	35.4%	9.4%	9.9%	3.6%	100%	3.8	0.000	0.118
female	2017	59	1.7%	3.4%	11.9%	16.9%	13.6%	27.1%	25.4%	100%	5.2		
female	2020	87	6.9%	19.5%	20.7%	35.6%	6.9%	8.0%	2.3%	100%	3.5	0.000	0.246
other	2017	12	8.3%	8.3%	8.3%	8.3%	33.3%	16.7%	16.7%	100%			
other	2020	11	0.0%	9.1%	36.4%	27.3%	18.2%	9.1%	0.0%	100%			

Evaluation of Interventions to Reduce Distracted Driving in Idaho

Over the past 12 months, how often have you heard or seen the following safety messages or campaigns? Idaho's Hundred Deadliest Days

	Year	N	Never	Once or Twice	3 to 5 times	6 to 10 times	Monthly	Weekly	Daily	Total	Mean	Sig	η^2
male	2017	232	5.6%	21.1%	19.8%	21.6%	13.4%	15.1%	3.4%	100%	3.8		
male	2020	184	68.5%	10.9%	5.4%	6.0%	4.9%	2.7%	1.6%	100%	1.8	0.000	0.276
female	2017	58	5.2%	15.5%	17.2%	25.9%	15.5%	15.5%	5.2%	100%	4.0		
female	2020	83	69.9%	9.6%	4.8%	8.4%	2.4%	2.4%	2.4%	100%	1.8	0.000	0.327
other	2017	12	8.3%	8.3%	33.3%	16.7%	8.3%	25.0%		100%			
other	2020	11	81.8%	0.0%	9.1%	9.1%	0.0%	0.0%		100%			

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone while holding it in your hand?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Total	Mean	Sig	η^2
male	2017	231	29.4%	35.9%	16.5%	7.8%	9.1%	1.3%		100%	2.4		
male	2020	193	47.2%	27.5%	9.3%	13.0%	3.1%	0.0%		100%	2.0	0.002	0.022
female	2017	59	33.9%	30.5%	23.7%	10.2%	0.0%	1.7%		100%	2.2		
female	2020	87	56.3%	28.7%	4.6%	5.7%	3.4%	1.1%		100%	1.7	0.028	0.033
other	2017	12	33.3%	41.7%	8.3%	8.3%			8.3%	100%			
other	2020	11	72.7%	0.0%	9.1%	18.2%			0.0%	100%			

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Total	Mean	Sig	η^2
male	2017	230	21.3%	13.0%	18.3%	13.5%	24.3%	8.3%	1.3%	100%	3.4		
male	2020	193	16.1%	14.5%	19.7%	20.2%	18.7%	7.8%	3.1%	100%	3.5	0.539	0.001
female	2017	59	15.3%	11.9%	22.0%	15.3%	27.1%	5.1%	3.4%	100%	3.6		
female	2020	87	9.2%	17.2%	20.7%	9.2%	28.7%	6.9%	8.0%	100%	3.8	0.331	0.007
other	2017	12	16.7%	25.0%	0.0%	25.0%	16.7%	16.7%		100%			
other	2020	11	27.3%	36.4%	27.3%	0.0%	9.1%	0.0%		100%			

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you typed or read on a cell phone?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Total	Mean	Sig	η^2
male	2017	231	38.1%	38.1%	13.9%	7.8%	2.2%	0.0%	0.0%	100%	2.0		
male	2020	193	43.0%	37.3%	10.9%	5.2%	2.6%	0.5%	0.5%	100%	1.9	0.485	0.001
female	2017	59	30.5%	45.8%	16.9%	3.4%	3.4%			100%	2.0		
female	2020	87	46.0%	31.0%	8.0%	11.5%	3.4%			100%	2.0	0.661	0.001
other	2017	12	41.7%	41.7%	0.0%	8.3%			8.3%	100%			
other	2020	11	72.7%	9.1%	9.1%	9.1%			0.0%	100%			

Appendix H. Workplace Survey (Intervention Group) Responses

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you had food to eat?

	Year	N	Never Rarely Occasionally Sometimes Frequently					Almost always	Every time I drive			Total	Mean	Sig	η^2
			10.4%	29.0%	29.0%	19.0%	11.7%		0.9%	100%	3.0				
male	2017	231	10.4%	29.0%	29.0%	19.0%	11.7%	0.9%	100%	3.0					
male	2020	193	19.2%	31.6%	24.9%	18.1%	6.2%	0.0%	100%	2.6	0.003	0.021			
female	2017	59	11.9%	37.3%	28.8%	13.6%	8.5%		100%	2.7					
female	2020	87	25.3%	32.2%	13.8%	18.4%	10.3%		100%	2.6	0.532	0.003			
other	2017	12	8.3%	16.7%	33.3%	8.3%	16.7%	8.3%	8.3%	100%					
other	2020	11	63.6%	18.2%	9.1%	9.1%	0.0%	0.0%	0.0%	100%					

Thinking back over the past 30 days, while driving NOT FOR WORK, how often have you attended to children in the back seat?

	Year	N	Never Rarely Occasionally Sometimes Frequently					Almost always	Every time I drive			Total	Mean	Sig	η^2
			63.0%	17.8%	8.3%	6.1%	4.8%		0.0%	100%	1.7				
male	2017	230	63.0%	17.8%	8.3%	6.1%	4.8%	0.0%	100%	1.7					
male	2020	193	66.8%	14.5%	6.7%	7.3%	4.1%	0.5%	100%	1.7	0.803	0.000			
female	2017	59	71.2%	10.2%	1.7%	6.8%	5.1%	3.4%	1.7%	100%	1.8				
female	2020	87	65.5%	16.1%	6.9%	3.4%	6.9%	0.0%	1.1%	100%	1.7	0.782	0.001		
other	2017	12	66.7%	25.0%					8.3%	100%					
other	2020	11	90.9%	9.1%					0.0%	100%					

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone while holding it in their hand?

	Year	N	Never Rarely Occasionally Sometimes Frequently					Always	Every time they drive			Total	Mean	Sig	η^2
			0.9%	1.3%	5.6%	11.7%	58.9%		15.2%	6.5%	100%				
male	2017	231	0.9%	1.3%	5.6%	11.7%	58.9%	15.2%	6.5%	100%	5.0				
male	2020	192	0.5%	2.6%	8.3%	17.2%	53.1%	14.1%	4.2%	100%	4.8	0.056	0.009		
female	2017	59	0.0%	3.4%	5.1%	6.8%	49.2%	25.4%	10.2%	100%	5.2				
female	2020	87	1.1%	2.3%	8.0%	23.0%	47.1%	13.8%	4.6%	100%	4.7	0.014	0.041		
other	2017	12	0.0%	8.3%	0.0%	16.7%	50.0%	25.0%		100%					
other	2020	11	9.1%	0.0%	9.1%	18.2%	45.5%	18.2%		100%					

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) have a conversation on a cell phone without holding it ("hands free")?

	Year	N	Never Rarely Occasionally Sometimes Frequently					Always	Every time they drive			Total	Mean	Sig	η^2
			1.3%	4.4%	13.2%	23.2%	45.6%		8.3%	3.9%	100%				
male	2017	228	1.3%	4.4%	13.2%	23.2%	45.6%	8.3%	3.9%	100%	4.5				
male	2020	191	0.5%	2.1%	12.6%	19.4%	49.7%	10.5%	5.2%	100%	4.7	0.074	0.008		
female	2017	58	0.0%	1.7%	8.6%	24.1%	43.1%	13.8%	8.6%	100%	4.8				
female	2020	87	1.1%	1.1%	3.4%	21.8%	54.0%	14.9%	3.4%	100%	4.9	0.974	0.000		
other	2017	12	0.0%	25.0%	8.3%	25.0%	25.0%	16.7%		100%					
other	2020	11	9.1%	9.1%	18.2%	27.3%	27.3%	9.1%		100%					

Evaluation of Interventions to Reduce Distracted Driving in Idaho

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) type or read on a cell phone?

	Year	N	Almost					Every time they					
			Never	Rarely	Occasionally	Sometimes	Frequently	Always	drive	Total	Mean	Sig	η2
male	2017	231	0.9%	0.9%	6.1%	14.7%	53.7%	18.2%	5.6%	100%	5.0		
male	2020	192	1.6%	2.6%	4.2%	20.3%	48.4%	17.7%	5.2%	100%	4.9	0.281	0.003
female	2017	59	0.0%	1.7%	3.4%	20.3%	44.1%	20.3%	10.2%	100%	5.1		
female	2020	87	1.1%	2.3%	5.7%	13.8%	58.6%	13.8%	4.6%	100%	4.9	0.208	0.011
other	2017	12	8.3%		0.0%	16.7%	33.3%	33.3%	8.3%	100%			
other	2020	11	9.1%		9.1%	18.2%	45.5%	9.1%	9.1%	100%			

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) eat food?

	Year	N	Almost					Every time they					
			Never	Rarely	Occasionally	Sometimes	Frequently	Always	drive	Total	Mean	Sig	η2
male	2017	231	0.4%	3.0%	9.5%	24.7%	47.6%	11.7%	3.0%	100%	4.6		
male	2020	192	0.0%	2.1%	11.5%	29.7%	44.8%	9.4%	2.6%	100%	4.6	0.449	0.001
female	2017	59	0.0%	3.4%	6.8%	28.8%	52.5%	5.1%	3.4%	100%	4.6		
female	2020	87	1.1%	1.1%	5.7%	27.6%	51.7%	6.9%	5.7%	100%	4.7	0.474	0.004
other	2017	12	8.3%		0.0%	33.3%	41.7%	16.7%		100%			
other	2020	11	9.1%		18.2%	27.3%	45.5%	0.0%		100%			

In your opinion, in the past 30 days, how often did most drivers in Idaho (while not at work) attend to children in the back seat?

	Year	N	Almost					Every time they					
			Never	Rarely	Occasionally	Sometimes	Frequently	Always	drive	Total	Mean	Sig	η2
male	2017	229	3.1%	6.1%	21.0%	30.1%	32.8%	5.2%	1.7%	100%	4.1		
male	2020	191	0.5%	6.3%	24.1%	32.5%	27.2%	7.3%	2.1%	100%	4.1	0.738	0.000
female	2017	59	3.4%	0.0%	11.9%	22.0%	55.9%	3.4%	3.4%	100%	4.5		
female	2020	87	3.4%	1.1%	9.2%	36.8%	42.5%	3.4%	3.4%	100%	4.4	0.484	0.003
other	2017	12	8.3%	8.3%	8.3%	25.0%	33.3%	8.3%	8.3%	100%			
other	2020	11	9.1%	0.0%	18.2%	54.5%	9.1%	0.0%	9.1%	100%			

Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone while holding it your hand?

	Year	N	Never	Rarely	Occasionally	Sometimes	Total	Mean	Sig	η2
male	2017	226	88.1%	11.5%		0.4%	100%	1.1		
male	2020	180	95.0%	5.0%		0.0%	100%	1.1	0.013	0.015
female	2017	51	96.1%	3.9%	0.0%	0.0%	100%	1.0		
female	2020	77	92.2%	5.2%	1.3%	1.3%	100%	1.1	0.255	0.010
other	2017	12	91.7%	8.3%			100%			
other	2020	10	90.0%	10.0%			100%			

Appendix H. Workplace Survey (Intervention Group) Responses

Thinking back over the past 30 days, while driving FOR WORK, how often have you had a conversation on a cell phone without holding it ("hands free")?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always		Every time		Total	Mean	Sig	η^2
								I drive	Total	Mean	Mean				
male	2017	226	38.9%	17.7%	10.2%	8.4%	15.9%	4.9%	4.0%	100%	2.8				
male	2020	178	57.3%	14.0%	5.6%	8.4%	8.4%	1.7%	4.5%	100%	2.2	0.002	0.023		
female	2017	51	49.0%	19.6%	11.8%	7.8%	3.9%	3.9%	3.9%	100%	2.3				
female	2020	75	68.0%	20.0%	1.3%	5.3%	5.3%	0.0%	0.0%	100%	1.6	0.010	0.052		
other	2017	12	50.0%	16.7%		25.0%			8.3%	100%					
other	2020	10	70.0%	30.0%		0.0%			0.0%	100%					

Thinking back over the past 30 days, while driving FOR WORK, how often have you typed or read on a cell phone?

	Year	N	Never	Rarely	Occasionally	Sometimes	Total	Mean	Sig	η^2
male	2017	226	84.5%	13.7%	1.3%	0.4%	100%	1.2		
male	2020	180	92.2%	5.6%	1.7%	0.6%	100%	1.1	0.095	0.007
female	2017	51	88.2%	11.8%	0.0%	0.0%	100%	1.1		
female	2020	77	88.3%	9.1%	1.3%	1.3%	100%	1.2	0.624	0.002
other	2017	12	83.3%	16.7%			100%			
other	2020	10	90.0%	10.0%			100%			

Thinking back over the past 30 days, while driving FOR WORK, how often have you had food to eat?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Total	Mean	Sig	η^2
male	2017	226	34.5%	28.3%	19.9%	11.1%	5.3%	0.9%	100%	2.3		
male	2020	180	47.2%	26.1%	17.8%	5.6%	2.8%	0.6%	100%	1.9	0.003	0.021
female	2017	51	58.8%	27.5%	3.9%	7.8%	2.0%		100%	1.7		
female	2020	76	76.3%	17.1%	2.6%	3.9%	0.0%		100%	1.3	0.037	0.034
other	2017	12	66.7%	8.3%	16.7%			8.3%	100%			
other	2020	10	70.0%	30.0%	0.0%			0.0%	100%			

Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone while holding it in their hands?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Total	Mean	Sig	η^2
male	2017	218	64.2%	26.1%	7.8%	1.4%		0.5%	100%	1.5		
male	2020	187	79.1%	16.6%	3.7%	0.5%		0.0%	100%	1.3	0.001	0.027
female	2017	57	61.4%	28.1%	8.8%	0.0%	1.8%		100%	1.5		
female	2020	81	67.9%	22.2%	4.9%	3.7%	1.2%		100%	1.5	0.756	0.001
other	2017	10	100%	0.0%					100%			
other	2020	9	66.7%	33.3%					100%			

Evaluation of Interventions to Reduce Distracted Driving in Idaho

Thinking back over the past 30 days, how often did most of your coworkers who drive for work have a conversation on a cell phone without holding it ("hands free")?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drove	Total	Mean	Sig	η^2
			20.3%	18.4%	23.5%	10.6%	20.7%	4.6%	1.8%	100%	3.1	0.000	0.039
male	2017	217	20.3%	18.4%	23.5%	10.6%	20.7%	4.6%	1.8%	100%	3.1		
male	2020	187	35.8%	24.6%	16.6%	5.9%	11.8%	4.8%	0.5%	100%	2.5	0.000	0.039
female	2017	56	21.4%	17.9%	25.0%	12.5%	14.3%	7.1%	1.8%	100%	3.1		
female	2020	81	22.2%	27.2%	13.6%	13.6%	14.8%	6.2%	2.5%	100%	3.0	0.759	0.001
other	2017	10	50.0%	20.0%	0.0%	0.0%	20.0%	10.0%		100%			
other	2020	9	44.4%	22.2%	22.2%	11.1%	0.0%	0.0%		100%			

Thinking back over the past 30 days, how often did most of your coworkers who drive for work type or read on a cell phone?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Every time they drove	Total	Mean	Sig	η^2
			65.4%	25.8%	6.9%	1.4%	0.5%		100%	1.5	0.012	0.016
male	2017	217	65.4%	25.8%	6.9%	1.4%	0.5%		100%	1.5		
male	2020	186	77.4%	18.8%	2.2%	1.1%	0.5%		100%	1.3	0.012	0.016
female	2017	57	56.1%	28.1%	8.8%	5.3%	0.0%	1.8%	100%	1.7		
female	2020	81	71.6%	18.5%	3.7%	4.9%	1.2%	0.0%	100%	1.5	0.125	0.017
other	2017	10	90.0%	0.0%	10.0%				100%			
other	2020	9	66.7%	22.2%	11.1%				100%			

Thinking back over the past 30 days, how often did most of your coworkers who drive for work eat food?

	Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Total	Mean	Sig	η^2
			25.3%	29.5%	25.8%	13.8%	5.5%		100%	2.4	0.022	0.013
male	2017	217	25.3%	29.5%	25.8%	13.8%	5.5%		100%	2.4		
male	2020	186	33.9%	30.6%	23.7%	7.0%	4.8%		100%	2.2	0.022	0.016
female	2017	57	26.3%	36.8%	22.8%	7.0%	5.3%	1.8%	100%	2.3		
female	2020	81	32.1%	32.1%	21.0%	14.8%	0.0%	0.0%	100%	2.2	0.443	0.004
other	2017	10	40.0%	50.0%		10.0%			100%			
other	2020	9	66.7%	22.2%		11.1%			100%			

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone while holding it in their hand?

	Year	N	It would feel dangerous			Neutral			It would feel safe			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
			36.6%	22.4%	12.9%	15.1%	6.5%	4.7%	1.7%	100%	2.5				
male	2017	232	36.6%	22.4%	12.9%	15.1%	6.5%	4.7%	1.7%	100%	2.5				
male	2020	192	34.4%	27.6%	18.8%	11.5%	2.6%	3.6%	1.6%	100%	2.4	0.288	0.003		
female	2017	59	42.4%	23.7%	13.6%	13.6%	3.4%	1.7%	1.7%	100%	2.2				
female	2020	87	54.0%	20.7%	17.2%	4.6%	2.3%	1.1%	0.0%	100%	1.8	0.064	0.024		
other	2017	12	41.7%	8.3%	8.3%	25.0%	8.3%	8.3%		100%					
other	2020	11	45.5%	18.2%	27.3%	9.1%	0.0%	0.0%		100%					

Appendix H. Workplace Survey (Intervention Group) Responses

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")?

		It would feel dangerous							It would feel safe						
		Year	N	(1)	(2)	(3)	Neutral	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2017	232	6.5%	9.1%	10.3%	26.7%	15.1%	19.0%	13.4%	100%	4.5				
male	2020	192	3.6%	8.9%	12.0%	24.5%	15.1%	20.3%	15.6%	100%	4.6	0.314	0.002		
female	2017	58	10.3%	13.8%	13.8%	15.5%	12.1%	25.9%	8.6%	100%	4.2				
female	2020	87	8.0%	9.2%	9.2%	31.0%	19.5%	13.8%	9.2%	100%	4.2	0.847	0.000		
other	2017	12	8.3%	8.3%	0.0%	33.3%	8.3%	25.0%	16.7%	100%					
other	2020	11	9.1%	9.1%	18.2%	27.3%	18.2%	18.2%	0.0%	100%					

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver typing or reading on a cell phone?

		It would feel dangerous							It would feel safe						
		Year	N	(1)	(2)	(3)	Neutral	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2017	230	78.3%	16.5%	2.2%	2.2%	0.4%	0.0%	0.4%	100%	1.3				
male	2020	192	81.8%	12.5%	1.0%	3.6%	0.0%	0.5%	0.5%	100%	1.3	0.950	0.000		
female	2017	59	86.4%	10.2%	3.4%		0.0%			100%	1.2				
female	2020	87	89.7%	9.2%	0.0%		1.1%			100%	1.1	0.703	0.001		
other	2017	12	75.0%	16.7%		8.3%				100%					
other	2020	11	72.7%	18.2%		9.1%				100%					

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver eating food?

		It would feel dangerous							It would feel safe						
		Year	N	(1)	(2)	(3)	Neutral	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2017	232	10.3%	13.4%	22.0%	35.3%	8.2%	7.8%	3.0%	100%	3.5				
male	2020	192	12.5%	15.6%	21.9%	26.0%	11.5%	7.8%	4.7%	100%	3.5	0.867	0.000		
female	2017	59	13.6%	27.1%	15.3%	28.8%	8.5%	5.1%	1.7%	100%	3.1				
female	2020	87	18.4%	12.6%	32.2%	28.7%	2.3%	4.6%	1.1%	100%	3.0	0.637	0.002		
other	2017	12	8.3%	16.7%	16.7%	25.0%		25.0%	8.3%	100%					
other	2020	11	36.4%	18.2%	27.3%	18.2%		0.0%	0.0%	100%					

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone while holding it in their hand?

		It would feel unacceptable							It would feel acceptable						
		Year	N	(1)	(2)	(3)	Neutral	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2017	231	61.5%	14.7%	5.6%	12.1%	2.6%	2.6%	0.9%	100%	2.5				
male	2020	192	65.1%	14.6%	7.8%	7.8%	1.6%	2.1%	1.0%	100%	2.4	0.288	0.003		
female	2017	59	66.1%	10.2%	5.1%	11.9%	1.7%	3.4%	1.7%	100%	2.2				
female	2020	87	78.2%	6.9%	5.7%	3.4%	4.6%	1.1%	0.0%	100%	1.8	0.064	0.024		
other	2017	12	66.7%	8.3%	8.3%	8.3%	8.3%			100%					
other	2020	11	45.5%	27.3%	0.0%	27.3%	0.0%			100%					

Evaluation of Interventions to Reduce Distracted Driving in Idaho

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver having a conversation on a cell phone without holding it ("hands free")?

	Year	N	It would feel unacceptable							It would feel acceptable					
			Neutral			Acceptable				Total	Mean	Sig	η^2		
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	231	9.5%	9.1%	10.4%	19.9%	10.4%	14.3%	26.4%	100%	4.5				
male	2020	192	7.8%	7.8%	9.9%	20.8%	12.5%	16.7%	24.5%	100%	4.6	0.314	0.002		
female	2017	58	15.5%	12.1%	6.9%	17.2%	5.2%	25.9%	17.2%	100%	4.2				
female	2020	87	13.8%	10.3%	6.9%	26.4%	11.5%	11.5%	19.5%	100%	4.2	0.847	0.000		
other	2017	12	16.7%	8.3%	0.0%	25.0%	8.3%	8.3%	33.3%	100%					
other	2020	10	20.0%	10.0%	20.0%	20.0%	0.0%	30.0%	0.0%	100%					

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver typing or reading on a cell phone?

	Year	N	It would feel unacceptable							It would feel acceptable					
			Neutral			Acceptable				Total	Mean	Sig	η^2		
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	231	86.6%	11.7%	0.9%	0.9%	0.9%	0.0%	100%	1.3					
male	2020	192	91.1%	4.7%	1.0%	2.6%	0.5%	0.5%	100%	1.3	0.950	0.000			
female	2017	59	89.8%	6.8%	1.7%	1.7%			100%	1.2					
female	2020	87	94.3%	3.4%	2.3%	0.0%			100%	1.1	0.703	0.001			
other	2017	12	75.0%	0.0%	16.7%	8.3%			100%						
other	2020	11	72.7%	18.2%	0.0%	9.1%			100%						

Imagine you are a passenger in a WORK vehicle. How would you feel about the driver eating food?

	Year	N	It would feel unacceptable							It would feel acceptable					
			Neutral			Acceptable				Total	Mean	Sig	η^2		
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	230	14.3%	12.2%	14.3%	40.4%	6.5%	7.8%	4.3%	100%	3.5				
male	2020	192	16.7%	13.0%	17.2%	28.1%	8.9%	7.8%	8.3%	100%	3.5	0.867	0.000		
female	2017	58	20.7%	13.8%	17.2%	31.0%	8.6%	1.7%	6.9%	100%	3.1				
female	2020	87	26.4%	17.2%	12.6%	34.5%	1.1%	3.4%	4.6%	100%	3.0	0.637	0.002		
other	2017	12	16.7%	16.7%	16.7%	25.0%			8.3%	16.7%	100%				
other	2020	11	36.4%	18.2%	9.1%	36.4%			0.0%	0.0%	100%				

"Employees should NOT engage in having a conversation on a cell phone while holding it in their hand when they are driving for work."

	Year	N	Strongly Disagree							Neither Agree nor Disagree							Somewhat Agree							Strongly Agree								
			Strongly Disagree			Disagree			Somewhat Disagree			Agree			Somewhat Agree			Agree			Somewhat Agree			Agree			Somewhat Agree			Agree		
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)		
male	2017	232	3.4%	1.3%	3.9%	5.6%	5.6%	14.2%	65.9%	100%	6.2																					
male	2020	193	0.0%	1.0%	1.6%	5.2%	2.6%	13.0%	76.7%	100%	6.5	0.002	0.022																			
female	2017	59		3.4%	1.7%	8.5%	3.4%	13.6%	69.5%	100%	6.3																					
female	2020	87		1.1%	0.0%	2.3%	3.4%	11.5%	81.6%	100%	6.7	0.030	0.032																			
other	2017	12	0.0%		0.0%	25.0%	8.3%	8.3%	58.3%	100%																						
other	2020	11	9.1%		9.1%	9.1%	0.0%	18.2%	54.5%	100%																						

Appendix H. Workplace Survey (Intervention Group) Responses

"Employees should NOT engage in having a conversation on a cell phone without holding it ("hands free") when they are driving for work."

	Year	N	Strongly Disagree		Somewhat Disagree		Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
			Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	231	14.3%	17.3%	11.7%	18.6%	11.7%	12.1%	14.3%	100%	3.9					
male	2020	193	10.9%	19.2%	11.4%	26.4%	10.9%	9.8%	11.4%	100%	3.8	0.701	0.000			
female	2017	59	8.5%	20.3%	11.9%	18.6%	10.2%	18.6%	11.9%	100%	4.1					
female	2020	87	10.3%	16.1%	11.5%	31.0%	12.6%	6.9%	11.5%	100%	3.9	0.542	0.003			
other	2017	12	25.0%	16.7%		25.0%	0.0%	16.7%	16.7%	100%						
other	2020	11	9.1%	18.2%		18.2%	27.3%	18.2%	9.1%	100%						

"Employees should NOT engage in typing or reading on a cell phone when they are driving for work."

	Year	N	Strongly Disagree		Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2	
			Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree					
male	2017	232	3.9%		0.4%		0.9%	10.8%	84.1%	100%	6.6				
male	2020	193	0.5%		1.6%		0.5%	4.1%	93.3%	100%	6.9	0.012	0.015		
female	2017	59	1.7%				3.4%	6.8%	88.1%	100%	6.8				
female	2020	87	1.1%				1.1%	4.6%	93.1%	100%	6.9	0.450	0.004		
other	2017	12	0.0%		8.3%		8.3%	8.3%	75.0%	100%					
other	2020	11	18.2%		9.1%		0.0%	9.1%	63.6%	100%					

"Employees should NOT engage in eating food when they are driving for work."

	Year	N	Strongly Disagree		Somewhat Disagree		Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
			Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	232	1.7%	11.2%	7.3%	31.9%	19.4%	13.4%	15.1%	100%	4.6					
male	2020	193	7.3%	6.7%	7.3%	26.9%	20.7%	13.0%	18.1%	100%	4.6	0.897	0.000			
female	2017	59	1.7%	5.1%	8.5%	27.1%	15.3%	18.6%	23.7%	100%	5.0					
female	2020	87	1.1%	6.9%	4.6%	34.5%	13.8%	14.9%	24.1%	100%	4.9	0.829	0.000			
other	2017	12	25.0%	8.3%	0.0%	25.0%	16.7%	16.7%	8.3%	100%						
other	2020	11	9.1%	0.0%	9.1%	27.3%	0.0%	18.2%	36.4%	100%						

"My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone while holding it in my hand."

	Year	N	Strongly Disagree		Somewhat Disagree		Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
			Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	232	1.3%	0.0%	0.0%	0.4%	1.7%	3.4%	93.1%	100%	6.8					
male	2020	192	0.5%	0.5%	0.5%	1.6%	1.6%	4.2%	91.1%	100%	6.8	0.610	0.001			
female	2017	58	1.7%			1.7%	0.0%	5.2%	91.4%	100%	6.8					
female	2020	85	0.0%			3.5%	1.2%	3.5%	91.8%	100%	6.8	0.738	0.001			
other	2017	12				16.7%		8.3%	75.0%	100%						
other	2020	11				18.2%		9.1%	72.7%	100%						

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"My supervisor expects me NOT to engage in this behavior when I am driving for work: having a conversation on a cell phone without holding it ('hands free')."

			Strongly		Somewhat	Neither		Somewhat		Strongly		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree nor Disagree	Agree	Agree	Agree	Agree	Agree				
male	2017	232	17.7%	19.4%	5.6%	17.7%	9.1%	10.3%	20.3%	100%	3.9				
male	2020	192	16.1%	15.6%	8.3%	25.5%	5.7%	10.4%	18.2%	100%	3.9	0.995	0.000		
female	2017	58	5.2%	12.1%	10.3%	22.4%	5.2%	17.2%	27.6%	100%	4.7				
female	2020	85	11.8%	4.7%	12.9%	31.8%	9.4%	5.9%	23.5%	100%	4.3	0.249	0.009		
other	2017	12	33.3%	8.3%		25.0%		8.3%	25.0%	100%					
other	2020	10	10.0%	0.0%		30.0%		20.0%	40.0%	100%					

"My supervisor expects me NOT to engage in this behavior when I am driving for work: typing or reading on a cell phone."

			Strongly		Somewhat	Neither		Agree nor Disagree	Agree	Agree	Agree	Strongly	Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree					
male	2017	232	1.3%	0.4%	0.9%	1.3%	0.9%	95.3%	100%	6.8						
male	2020	192	0.5%	0.0%	2.1%	0.5%	1.0%	95.8%	100%	6.9	0.537	0.001				
female	2017	58			0.0%	0.0%	0.0%	100%	100%	7.0						
female	2020	84			1.2%	1.2%	1.2%	96.4%	100%	6.9	0.181	0.013				
other	2017	12	8.3%		0.0%		16.7%	75.0%	100%							
other	2020	11	0.0%		18.2%		0.0%	81.8%	100%							

"My supervisor expects me NOT to engage in this behavior when I am driving for work: eating food."

			Strongly		Somewhat	Neither		Agree nor Disagree	Agree	Agree	Agree	Strongly	Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree					
male	2017	230	4.8%	7.0%	5.7%	36.5%	13.5%	14.8%	17.8%	100%	4.6					
male	2020	192	5.2%	6.8%	6.3%	33.3%	10.9%	12.5%	25.0%	100%	4.8	0.438	0.001			
female	2017	58	0.0%	5.2%	3.4%	31.0%	10.3%	15.5%	34.5%	100%	5.3					
female	2020	85	3.5%	3.5%	3.5%	31.8%	9.4%	9.4%	38.8%	100%	5.2	0.790	0.001			
other	2017	12	8.3%		8.3%	16.7%	0.0%	41.7%	25.0%	100%						
other	2020	11	0.0%		0.0%	18.2%	9.1%	18.2%	54.5%	100%						

"I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone while holding it in their hands."

			Strongly		Somewhat	Neither		Agree nor Disagree	Agree	Agree	Agree	Strongly	Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree					
male	2017	232	1.3%	0.0%	1.3%	4.3%	4.3%	10.3%	78.4%	100%	6.6					
male	2020	191	0.5%	0.5%	1.0%	4.2%	3.1%	8.9%	81.7%	100%	6.6	0.477	0.001			
female	2017	57	0.0%	1.8%	3.5%	1.8%	1.8%	12.3%	78.9%	100%	6.6					
female	2020	87	1.1%	0.0%	0.0%	4.6%	3.4%	8.0%	82.8%	100%	6.6	0.635	0.002			
other	2017	12		0.0%		8.3%	8.3%	16.7%	66.7%	100%						
other	2020	11		9.1%		18.2%	0.0%	9.1%	63.6%	100%						

Appendix H. Workplace Survey (Intervention Group) Responses

"I expect my coworkers NOT to engage in this behavior when they are driving for work: having a conversation on a cell phone without holding it ('hands free')."

		Strongly Disagree		Somewhat Disagree		Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	232	15.5%	22.4%	6.0%	19.0%	9.9%	9.5%	17.7%	100%	3.8				
male	2020	190	15.3%	18.9%	8.4%	27.9%	8.9%	7.9%	12.6%	100%	3.7	0.481	0.001		
female	2017	58	8.6%	15.5%	6.9%	24.1%	5.2%	20.7%	19.0%	100%	4.4				
female	2020	87	13.8%	13.8%	5.7%	33.3%	8.0%	6.9%	18.4%	100%	4.0	0.268	0.009		
other	2017	12	41.7%	8.3%		16.7%	0.0%	8.3%	25.0%	100%					
other	2020	11	0.0%	18.2%		27.3%	9.1%	27.3%	18.2%	100%					

"I expect my coworkers NOT to engage in this behavior when they are driving for work: typing or reading on a cell phone."

		Strongly Disagree		Somewhat Disagree		Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	231	1.7%	0.0%	0.4%	0.9%	0.9%	4.8%	91.3%	100%	6.8				
male	2020	191	0.5%	0.5%	0.0%	1.6%	0.5%	5.2%	91.6%	100%	6.8	0.579	0.001		
female	2017	58	0.0%			1.7%		5.2%	93.1%	100%	6.9				
female	2020	87	1.1%			1.1%		5.7%	92.0%	100%	6.8	0.599	0.002		
other	2017	12	0.0%	0.0%		8.3%		16.7%	75.0%	100%					
other	2020	11	9.1%	9.1%		9.1%		0.0%	72.7%	100%					

"I expect my coworkers NOT to engage in this behavior when they are driving for work: eating food."

		Strongly Disagree		Somewhat Disagree		Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
Year	N	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	229	3.1%	7.9%	7.0%	40.2%	13.1%	10.9%	17.9%	100%	4.6				
male	2020	190	5.8%	11.1%	7.9%	30.0%	14.2%	11.1%	20.0%	100%	4.5	0.636	0.001		
female	2017	58	1.7%	5.2%	5.2%	34.5%	8.6%	15.5%	29.3%	100%	5.1				
female	2020	87	3.4%	4.6%	5.7%	31.0%	11.5%	11.5%	32.2%	100%	5.1	0.968	0.000		
other	2017	12	16.7%	8.3%		8.3%	8.3%	41.7%	16.7%	100%					
other	2020	11	0.0%	9.1%		27.3%	0.0%	18.2%	45.5%	100%					

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: having a conversation on a cell phone while holding it in your hand

		I have NO choice;		I have to do it		Neither Agree nor Disagree		It is all my choice		I don't drive for work		Total	Mean	Sig	η^2
Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	work	for	choice				
male	2017	226	6.2%	0.9%	0.9%	1.8%	0.0%	3.5%	78.8%	8.0%	100%	6.5			
male	2020	191	3.7%	0.5%	0.0%	1.6%	2.1%	4.2%	71.2%	16.8%	100%	6.8	0.093	0.007	
female	2017	59	5.1%	0.0%		1.7%	1.7%	3.4%	66.1%	22.0%	100%	6.8			
female	2020	86	7.0%	1.2%		2.3%	0.0%	2.3%	51.2%	36.0%	100%	6.8	0.984	0.000	
other	2017	12	0.0%			8.3%		0.0%	75.0%	16.7%	100%				
other	2020	11	18.2%			0.0%		9.1%	45.5%	27.3%	100%				

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Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: having a conversation on a cell phone without holding it ("hands free")

			I have NO choice; I have to do it	(1)	(2)	(3)	(4)	(5)	(6)	(7)	It is all my choice	I don't drive for work	Total	Mean	Sig	η^2
male	2017	229	3.1%	3.9%	3.5%	6.6%	1.7%	3.5%	70.3%	7.4%	100%	6.3				
male	2020	192	3.1%	2.6%	1.0%	5.2%	3.6%	4.7%	63.0%	16.7%	100%	6.5	0.135	0.005		
female	2017	59	6.8%	0.0%	0.0%	3.4%	1.7%	3.4%	64.4%	20.3%	100%	6.6				
female	2020	86	3.5%	4.7%	2.3%	3.5%	0.0%	0.0%	52.3%	33.7%	100%	6.7	0.816	0.000		
other	2017	12	8.3%	8.3%	0.0%	8.3%	0.0%	0.0%	66.7%	8.3%	100%					
other	2020	11	0.0%	0.0%	9.1%	0.0%	9.1%	18.2%	36.4%	27.3%	100%					

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: typing or reading on a cell phone

			I have NO choice; I have to do it	(1)	(2)	(3)	(4)	(5)	(6)	(7)	It is all my choice	I don't drive for work	Total	Mean	Sig	η^2
male	2017	223	6.7%	0.9%	0.4%	0.4%	0.4%	2.2%	80.7%	8.1%	100%	6.6				
male	2020	190	4.7%	0.5%	0.0%	2.1%	0.5%	5.3%	70.0%	16.8%	100%	6.7	0.298	0.003		
female	2017	59	6.8%	0.0%		3.4%		3.4%	64.4%	22.0%	100%	6.7				
female	2020	86	7.0%	2.3%		1.2%		3.5%	51.2%	34.9%	100%	6.7	0.830	0.000		
other	2017	12	8.3%	8.3%					75.0%	8.3%	100%					
other	2020	11	9.1%	0.0%					63.6%	27.3%	100%					

Indicate how much of a choice you feel that you have as to whether you engage in each behavior while driving for work: eating food

			I have NO choice; I have to do it	(1)	(2)	(3)	(4)	(5)	(6)	(7)	It is all my choice	I don't drive for work	Total	Mean	Sig	η^2
male	2017	229	0.4%	1.3%	0.9%	3.9%	2.2%	2.2%	81.7%	7.4%	100%	6.8				
male	2020	192	2.1%	0.0%	0.5%	1.6%	3.1%	3.6%	72.4%	16.7%	100%	6.9	0.301	0.003		
female	2017	57	0.0%	0.0%	0.0%	3.5%	1.8%	1.8%	71.9%	21.1%	100%	7.1				
female	2020	86	3.5%	1.2%	1.2%	5.8%	0.0%	1.2%	52.3%	34.9%	100%	6.8	0.379	0.005		
other	2017	12	8.3%			0.0%			83.3%	8.3%	100%					
other	2020	11	0.0%			9.1%			63.6%	27.3%	100%					

Appendix H. Workplace Survey (Intervention Group) Responses

Do you have a family rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone while holding it in your hand

	Year	N	Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η2
male	2017	231	42.0%	48.1%	1.3%	8.7%	100%	1.8		
male	2020	191	52.9%	39.8%	2.1%	5.2%	100%	1.6	0.035	0.011
female	2017	59	45.8%	44.1%		10.2%	100%	1.7		
female	2020	86	55.8%	41.9%		2.3%	100%	1.5	0.045	0.028
other	2017	12	33.3%	50.0%	8.3%	8.3%	100%			
other	2020	11	36.4%	27.3%	0.0%	36.4%	100%			

Do you have a family rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free")

	Year	N	Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η2
male	2017	231	18.6%	71.4%	1.3%	8.7%	100%	2.0		
male	2020	192	22.4%	71.4%	1.0%	5.2%	100%	1.9	0.112	0.006
female	2017	58	29.3%	60.3%		10.3%	100%	1.9		
female	2020	86	15.1%	82.6%		2.3%	100%	1.9	0.868	0.000
other	2017	12	16.7%	66.7%	8.3%	8.3%	100%			
other	2020	11	18.2%	45.5%	0.0%	36.4%	100%			

Do you have a family rule about NOT engaging in the following behaviors while driving? -typing or reading on a cell phone

	Year	N	Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η2
male	2017	230	69.1%	21.3%	0.9%	8.7%	100%	1.5		
male	2020	192	72.9%	19.8%	2.1%	5.2%	100%	1.4	0.245	0.003
female	2017	59	72.9%	16.9%		10.2%	100%	1.5		
female	2020	86	72.1%	25.6%		2.3%	100%	1.3	0.245	0.009
other	2017	12	58.3%	16.7%	16.7%	8.3%	100%			
other	2020	11	45.5%	18.2%	0.0%	36.4%	100%			

Do you have a family rule about NOT engaging in the following behaviors while driving? -eating food

	Year	N	Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η2
male	2017	229	14.0%	76.4%	0.9%	8.7%	100%	2.0		
male	2020	192	10.9%	82.3%	1.6%	5.2%	100%	2.0	0.602	0.001
female	2017	59	18.6%	71.2%		10.2%	100%	2.0		
female	2020	85	11.8%	85.9%		2.4%	100%	1.9	0.397	0.005
other	2017	12	0.0%	75.0%	16.7%	8.3%	100%			
other	2020	11	18.2%	45.5%	0.0%	36.4%	100%			

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Do you have a family rule about NOT engaging in the following behaviors while driving? -attending to children in the back seat

	Year	N	Yes	No	I don't know	I don't have a family	Total	Mean	Sig	η2
male	2017	230	23.9%	59.1%	3.0%	13.9%	100%	2.1		
male	2020	191	19.4%	61.8%	5.2%	13.6%	100%	2.1	0.485	0.001
female	2017	58	22.4%	53.4%	0.0%	24.1%	100%	2.3		
female	2020	85	21.2%	61.2%	2.4%	15.3%	100%	2.1	0.401	0.005
other	2017	12	8.3%	41.7%	33.3%	16.7%	100%			
other	2020	11	27.3%	36.4%	0.0%	36.4%	100%			

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone while holding it in your hand

	Year	N	Yes	No	I don't know	Total	Mean	Sig	η2
male	2017	231	98.7%	0.4%	0.9%	100%	1.0		
male	2020	193	95.3%	1.0%	3.6%	100%	1.1	0.036	0.010
female	2017	59	98.3%	1.7%	0.0%	100%	1.0		
female	2020	86	96.5%	0.0%	3.5%	100%	1.1	0.294	0.008
other	2017	12	83.3%	8.3%	8.3%	100%			
other	2020	11	90.9%	0.0%	9.1%	100%			

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -having a conversation on a cell phone without holding it ("hands free")

	Year	N	Yes	No	I don't know	Total	Mean	Sig	η2
male	2017	231	46.8%	48.5%	4.8%	100%	1.6		
male	2020	193	43.0%	46.6%	10.4%	100%	1.7	0.121	0.006
female	2017	59	61.0%	33.9%	5.1%	100%	1.4		
female	2020	86	40.0%	42.4%	17.6%	100%	1.8	0.004	0.057
other	2017	12	50.0%	41.7%	8.3%	100%			
other	2020	10	50.0%	20.0%	30.0%	100%			

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -typing or reading on a cell phone

	Year	N	Yes	No	I don't know	Total	Mean	Sig	η2
male	2017	230	98.7%	0.4%	0.9%	100%	1.0		
male	2020	193	97.9%	0.5%	1.6%	100%	1.0	0.512	0.001
female	2017	59	100%		0.0%	100%	1.0		
female	2020	86	97.7%		2.3%	100%	1.0	0.241	0.010
other	2017	12	91.7%		8.3%	100%			
other	2020	11	81.8%		18.2%	100%			

Appendix H. Workplace Survey (Intervention Group) Responses

Do you have a workplace rule about NOT engaging in the following behaviors while driving? -eating food

	Year	N	Yes	No	I don't know	Total	Mean	Sig	η^2
male	2017	228	18.9%	57.5%	23.7%	100%	2.0		
male	2020	193	24.4%	41.5%	34.2%	100%	2.1	0.466	0.001
female	2017	59	23.7%	35.6%	40.7%	100%	2.2		
female	2020	86	26.7%	29.1%	44.2%	100%	2.2	0.971	0.000
other	2017	12	25.0%	50.0%	25.0%	100%			
other	2020	10	60.0%	10.0%	30.0%	100%			

Before taking this survey, how often have you ever thought about asking someone who is reading or typing on a cell phone while driving to stop?

	Year	N	I have never thought about it			I have thought about it sometimes			I have thought about it a lot			Total	Mean	Sig	η^2
	Year	N	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2		
male	2017	231	3.5%	2.6%	0.9%	17.7%	14.7%	16.0%	44.6%	100%	5.6				
male	2020	162	6.2%	5.6%	0.6%	26.5%	11.7%	18.5%	30.9%	100%	5.1	0.002	0.024		
female	2017	58	0.0%	0.0%	0.0%	10.3%	0.0%	20.7%	69.0%	100%	6.5				
female	2020	72	1.4%	4.2%	2.8%	23.6%	5.6%	11.1%	51.4%	100%	5.7	0.001	0.081		
other	2017	12			8.3%	50.0%		16.7%	25.0%	100%					
other	2020	7			14.3%	14.3%		14.3%	57.1%	100%					

Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

	Year	N	I was never in that situation	Never			About Half the Time			Always			Total	Mean	Sig	η^2
	Year	N	I was never in that situation	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2		
male	2017	231	26.0%	7.4%	14.3%	5.6%	7.8%	6.5%	8.2%	24.2%	100%	4.4				
male	2020	193	29.0%	10.4%	15.0%	5.7%	8.3%	5.7%	13.5%	12.4%	100%	3.9	0.065	0.008		
female	2017	59	10.2%	1.7%	6.8%	6.8%	5.1%	6.8%	22.0%	40.7%	100%	6.1				
female	2020	87	28.7%	2.3%	11.5%	8.0%	6.9%	5.7%	9.2%	27.6%	100%	4.5	0.001	0.074		
other	2017	12	41.7%	8.3%	0.0%	0.0%	8.3%	8.3%		33.3%	100%					
other	2020	10	30.0%	10.0%	10.0%	10.0%	0.0%	20.0%		20.0%	100%					

Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work)

	Year	N	I was never in that situation	Never			About Half the Time			Always			Total	Mean	Sig	η^2
	Year	N	I was never in that situation	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2		
male	2017	232	57.3%	12.1%	5.2%	1.7%	4.3%	1.3%	5.6%	12.5%	100%	2.7				
male	2020	193	71.5%	12.4%	4.1%	0.5%	0.5%	1.0%	2.6%	7.3%	100%	2.0	0.001	0.025		
female	2017	59	67.8%	11.9%	3.4%	1.7%	1.7%	5.1%	1.7%	6.8%	100%	2.1				
female	2020	87	74.7%	12.6%	1.1%	0.0%	1.1%	1.1%	1.1%	8.0%	100%	1.9	0.481	0.003		
other	2017	12	58.3%	16.7%				8.3%		16.7%	100%					
other	2020	10	80.0%	10.0%				0.0%		10.0%	100%					

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Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A stranger

	Year	N	I was never in that situation	About Half the Time							Always				
				Never			About Half the Time				Always				
				(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig		
male	2017	231	61.5%	16.5%	4.8%	2.6%	5.6%	1.7%	2.2%	5.2%	100%	2.1			
male	2020	192	70.3%	16.1%	4.2%	1.0%	4.7%	0.0%	1.0%	2.6%	100%	1.7	0.014	0.014	
female	2017	59	67.8%	15.3%	6.8%	0.0%	6.8%	0.0%	1.7%	1.7%	100%	1.8			
female	2020	87	67.8%	18.4%	1.1%	1.1%	1.1%	1.1%	2.3%	6.9%	100%	2.0	0.552	0.002	
other	2017	12	66.7%	16.7%				0.0%	8.3%	8.3%	100%				
other	2020	10	80.0%	0.0%				10.0%	10.0%	0.0%	100%				

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

	Year	N	Never	About Half the Time							Always				
				Never			About Half the Time				Always				
				(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig		
male	2017	224	16.1%	14.3%	6.7%	25.9%	12.1%	10.7%	14.3%	100%	3.9				
male	2020	191	16.8%	13.6%	5.8%	28.8%	10.5%	12.6%	12.0%	100%	3.9	0.822	0.000		
female	2017	56	8.9%	3.6%	12.5%	25.0%	17.9%	17.9%	14.3%	100%	4.5				
female	2020	82	11.0%	8.5%	8.5%	30.5%	15.9%	11.0%	14.6%	100%	4.2	0.389	0.005		
other	2017	12	41.7%		0.0%	8.3%	25.0%	8.3%	16.7%	100%					
other	2020	9	11.1%		11.1%	44.4%	22.2%	0.0%	11.1%	100%					

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A coworker (at work)

	Year	N	Never	About Half the Time							Always				
				Never			About Half the Time				Always				
				(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig		
male	2017	223	21.5%	15.7%	4.5%	17.0%	9.4%	12.6%	19.3%	100%	3.9				
male	2020	192	24.5%	12.5%	4.7%	15.6%	7.8%	12.0%	22.9%	100%	4.0	0.807	0.000		
female	2017	55	27.3%	3.6%	5.5%	21.8%	12.7%	5.5%	23.6%	100%	4.0				
female	2020	82	23.2%	9.8%	6.1%	22.0%	9.8%	7.3%	22.0%	100%	4.0	0.901	0.000		
other	2017	12	41.7%	8.3%		8.3%	16.7%	0.0%	25.0%	100%					
other	2020	9	22.2%	11.1%		11.1%	22.2%	22.2%	11.1%	100%					

In your opinion, how often did most people at your workplace ask the following people to stop reading or typing on a cell phone while driving? A stranger

	Year	N	Never	About Half the Time							Always				
				Never			About Half the Time				Always				
				(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig		
male	2017	222	38.3%	19.8%	9.0%	16.7%	3.6%	6.3%	6.3%	100%	2.7				
male	2020	191	36.6%	24.1%	6.8%	17.3%	5.2%	4.7%	5.2%	100%	2.7	0.735	0.000		
female	2017	54	35.2%	24.1%	5.6%	25.9%	3.7%	3.7%	1.9%	100%	2.6				
female	2020	82	39.0%	19.5%	4.9%	17.1%	8.5%	2.4%	8.5%	100%	2.8	0.520	0.003		
other	2017	12	50.0%	8.3%		8.3%	16.7%	0.0%	16.7%	100%					
other	2020	8	50.0%	0.0%		25.0%	12.5%	0.0%	0.0%	100%					

Appendix H. Workplace Survey (Intervention Group) Responses

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a family member or close friend

	Year	N	Not at All Willing						Extremely Willing					
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2	
male	2017	230	1.3%	0.4%	1.7%	2.6%	7.0%	15.2%	71.7%	100%	6.5			
male	2020	193	1.6%	2.1%	2.6%	4.7%	4.1%	11.9%	73.1%	100%	6.4	0.386	0.002	
female	2017	59	0.0%	0.0%	0.0%	3.4%	5.1%	91.5%	100%	6.9				
female	2020	86	2.3%	1.2%	1.2%	3.5%	5.8%	86.0%	100%	6.6	0.124	0.016		
other	2017	12	8.3%	8.3%	0.0%	0.0%	8.3%	75.0%	100%					
other	2020	10	10.0%	0.0%	10.0%	0.0%	20.0%	60.0%	100%					

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is coworker (at work)

	Year	N	Not at All Willing						Extremely Willing					
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2	
male	2017	228	0.9%	0.9%	2.2%	4.4%	9.6%	15.8%	66.2%	100%	6.3			
male	2020	193	1.0%	1.6%	2.6%	4.7%	9.8%	8.8%	71.5%	100%	6.3	0.989	0.000	
female	2017	59	0.0%	1.7%	1.7%	8.5%	8.5%	79.7%	100%	6.6				
female	2020	86	2.3%	0.0%	7.0%	11.6%	14.0%	65.1%	100%	6.3	0.065	0.024		
other	2017	12	8.3%	8.3%	0.0%	16.7%	66.7%	100%						
other	2020	10	10.0%	10.0%	10.0%	10.0%	10.0%	60.0%	100%					

Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop? The driver is a stranger

	Year	N	Not at All Willing						Extremely Willing					
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2	
male	2017	228	3.9%	6.1%	8.8%	12.7%	11.8%	11.4%	45.2%	100%	5.4			
male	2020	191	6.3%	5.2%	8.4%	14.7%	12.0%	15.2%	38.2%	100%	5.2	0.332	0.002	
female	2017	59	1.7%	10.2%	3.4%	5.1%	6.8%	8.5%	64.4%	100%	5.9			
female	2020	86	9.3%	9.3%	5.8%	12.8%	14.0%	10.5%	38.4%	100%	5.0	0.008	0.048	
other	2017	12	25.0%	0.0%	8.3%	0.0%	0.0%	8.3%	58.3%	100%				
other	2020	10	10.0%	10.0%	0.0%	20.0%	20.0%	10.0%	30.0%	100%				

Asking a coworker to stop reading or typing on a cell phone while driving feels... Cool: Not Cool

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)	Total	Mean	Sig	η^2
male	2017	229	31.4%	15.7%	5.7%	26.2%	5.2%	5.7%	10.0%	100%	3.2		
male	2020	189	32.8%	13.2%	8.5%	31.7%	4.2%	4.2%	5.3%	100%	3.0	0.285	0.003
female	2017	57	42.1%	14.0%	10.5%	17.5%	5.3%	0.0%	10.5%	100%	2.7		
female	2020	86	41.9%	7.0%	9.3%	30.2%	4.7%	2.3%	4.7%	100%	2.7	0.938	0.000
other	2017	12	16.7%	0.0%	58.3%	8.3%	8.3%	8.3%	8.3%	100%			
other	2020	9	55.6%	11.1%	11.1%	11.1%	11.1%	0.0%	0.0%	100%			

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Asking a coworker to stop reading or typing on a cell phone while driving feels... Dangerous: Safe

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η2
male	2017	226	13.7%	2.7%	2.7%	4.9%	8.0%	15.0%	53.1%	100%	5.5		
male	2020	189	6.3%	2.1%	1.1%	7.4%	4.8%	13.8%	64.6%	100%	6.0	0.006	0.018
female	2017	58	3.4%	3.4%	0.0%	0.0%	5.2%	6.9%	81.0%	100%	6.4		
female	2020	87	4.6%	1.1%	3.4%	5.7%	5.7%	6.9%	72.4%	100%	6.2	0.299	0.008
other	2017	12	16.7%			16.7%	16.7%	16.7%	33.3%	100%			
other	2020	9	11.1%			0.0%	11.1%	22.2%	55.6%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Foolish: Sensible

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η2
male	2017	227	12.8%	0.9%	1.3%	2.6%	8.8%	18.1%	55.5%	100%	5.7		
male	2020	189	6.3%	0.5%	1.6%	5.8%	3.7%	19.6%	62.4%	100%	6.1	0.037	0.010
female	2017	58	5.2%	3.4%		0.0%	1.7%	8.6%	81.0%	100%	6.4		
female	2020	87	3.4%	2.3%		4.6%	4.6%	12.6%	72.4%	100%	6.3	0.771	0.001
other	2017	12	8.3%			16.7%	8.3%	25.0%	41.7%	100%			
other	2020	9	11.1%			0.0%	0.0%	33.3%	55.6%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Pleasant: Unpleasant

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η2
male	2017	226	11.9%	7.5%	7.5%	21.2%	21.2%	15.5%	15.0%	100%	4.4		
male	2020	190	14.2%	9.5%	4.7%	26.3%	14.7%	18.9%	11.6%	100%	4.2	0.336	0.002
female	2017	57	19.3%	3.5%	7.0%	24.6%	15.8%	12.3%	17.5%	100%	4.2		
female	2020	86	14.0%	5.8%	11.6%	26.7%	12.8%	19.8%	9.3%	100%	4.2	0.857	0.000
other	2017	12	0.0%	8.3%		33.3%	25.0%	25.0%	8.3%	100%			
other	2020	9	11.1%	0.0%		33.3%	11.1%	22.2%	22.2%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Good: Bad

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η2
male	2017	226	31.9%	21.7%	11.5%	18.1%	6.2%	1.8%	8.8%	100%	2.9		
male	2020	189	40.2%	16.4%	13.2%	20.6%	4.8%	1.6%	3.2%	100%	2.5	0.043	0.010
female	2017	58	58.6%	19.0%	6.9%	3.4%	5.2%	3.4%	3.4%	100%	2.0		
female	2020	87	44.8%	9.2%	13.8%	23.0%	3.4%	2.3%	3.4%	100%	2.5	0.079	0.021
other	2017	12	16.7%	25.0%	8.3%	41.7%			8.3%	100%			
other	2020	9	44.4%	33.3%	11.1%	0.0%			11.1%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Acceptable: Unacceptable

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η2
male	2017	228	54.4%	20.2%	10.1%	4.8%	2.2%	0.9%	7.5%	100%	2.1		
male	2020	190	62.1%	19.5%	6.8%	5.3%	1.1%	0.5%	4.7%	100%	1.8	0.077	0.008
female	2017	59	76.3%	15.3%	3.4%	1.7%	0.0%	1.7%	1.7%	100%	1.5		
female	2020	87	69.0%	12.6%	10.3%	3.4%	1.1%	0.0%	3.4%	100%	1.7	0.279	0.008
other	2017	12	50.0%	25.0%	8.3%	16.7%			8.3%	100%			
other	2020	9	44.4%	33.3%	11.1%	11.1%			11.1%	100%			

Appendix H. Workplace Survey (Intervention Group) Responses

Asking a coworker to stop reading or typing on a cell phone while driving feels... Right: Wrong

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
male	2017	227	64.8%	16.3%	7.9%	2.6%	0.9%	0.9%	6.6%	100%	1.9		
male	2020	190	68.9%	18.4%	4.7%	4.7%	0.0%	0.0%	3.2%	100%	1.6	0.068	0.008
female	2017	59	81.4%	11.9%	3.4%	0.0%	1.7%		1.7%	100%	1.4		
female	2020	87	78.2%	9.2%	6.9%	2.3%	0.0%		3.4%	100%	1.5	0.447	0.004
other	2017	12	58.3%	0.0%	8.3%	25.0%			8.3%	100%			
other	2020	9	55.6%	33.3%	0.0%	11.1%			0.0%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Caring: Uncaring

	Year	N	1	2	3	4	6	7	Total	Mean	Sig	η^2
male	2017	227	51.1%	25.6%	7.0%	9.3%		7.0%	100%	2.1		
male	2020	190	61.6%	21.6%	8.9%	5.3%		2.6%	100%	1.7	0.008	0.017
female	2017	58	75.9%	13.8%	5.2%	1.7%	1.7%	1.7%	100%	1.5		
female	2020	87	69.0%	10.3%	13.8%	3.4%	0.0%	3.4%	100%	1.7	0.334	0.007
other	2017	11	45.5%	9.1%	9.1%	27.3%		9.1%	100%			
other	2020	9	55.6%	33.3%	0.0%	11.1%		0.0%	100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Respectful: Disrespectful

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
male	2017	226	41.6%	18.1%	14.2%	15.0%	2.7%	2.2%	6.2%	100%	2.5		
male	2020	189	49.7%	17.5%	11.6%	14.8%	2.6%	1.1%	2.6%	100%	2.2	0.039	0.010
female	2017	59	66.1%	18.6%	8.5%	3.4%	0.0%		3.4%	100%	1.7		
female	2020	87	60.9%	9.2%	12.6%	12.6%	1.1%		3.4%	100%	2.0	0.187	0.012
other	2017	11	36.4%	9.1%	18.2%	36.4%				100%			
other	2020	9	44.4%	11.1%	22.2%	22.2%				100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Appropriate: Inappropriate

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
male	2017	228	59.2%	23.2%	6.6%	2.2%	0.9%	1.8%	6.1%	100%	1.9		
male	2020	189	65.6%	19.6%	5.8%	4.8%	0.5%	1.1%	2.6%	100%	1.7	0.112	0.006
female	2017	59	79.7%	13.6%	3.4%	0.0%	1.7%		1.7%	100%	1.4		
female	2020	87	74.7%	11.5%	6.9%	3.4%	0.0%		3.4%	100%	1.6	0.341	0.006
other	2017	12	66.7%	8.3%	8.3%	16.7%				100%			
other	2020	9	44.4%	55.6%	0.0%	0.0%				100%			

Asking a coworker to stop reading or typing on a cell phone while driving feels... Responsible: Irresponsible

	Year	N	1	2	3	4	5	6	7	Total	Mean	Sig	η^2
male	2017	229	68.6%	16.2%	4.8%	2.6%	0.9%	0.0%	7.0%	100%	1.8		
male	2020	189	73.5%	14.8%	3.7%	4.2%	0.5%	0.5%	2.6%	100%	1.6	0.103	0.006
female	2017	59	84.7%	10.2%	3.4%	0.0%			1.7%	100%	1.3		
female	2020	87	80.5%	8.0%	5.7%	2.3%			3.4%	100%	1.5	0.290	0.008
other	2017	12	66.7%	0.0%	8.3%	16.7%			8.3%	100%			
other	2020	9	55.6%	44.4%	0.0%	0.0%			0.0%	100%			

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"I think asking someone to stop reading or typing on a cell phone while driving will NOT make a difference - people do what they want to do."

			Strongly Disagree		Somewhat Disagree	Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	231	21.2%	33.3%	14.7%	6.1%	15.2%	6.9%	2.6%	100%	2.9				
male	2020	193	20.7%	34.7%	11.9%	5.7%	15.0%	9.8%	2.1%	100%	3.0	0.738	0.000		
female	2017	59	39.0%	23.7%	11.9%	1.7%	13.6%	3.4%	6.8%	100%	2.6				
female	2020	87	19.5%	26.4%	17.2%	8.0%	19.5%	8.0%	1.1%	100%	3.1	0.129	0.016		
other	2017	12	16.7%	16.7%	8.3%	25.0%	16.7%	16.7%		100%					
other	2020	10	10.0%	30.0%	0.0%	30.0%	30.0%	0.0%		100%					

"I believe asking someone to stop reading or typing on a cell phone while driving is likely to upset the other person."

			Strongly Disagree		Somewhat Disagree	Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	229	3.1%	10.0%	13.1%	14.8%	40.2%	16.6%	2.2%	100%	4.4				
male	2020	192	3.1%	13.5%	14.6%	20.3%	31.8%	15.1%	1.6%	100%	4.2	0.111	0.006		
female	2017	59	6.8%	15.3%	18.6%	13.6%	33.9%	10.2%	1.7%	100%	3.9				
female	2020	87	4.6%	9.2%	20.7%	16.1%	46.0%	2.3%	1.1%	100%	4.0	0.630	0.002		
other	2017	12			8.3%	58.3%	25.0%	8.3%		100%					
other	2020	9			22.2%	22.2%	44.4%	11.1%		100%					

"I believe asking someone to stop reading or typing on a cell phone while driving protects the other person from potential harm."

			Strongly Disagree		Somewhat Disagree	Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	231	1.7%	0.4%	0.4%	1.3%	9.5%	42.0%	44.6%	100%	6.2				
male	2020	191	1.0%	0.0%	1.0%	3.1%	6.8%	37.2%	50.8%	100%	6.3	0.393	0.002		
female	2017	59			3.4%	0.0%	5.1%	16.9%	74.6%	100%	6.6				
female	2020	87			2.3%	2.3%	5.7%	27.6%	62.1%	100%	6.4	0.331	0.007		
other	2017	12	8.3%	8.3%	0.0%	16.7%	16.7%	16.7%	33.3%	100%					
other	2020	10	0.0%	0.0%	10.0%	20.0%	0.0%	20.0%	50.0%	100%					

"I believe asking someone to stop reading or typing on a cell phone while driving is rude."

			Strongly Disagree		Somewhat Disagree	Neither Agree nor Disagree		Somewhat Agree		Strongly Agree		Total	Mean	Sig	η^2
	Year	N	Disagree	Disagree	Disagree	Agree	Agree	Agree	Agree	Agree	Agree				
male	2017	232	31.5%	39.2%	15.1%	5.6%	4.3%	2.2%	2.2%	100%	2.3				
male	2020	193	37.3%	36.3%	9.8%	9.8%	3.6%	1.6%	1.6%	100%	2.2	0.449	0.001		
female	2017	58	60.3%	32.8%	1.7%	0.0%	3.4%		1.7%	100%	1.6				
female	2020	87	55.2%	26.4%	6.9%	6.9%	4.6%		0.0%	100%	1.8	0.321	0.007		
other	2017	12	33.3%	16.7%	8.3%	41.7%				100%					
other	2020	10	30.0%	20.0%	20.0%	30.0%				100%					

Appendix H. Workplace Survey (Intervention Group) Responses

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -You

	Year	N	Strongly	Somewhat	Neither	Agree	Somewhat	Strongly	Total	Mean	Sig	η^2
			Disagree	Disagree	nor Disagree	Agree	Agree	Agree				
male	2017	230	0.4%	0.0%	1.7%	2.6%	25.7%	69.6%	100%	100%	6.6	
male	2020	190	1.1%	1.1%	2.1%	0.5%	20.5%	74.7%	100%	100%	6.6	0.972 0.000
female	2017	57	3.5%		0.0%	5.3%	12.3%	78.9%	100%	100%	6.6	
female	2020	85	0.0%		1.2%	3.5%	18.8%	76.5%	100%	100%	6.7	0.342 0.006
other	2017	12	8.3%		8.3%	8.3%	25.0%	50.0%	100%	100%		
other	2020	9	0.0%		11.1%	0.0%	11.1%	77.8%	100%	100%		

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -Your supervisor

	Year	N	Strongly	Somewhat	Neither	Agree nor	Somewhat	Strongly	Total	Mean	Sig	η^2
			Disagree	Disagree	Disagree	Disagree	Agree	Agree				
male	2017	229	0.4%		0.4%	0.9%	1.7%	17.5%	79.0%	100%	6.7	
male	2020	190	1.1%		1.1%	1.6%	0.5%	15.3%	80.5%	100%	6.7	0.635 0.001
female	2017	58	3.4%		0.0%	1.7%	12.1%	82.8%	100%	6.6		
female	2020	85	0.0%		1.2%	1.2%	10.6%	87.1%	100%	6.8	0.160 0.014	
other	2017	12		8.3%		8.3%		25.0%	58.3%	100%		
other	2020	9		0.0%		11.1%		11.1%	77.8%	100%		

"Employees should ask a coworker who is driving to stop reading or typing on a cell phone." -Most of your coworkers

	Year	N	Strongly	Somewhat	Neither	Agree nor	Somewhat	Strongly	Total	Mean	Sig	η^2
			Disagree	Disagree	Disagree	Disagree	Agree	Agree				
male	2017	228	0.4%	0.0%	0.4%	4.4%	4.8%	30.7%	59.2%	100%	6.4	
male	2020	190	1.1%	0.5%	1.1%	2.6%	2.1%	26.8%	65.8%	100%	6.5	0.532 0.001
female	2017	58	3.4%		0.0%	5.2%	25.9%	65.5%	100%	6.4		
female	2020	84	0.0%		1.2%	2.4%	29.8%	66.7%	100%	6.6	0.216 0.011	
other	2017	12		8.3%		8.3%	0.0%	33.3%	50.0%	100%		
other	2020	9		0.0%		11.1%	11.1%	11.1%	66.7%	100%		

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -You

	Year	N	Strongly	Somewhat	Neither	Approve	Somewhat	Strongly	Total	Mean	Sig	η^2
			Disapprove	Disapprove	Disapprove	nor	Approve	Approve				
male	2017	229	6.1%	0.9%	0.4%	3.1%	3.5%	29.7%	56.3%	100%	6.1	
male	2020	190	8.9%	1.1%	1.6%	2.1%	1.6%	29.5%	55.3%	100%	6.0	0.342 0.002
female	2017	58	0.0%		1.7%	0.0%	1.7%	22.4%	74.1%	100%	6.7	
female	2020	84	8.3%		0.0%	1.2%	4.8%	21.4%	64.3%	100%	6.2	0.028 0.034
other	2017	12	0.0%		8.3%	8.3%		25.0%	58.3%	100%		
other	2020	9	11.1%		0.0%	11.1%		22.2%	55.6%	100%		

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In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -Your supervisor

	Year	N	Neither Approve						Total	Mean	Sig	η^2					
			Strongly Disapprove		Somewhat Disapprove		Neither nor Disapprove										
			Approve	Approve	Approve	Approve	Approve	Approve									
male	2017	228	6.6%	0.9%	0.0%	2.2%	5.7%	22.8%	61.8%	100%	6.2						
male	2020	190	9.5%	1.1%	0.5%	2.6%	0.5%	25.3%	60.5%	100%	6.0	0.410	0.002				
female	2017	57	0.0%			0.0%	0.0%	15.8%	84.2%	100%	6.8						
female	2020	83	8.4%			2.4%	1.2%	13.3%	74.7%	100%	6.3	0.013	0.043				
other	2017	11	9.1%			9.1%		27.3%	54.5%	100%							
other	2020	9	11.1%			11.1%		11.1%	66.7%	100%							

In your opinion, how much would the following people approve or disapprove of employees asking a coworker to stop reading or typing on a cell phone when they are driving? -Most of your coworkers

	Year	N	Neither Approve						Total	Mean	Sig	η^2					
			Strongly Disapprove		Somewhat Disapprove		Neither nor Disapprove										
			Approve	Approve	Approve	Approve	Approve	Approve									
male	2017	229	5.2%	2.2%	0.4%	5.2%	9.6%	33.6%	43.7%	100%	5.9						
male	2020	190	7.9%	2.1%	1.1%	3.2%	7.4%	30.5%	47.9%	100%	5.8	0.797	0.000				
female	2017	57	0.0%	0.0%	1.8%	0.0%	8.8%	24.6%	64.9%	100%	6.5						
female	2020	83	4.8%	3.6%	0.0%	3.6%	14.5%	21.7%	51.8%	100%	5.9	0.012	0.045				
other	2017	12	0.0%			8.3%	25.0%		33.3%	100%							
other	2020	9	11.1%			0.0%	11.1%		44.4%	100%							

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -You

	Year	N	Not at All Support		Moderately Support			Strongly Support			Total	Mean	Sig	η^2
			(1)	(2)	(4)	(5)	(6)	(7)						
			Support	Support	Support	Support	Support	Support						
male	2017	229	0.0%	0.4%	0.9%	7.0%	19.7%	72.1%	100%	100%	6.6			
male	2020	190	1.6%	0.5%	2.1%	1.6%	16.3%	77.9%	100%	100%	6.6	0.949	0.000	
female	2017	58	0.0%		0.0%	1.7%	8.6%	89.7%	100%	100%	6.9			
female	2020	85	2.4%		1.2%	3.5%	7.1%	85.9%	100%	100%	6.7	0.169	0.013	
other	2017	12	0.0%		8.3%		25.0%	66.7%	100%	100%				
other	2020	9	11.1%		0.0%		11.1%	77.8%	100%	100%				

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Most of your coworkers

	Year	N	Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
			Support	Support	Support	Support	Support	Support	Support						
male	2017	228	0.0%	0.4%	0.0%	6.1%	9.6%	29.4%	54.4%	100%	6.3				
male	2020	190	1.6%	0.0%	0.5%	1.1%	0.5%	12.1%	84.2%	100%	6.7	0.000	0.048		
female	2017	58	0.0%			1.7%	3.4%	20.7%	74.1%	100%	6.7				
female	2020	85	2.4%			2.4%	1.2%	5.9%	88.2%	100%	6.7	0.828	0.000		
other	2017	12	0.0%			16.7%	8.3%	33.3%	41.7%	100%					
other	2020	9	11.1%			0.0%	0.0%	0.0%	88.9%	100%					

In your opinion, how much would the following people support an employee who asked the driver to stop reading or typing on a cell phone? -Your supervisor

	Year	N	Not at All Support			Moderately Support			Strongly Support			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	226	0.0%	0.4%	0.0%	0.4%	3.5%	18.6%	77.0%	100%	6.7				
male	2020	188	1.6%	0.0%	0.5%	4.8%	4.3%	22.3%	66.5%	100%	6.4	0.001	0.025		
female	2017	58	0.0%			0.0%	0.0%	8.6%	91.4%	100%	6.9				
female	2020	85	2.4%			3.5%	10.6%	16.5%	67.1%	100%	6.4	0.001	0.076		
other	2017	11	0.0%				27.3%		72.7%	100%					
other	2020	9	11.1%				33.3%		55.6%	100%					

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A family member or close friend

	Year	N	Not at All Comfortable			Moderately Comfortable			Extremely Comfortable			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	230	0.4%	0.4%	0.9%	7.4%	5.2%	22.2%	63.5%	100%	6.4				
male	2020	189	0.0%	0.0%	0.5%	4.8%	6.3%	16.4%	72.0%	100%	6.5	0.066	0.008		
female	2017	59				3.4%	1.7%	8.5%	86.4%	100%	6.8				
female	2020	86				2.3%	2.3%	10.5%	84.9%	100%	6.8	0.996	0.000		
other	2017	12	8.3%		0.0%		8.3%	8.3%	75.0%	100%					
other	2020	8	0.0%		12.5%		12.5%	12.5%	62.5%	100%					

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A coworker (while at work)

	Year	N	Not at All Comfortable			Moderately Comfortable			Extremely Comfortable			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	228	0.4%	1.8%	1.3%	7.0%	11.0%	28.5%	50.0%	100%	6.1				
male	2020	190	0.0%	1.1%	0.0%	8.9%	5.8%	27.9%	56.3%	100%	6.3	0.131	0.005		
female	2017	59	3.4%	1.7%	0.0%	3.4%	5.1%	18.6%	67.8%	100%	6.3				
female	2020	86	1.2%	0.0%	2.3%	11.6%	10.5%	16.3%	58.1%	100%	6.1	0.360	0.006		
other	2017	12	8.3%			16.7%	8.3%	8.3%	58.3%	100%					
other	2020	8	0.0%			12.5%	12.5%	12.5%	62.5%	100%					

If you wanted to, how comfortable would you be in asking the following people to stop reading or typing on a cell phone while driving? -A stranger

	Year	N	Not at All Comfortable			Moderately Comfortable			Extremely Comfortable			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	229	4.8%	8.3%	8.3%	22.3%	17.0%	18.3%	21.0%	100%	4.8				
male	2020	190	4.7%	8.4%	6.8%	20.5%	18.4%	15.3%	25.8%	100%	4.9	0.521	0.001		
female	2017	58	5.2%	8.6%	6.9%	19.0%	8.6%	19.0%	32.8%	100%	5.1				
female	2020	86	8.1%	9.3%	12.8%	20.9%	9.3%	15.1%	24.4%	100%	4.6	0.146	0.015		
other	2017	12	33.3%		0.0%	8.3%	16.7%	8.3%	33.3%	100%					
other	2020	8	12.5%		25.0%	12.5%	25.0%	0.0%	25.0%	100%					

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A family member or close friend

	Year	N	Not at All Confident			Moderately Confident			Extremely Confident			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	231	0.4%	0.4%	1.7%	4.3%	7.8%	18.6%	66.7%	100%	6.4				
male	2020	190	0.0%	0.0%	1.1%	3.7%	4.2%	17.9%	73.2%	100%	6.6	0.064	0.008		
female	2017	59			0.0%	1.7%	1.7%	13.6%	83.1%	100%	6.8				
female	2020	86			1.2%	4.7%	0.0%	10.5%	83.7%	100%	6.7	0.558	0.002		
other	2017	12				8.3%	8.3%		83.3%	100%					
other	2020	8				0.0%	37.5%		62.5%	100%					

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A coworker (while at work)

	Year	N	Not at All Confident			Moderately Confident			Extremely Confident			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	230		1.3%	1.3%	5.7%	10.0%	27.0%	54.8%	100%	6.2				
male	2020	189		0.5%	1.1%	7.9%	3.7%	23.3%	63.5%	100%	6.4	0.165	0.005		
female	2017	59	1.7%		1.7%	3.4%	6.8%	20.3%	66.1%	100%	6.4				
female	2020	86	1.2%		0.0%	12.8%	9.3%	17.4%	59.3%	100%	6.2	0.311	0.007		
other	2017	12				16.7%	8.3%	16.7%	58.3%	100%					
other	2020	8				12.5%	12.5%	25.0%	50.0%	100%					

If you wanted to, how confident would you be in asking the following people to stop reading or typing on a cell phone while driving? -A stranger

	Year	N	Not at All Confident			Moderately Confident			Extremely Confident			Total	Mean	Sig	η^2
			(1)	(2)	(3)	(4)	(5)	(6)	(7)						
male	2017	230	4.8%	7.4%	7.4%	19.6%	17.0%	17.8%	26.1%	100%	4.9				
male	2020	190	5.8%	6.3%	3.7%	20.5%	12.6%	22.1%	28.9%	100%	5.1	0.372	0.002		
female	2017	59	1.7%	13.6%	5.1%	18.6%	15.3%	13.6%	32.2%	100%	5.0				
female	2020	86	5.8%	10.5%	9.3%	22.1%	11.6%	15.1%	25.6%	100%	4.7	0.332	0.007		
other	2017	12	16.7%		0.0%	16.7%	16.7%	8.3%	41.7%	100%					
other	2020	8	12.5%		12.5%	12.5%	25.0%	12.5%	25.0%	100%					

How would you describe your position?

	Year	N	non-management employee	management (first-level, middle, senior)
male	2017	232	71.6%	28.4%
male	2020	193	77.2%	22.8%
female	2017	59	88.1%	11.9%
female	2020	87	82.8%	17.2%
other	2017	11	100%	0.0%
other	2020	8	87.5%	12.5%

