

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

**In King County WA, 72% Perceive Drivers Who Text While Driving As a 'Very Serious' Personal Threat; 71% Say It Is 'Completely Unacceptable' To Type on a Cell Phone While Driving, Yet 38% Say They Would Not Stop Using Their Cell Phone While Driving Even if Using The Phone Caused A Fatal Motor Vehicle Collision:**

King County residents are torn about voluntarily keeping their hands off their cell phone while driving, even though they acknowledge that using a phone while driving is "completely unacceptable" and even though they perceive others who do use a phone while driving as a "very serious" personal threat. These are among the findings of a new study conducted by SurveyUSA for the King County Target Zero Task Force.

For context:

- \* 94% of King County adults perceive it to be a very serious personal threat when others fall asleep while driving.
- \* 88% of King County adults perceive it to be a very serious personal threat when others drive after drinking alcohol.
- \* 81% of King County adults perceive it to be a very serious personal threat when others run red traffic lights.
- \* 72% of King County adults perceive it to be a very serious personal threat when other drivers text on a cell phone.
- \* 69% of King County adults perceive it to be a very serious personal threat when others are driving aggressively.
- \* 66% of King County adults perceive it to be a very serious personal threat when others speed on residential streets.
- \* 61% of King County adults perceive it to be a very serious personal threat when others drive after using marijuana.
- \* 40% of King County adults perceive it to be a very serious personal threat when others use a phone app (other than GPS) while driving.
- \* 36% of King County adults perceive it to be a very serious personal threat when others speed on freeways.
- \* 28% of King County adults perceive it to be a very serious personal threat when other drivers talk on a cell phone.

When King County drivers are asked directly how often they engage in illegal and/or socially undesirable behavior, few acknowledge that they do so:

- \* 12% of those who drive to work say they talk on a hand-held cell phone regularly while driving.
- \* 13% of those who drive to work say they type text messages regularly while driving.
- \* 18% of those who drive to work say they talk on a hands-free cell phone regularly while driving.
- \* 20% of those who drive to work say they read text messages regularly while driving.

The phone addiction best reveals itself in the number who would not change their behavior even if given a compelling reason to do so:

- \* 55% of adults (60% of car commuters; 54% of those who have driven in the past month) would not stop using their phone while driving if a friend asked.
- \* 50% of adults (55% of car commuters; 50% of those who have driven in the past month) would not stop using their phone while driving if a relative asked.
- \* 49% of adults (52% of car commuters; 48% of those who have driven in the past month) would not stop using their phone while driving if a passenger asked.
- \* 40% of adults (46% of car commuters; 39% of those who have driven in the past month) would not stop using their phone while driving if they crashed.
- \* 38% of adults (44% of car commuters; 37% of those who have driven in the past month) would not stop using their phone while driving even if they were involved in a collision in which someone died.

About : SurveyUSA interviewed 900 King County adults 06/17/18 through 07/02/18. Of the adults, 85% have driven in the past month, 73% drive themselves to work. This research was conducted online.

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## 1 Do you work outside the home?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 62%  | 68%    | 57%    | 61%   | 77%   | 66%   | 65%   | 20%  | 72%       | 48%  | 74%     | 69%   | 63%   | 51%   | 37%    | 47%    | 76%      | 61%   |
| No                                      | 36%  | 31%    | 41%    | 39%   | 22%   | 32%   | 35%   | 74%  | 27%       | 50%  | 23%     | 27%   | 36%   | 48%   | 63%    | 53%    | 21%      | 21%   |
| Not Sure                                | 2%   | 1%     | 3%     | 0%    | 1%    | 2%    | 0%    | 6%   | 2%        | 2%   | 2%      | 4%    | 1%    | 1%    | 0%     | 0%     | 3%       | 19%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 1 Do you work outside the home?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 62%  | 49%       | 57%    | 64%     | 75%     | 51%     | 69%     | 73%     | 62%     | 60%     | 63%              | 58%  | 69%        | 60%    | 40%   |
| No                                      | 36%  | 49%       | 38%    | 36%     | 24%     | 46%     | 30%     | 27%     | 34%     | 40%     | 35%              | 40%  | 29%        | 38%    | 56%   |
| Not Sure                                | 2%   | 3%        | 4%     | 0%      | 1%      | 3%      | 1%      | 0%      | 4%      | 0%      | 2%               | 3%   | 2%         | 2%     | 4%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-5.2 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Car                                     | 73%  | 76%    | 70%    | 45%   | 70%   | 75%   | 73%   | 87%  | 72%       | 75%  | 82%     | 72%   | 75%   | 64%   | 56%    | 42%    | 53%      | 100%  |
| Carpool                                 | 2%   | 1%     | 3%     | 0%    | 2%    | 2%    | 3%    | 0%   | 2%        | 2%   | 3%      | 2%    | 1%    | 3%    | 0%     | 0%     | 15%      | 0%    |
| Bus                                     | 14%  | 13%    | 16%    | 24%   | 19%   | 12%   | 13%   | 3%   | 16%       | 11%  | 10%     | 15%   | 13%   | 30%   | 24%    | 0%     | 6%       | 0%    |
| Light Rail                              | 3%   | 3%     | 4%     | 0%    | 2%    | 3%    | 5%    | 0%   | 3%        | 5%   | 3%      | 2%    | 2%    | 2%    | 0%     | 0%     | 21%      | 0%    |
| Bicycle                                 | 2%   | 2%     | 1%     | 32%   | 2%    | 2%    | 1%    | 0%   | 2%        | 1%   | 0%      | 2%    | 2%    | 0%    | 0%     | 18%    | 0%       | 0%    |
| Walk                                    | 5%   | 5%     | 6%     | 0%    | 5%    | 5%    | 4%    | 10%  | 5%        | 5%   | 1%      | 7%    | 6%    | 1%    | 20%    | 0%     | 5%       | 0%    |
| Not Sure                                | 1%   | 1%     | 0%     | 0%    | 1%    | 0%    | 1%    | 0%   | 0%        | 1%   | 0%      | 0%    | 0%    | 0%    | 0%     | 40%    | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Commuters                | 100% | 54%    | 45%    | 1%    | 40%   | 31%   | 25%   | 5%   | 71%       | 29%  | 11%     | 7%    | 62%   | 11%   | 1%     | 1%     | 5%       | 1%    |

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## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-5.2 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Car                                     | 73%  | 66%       | 70%    | 70%     | 83%     | 61%     | 72%     | 77%     | 88%     | 71%     | 80%              | 32%  | 63%        | 83%    | 77%   |
| Carpool                                 | 2%   | 0%        | 2%     | 3%      | 1%      | 4%      | 4%      | 1%      | 0%      | 0%      | 2%               | 3%   | 2%         | 2%     | 0%    |
| Bus                                     | 14%  | 20%       | 12%    | 19%     | 7%      | 21%     | 13%     | 14%     | 10%     | 12%     | 9%               | 46%  | 20%        | 9%     | 12%   |
| Light Rail                              | 3%   | 0%        | 4%     | 4%      | 3%      | 1%      | 5%      | 5%      | 0%      | 4%      | 3%               | 6%   | 4%         | 3%     | 2%    |
| Bicycle                                 | 2%   | 6%        | 1%     | 1%      | 2%      | 4%      | 1%      | 0%      | 2%      | 2%      | 1%               | 3%   | 3%         | 1%     | 0%    |
| Walk                                    | 5%   | 5%        | 10%    | 3%      | 5%      | 9%      | 5%      | 3%      | 0%      | 9%      | 4%               | 10%  | 7%         | 3%     | 9%    |
| Not Sure                                | 1%   | 3%        | 0%     | 0%      | 0%      | 0%      | 0%      | 1%      | 0%      | 2%      | 1%               | 0%   | 1%         | 0%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Commuters                | 100% | 11%       | 22%    | 42%     | 25%     | 22%     | 28%     | 20%     | 15%     | 14%     | 86%              | 14%  | 48%        | 47%    | 5%    |

## 3 In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Regularly                               | 12%  | 17%    | 6%     | 10%   | 17%   | 10%   | 12%   | 4%   | 13%       | 9%   | 31%     | 25%   | 8%    | 14%   | 0%     | 25%    | 3%       | 0%    |
| Fairly Often                            | 8%   | 8%     | 8%     | 0%    | 13%   | 11%   | 3%    | 0%   | 12%       | 2%   | 3%      | 4%    | 9%    | 9%    | 9%     | 0%     | 15%      | 6%    |
| Rarely                                  | 21%  | 20%    | 22%    | 12%   | 26%   | 23%   | 19%   | 11%  | 25%       | 16%  | 21%     | 11%   | 24%   | 21%   | 8%     | 8%     | 7%       | 23%   |
| Just Once                               | 4%   | 3%     | 5%     | 9%    | 4%    | 7%    | 2%    | 2%   | 6%        | 2%   | 1%      | 5%    | 5%    | 6%    | 0%     | 0%     | 4%       | 0%    |
| Never                                   | 54%  | 50%    | 57%    | 61%   | 38%   | 49%   | 64%   | 82%  | 43%       | 71%  | 44%     | 53%   | 54%   | 50%   | 80%    | 67%    | 71%      | 71%   |
| Not Sure                                | 1%   | 1%     | 1%     | 9%    | 2%    | 0%    | 0%    | 0%   | 1%        | 0%   | 0%      | 2%    | 1%    | 0%    | 4%     | 0%     | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

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| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Regularly                               | 12%  | 14%       | 8%     | 8%      | 22%     | 15%     | 12%     | 8%      | 13%     | 8%      | 12%              | 9%   | 11%        | 12%    | 10%   |
| Fairly Often                            | 8%   | 5%        | 7%     | 10%     | 8%      | 4%      | 7%      | 10%     | 12%     | 10%     | 9%               | 3%   | 10%        | 8%     | 2%    |
| Rarely                                  | 21%  | 11%       | 23%    | 23%     | 21%     | 12%     | 22%     | 20%     | 26%     | 33%     | 24%              | 7%   | 20%        | 22%    | 20%   |
| Just Once                               | 4%   | 6%        | 4%     | 4%      | 4%      | 3%      | 8%      | 5%      | 2%      | 3%      | 5%               | 4%   | 4%         | 4%     | 5%    |
| Never                                   | 54%  | 63%       | 56%    | 55%     | 44%     | 66%     | 50%     | 57%     | 44%     | 46%     | 50%              | 76%  | 54%        | 53%    | 63%   |
| Not Sure                                | 1%   | 1%        | 1%     | 0%      | 1%      | 1%      | 1%      | 0%      | 1%      | 0%      | 1%               | 1%   | 1%         | 0%     | 1%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Regularly                               | 7%   | 10%    | 4%     | 10%   | 9%    | 5%    | 9%    | 1%   | 7%        | 6%   | 20%     | 12%   | 5%    | 5%    | 0%     | 19%    | 5%       | 0%    |
| Fairly Often                            | 5%   | 6%     | 4%     | 0%    | 6%    | 8%    | 2%    | 0%   | 7%        | 1%   | 4%      | 5%    | 5%    | 7%    | 0%     | 14%    | 4%       | 0%    |
| Rarely                                  | 19%  | 18%    | 20%    | 0%    | 30%   | 23%   | 5%    | 6%   | 27%       | 6%   | 15%     | 20%   | 20%   | 15%   | 11%    | 0%     | 17%      | 29%   |
| Just Once                               | 5%   | 4%     | 6%     | 0%    | 5%    | 5%    | 2%    | 8%   | 5%        | 4%   | 14%     | 2%    | 4%    | 3%    | 9%     | 0%     | 5%       | 0%    |
| Never                                   | 64%  | 62%    | 66%    | 90%   | 49%   | 59%   | 80%   | 85%  | 53%       | 82%  | 47%     | 60%   | 65%   | 69%   | 80%    | 67%    | 69%      | 71%   |
| Not Sure                                | 0%   | 0%     | 0%     | 0%    | 0%    | 0%    | 1%    | 0%   | 0%        | 0%   | 0%      | 1%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

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## 4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Regularly                               | 7%   | 9%        | 4%     | 4%      | 14%     | 12%     | 3%      | 5%      | 8%      | 5%      | 7%               | 4%   | 8%         | 6%     | 4%    |
| Fairly Often                            | 5%   | 5%        | 6%     | 4%      | 6%      | 2%      | 5%      | 7%      | 8%      | 4%      | 6%               | 2%   | 5%         | 5%     | 3%    |
| Rarely                                  | 19%  | 13%       | 17%    | 23%     | 15%     | 12%     | 17%     | 20%     | 24%     | 27%     | 21%              | 8%   | 20%        | 18%    | 12%   |
| Just Once                               | 5%   | 2%        | 5%     | 3%      | 10%     | 1%      | 7%      | 11%     | 4%      | 1%      | 5%               | 2%   | 6%         | 3%     | 9%    |
| Never                                   | 64%  | 71%       | 68%    | 65%     | 54%     | 72%     | 67%     | 57%     | 56%     | 63%     | 61%              | 83%  | 60%        | 67%    | 72%   |
| Not Sure                                | 0%   | 0%        | 1%     | 0%      | 1%      | 0%      | 1%      | 0%      | 0%      | 0%      | 0%               | 0%   | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Regularly                               | 6%   | 10%    | 2%     | 10%   | 7%    | 6%    | 10%   | 0%   | 6%        | 6%   | 21%     | 13%   | 4%    | 5%    | 0%     | 33%    | 3%       | 0%    |
| Fairly Often                            | 7%   | 8%     | 6%     | 12%   | 11%   | 7%    | 4%    | 3%   | 9%        | 4%   | 5%      | 4%    | 8%    | 8%    | 0%     | 0%     | 9%       | 0%    |
| Rarely                                  | 17%  | 16%    | 19%    | 0%    | 19%   | 22%   | 12%   | 14%  | 20%       | 13%  | 9%      | 11%   | 22%   | 10%   | 7%     | 0%     | 12%      | 0%    |
| Just Once                               | 8%   | 7%     | 9%     | 0%    | 8%    | 12%   | 3%    | 6%   | 10%       | 4%   | 10%     | 5%    | 7%    | 9%    | 4%     | 8%     | 8%       | 0%    |
| Never                                   | 61%  | 58%    | 64%    | 78%   | 54%   | 53%   | 69%   | 77%  | 54%       | 72%  | 55%     | 67%   | 58%   | 66%   | 89%    | 58%    | 67%      | 94%   |
| Not Sure                                | 1%   | 1%     | 1%     | 0%    | 1%    | 0%    | 1%    | 0%   | 1%        | 1%   | 0%      | 0%    | 1%    | 1%    | 0%     | 0%     | 0%       | 6%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

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## 5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Regularly                               | 6%   | 8%        | 4%     | 3%      | 14%     | 11%     | 2%      | 5%      | 9%      | 4%      | 7%               | 4%   | 7%         | 6%     | 4%    |
| Fairly Often                            | 7%   | 7%        | 9%     | 6%      | 8%      | 4%      | 7%      | 5%      | 17%     | 4%      | 8%               | 2%   | 7%         | 8%     | 4%    |
| Rarely                                  | 17%  | 11%       | 20%    | 20%     | 13%     | 9%      | 18%     | 21%     | 22%     | 22%     | 20%              | 4%   | 20%        | 15%    | 18%   |
| Just Once                               | 8%   | 3%        | 9%     | 9%      | 5%      | 5%      | 11%     | 10%     | 4%      | 8%      | 8%               | 4%   | 7%         | 8%     | 7%    |
| Never                                   | 61%  | 69%       | 59%    | 61%     | 58%     | 69%     | 61%     | 59%     | 48%     | 63%     | 57%              | 84%  | 59%        | 62%    | 65%   |
| Not Sure                                | 1%   | 3%        | 0%     | 0%      | 0%      | 1%      | 1%      | 0%      | 0%      | 0%      | 0%               | 2%   | 0%         | 1%     | 2%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Regularly                               | 11%  | 13%    | 9%     | 22%   | 16%   | 11%   | 11%   | 1%   | 14%       | 8%   | 6%      | 12%   | 13%   | 8%    | 9%     | 8%     | 7%       | 0%    |
| Fairly Often                            | 23%  | 23%    | 22%    | 18%   | 23%   | 27%   | 20%   | 15%  | 25%       | 18%  | 54%     | 14%   | 19%   | 22%   | 4%     | 0%     | 20%      | 66%   |
| Rarely                                  | 21%  | 18%    | 23%    | 35%   | 21%   | 20%   | 18%   | 26%  | 21%       | 21%  | 7%      | 23%   | 23%   | 19%   | 16%    | 0%     | 26%      | 25%   |
| Just Once                               | 3%   | 2%     | 5%     | 0%    | 4%    | 2%    | 3%    | 5%   | 3%        | 4%   | 1%      | 0%    | 3%    | 9%    | 4%     | 0%     | 0%       | 4%    |
| Never                                   | 42%  | 43%    | 41%    | 26%   | 36%   | 38%   | 47%   | 53%  | 37%       | 49%  | 32%     | 50%   | 41%   | 43%   | 67%    | 92%    | 47%      | 5%    |
| Not Sure                                | 0%   | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 1%   | 0%        | 0%   | 0%      | 1%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Regularly                               | 11%  | 10%       | 14%    | 13%     | 6%      | 7%      | 9%      | 13%     | 15%     | 18%     | 13%              | 4%   | 13%        | 11%    | 4%    |
| Fairly Often                            | 23%  | 12%       | 16%    | 21%     | 41%     | 18%     | 18%     | 33%     | 26%     | 24%     | 25%              | 8%   | 24%        | 22%    | 21%   |
| Rarely                                  | 21%  | 17%       | 23%    | 21%     | 19%     | 13%     | 24%     | 18%     | 29%     | 22%     | 22%              | 15%  | 20%        | 21%    | 20%   |
| Just Once                               | 3%   | 3%        | 4%     | 5%      | 1%      | 3%      | 6%      | 4%      | 2%      | 1%      | 3%               | 4%   | 3%         | 4%     | 4%    |
| Never                                   | 42%  | 58%       | 43%    | 40%     | 33%     | 59%     | 42%     | 32%     | 28%     | 35%     | 37%              | 69%  | 40%        | 42%    | 50%   |
| Not Sure                                | 0%   | 1%        | 0%     | 0%      | 0%      | 0%      | 1%      | 0%      | 0%      | 0%      | 0%               | 0%   | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Regularly                               | 7%   | 9%     | 6%     | 10%   | 13%   | 10%   | 1%    | 1%   | 11%       | 1%   | 1%      | 14%   | 8%    | 10%   | 4%     | 0%     | 5%       | 0%    |
| Fairly Often                            | 11%  | 14%    | 7%     | 0%    | 12%   | 10%   | 13%   | 5%   | 11%       | 10%  | 26%     | 8%    | 8%    | 17%   | 0%     | 0%     | 8%       | 0%    |
| Rarely                                  | 17%  | 19%    | 15%    | 9%    | 23%   | 21%   | 12%   | 6%   | 22%       | 9%   | 9%      | 18%   | 18%   | 19%   | 14%    | 0%     | 23%      | 0%    |
| Just Once                               | 3%   | 3%     | 4%     | 12%   | 4%    | 4%    | 2%    | 0%   | 4%        | 2%   | 7%      | 1%    | 3%    | 2%    | 0%     | 0%     | 2%       | 0%    |
| Never                                   | 61%  | 54%    | 68%    | 69%   | 46%   | 55%   | 71%   | 89%  | 50%       | 78%  | 57%     | 58%   | 62%   | 51%   | 82%    | 73%    | 61%      | 94%   |
| Not Sure                                | 1%   | 1%     | 1%     | 0%    | 2%    | 0%    | 1%    | 0%   | 1%        | 0%   | 0%      | 1%    | 1%    | 1%    | 0%     | 27%    | 0%       | 6%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Regularly                               | 7%   | 7%        | 7%     | 6%      | 9%      | 6%      | 6%      | 8%      | 13%     | 4%      | 7%               | 7%   | 11%        | 4%     | 7%    |
| Fairly Often                            | 11%  | 3%        | 10%    | 9%      | 19%     | 13%     | 9%      | 11%     | 8%      | 10%     | 11%              | 6%   | 8%         | 13%    | 8%    |
| Rarely                                  | 17%  | 17%       | 19%    | 17%     | 16%     | 8%      | 16%     | 23%     | 21%     | 24%     | 19%              | 10%  | 19%        | 16%    | 14%   |
| Just Once                               | 3%   | 2%        | 4%     | 3%      | 4%      | 2%      | 4%      | 1%      | 3%      | 7%      | 3%               | 2%   | 3%         | 3%     | 2%    |
| Never                                   | 61%  | 69%       | 58%    | 64%     | 51%     | 68%     | 63%     | 55%     | 55%     | 54%     | 58%              | 75%  | 57%        | 63%    | 67%   |
| Not Sure                                | 1%   | 3%        | 1%     | 1%      | 0%      | 1%      | 1%      | 1%      | 0%      | 1%      | 1%               | 1%   | 2%         | 0%     | 2%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Completely Acceptable                   | 2%   | 3%     | 1%     | 0%    | 2%    | 4%    | 1%    | 1%   | 3%        | 1%   | 4%      | 1%    | 2%    | 0%    | 0%     | 19%    | 0%       | 0%    |
| Acceptable                              | 12%  | 15%    | 10%    | 10%   | 15%   | 12%   | 12%   | 7%   | 14%       | 10%  | 22%     | 13%   | 12%   | 11%   | 0%     | 14%    | 7%       | 0%    |
| Unacceptable                            | 43%  | 38%    | 47%    | 28%   | 49%   | 47%   | 37%   | 29%  | 48%       | 34%  | 48%     | 47%   | 40%   | 51%   | 16%    | 14%    | 43%      | 66%   |
| Completely Unacceptable                 | 41%  | 42%    | 40%    | 62%   | 32%   | 35%   | 49%   | 62%  | 33%       | 54%  | 26%     | 35%   | 44%   | 38%   | 80%    | 44%    | 46%      | 34%   |
| Not Sure                                | 2%   | 2%     | 2%     | 0%    | 2%    | 3%    | 1%    | 1%   | 2%        | 1%   | 0%      | 4%    | 2%    | 0%    | 4%     | 8%     | 4%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Completely Acceptable                   | 2%   | 2%        | 1%     | 2%      | 4%      | 1%      | 2%      | 3%      | 5%      | 1%      | 2%               | 2%   | 2%         | 2%     | 2%    |
| Acceptable                              | 12%  | 9%        | 12%    | 10%     | 18%     | 16%     | 9%      | 12%     | 17%     | 6%      | 14%              | 4%   | 12%        | 12%    | 16%   |
| Unacceptable                            | 43%  | 43%       | 40%    | 44%     | 42%     | 34%     | 40%     | 52%     | 41%     | 52%     | 42%              | 46%  | 46%        | 40%    | 36%   |
| Completely Unacceptable                 | 41%  | 45%       | 45%    | 41%     | 35%     | 47%     | 47%     | 32%     | 34%     | 39%     | 41%              | 45%  | 38%        | 43%    | 42%   |
| Not Sure                                | 2%   | 1%        | 2%     | 2%      | 2%      | 3%      | 2%      | 1%      | 2%      | 1%      | 2%               | 2%   | 1%         | 2%     | 4%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Completely Acceptable                   | 20%  | 22%    | 19%    | 10%   | 25%   | 22%   | 17%   | 11%  | 24%       | 15%  | 23%     | 30%   | 22%   | 11%   | 22%    | 33%    | 18%      | 4%    |
| Acceptable                              | 53%  | 47%    | 59%    | 90%   | 50%   | 55%   | 56%   | 56%  | 52%       | 56%  | 56%     | 47%   | 52%   | 62%   | 25%    | 44%    | 53%      | 85%   |
| Unacceptable                            | 14%  | 14%    | 15%    | 0%    | 15%   | 14%   | 13%   | 15%  | 15%       | 14%  | 4%      | 11%   | 16%   | 16%   | 12%    | 14%    | 20%      | 6%    |
| Completely Unacceptable                 | 9%   | 13%    | 6%     | 0%    | 8%    | 7%    | 11%   | 15%  | 7%        | 13%  | 16%     | 12%   | 8%    | 10%   | 41%    | 0%     | 9%       | 5%    |
| Not Sure                                | 2%   | 3%     | 2%     | 0%    | 2%    | 2%    | 3%    | 3%   | 2%        | 3%   | 0%      | 0%    | 3%    | 2%    | 0%     | 8%     | 1%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Completely Acceptable                   | 20%  | 21%       | 21%    | 21%     | 20%     | 14%     | 21%     | 28%     | 21%     | 22%     | 22%              | 13%  | 22%        | 20%    | 14%   |
| Acceptable                              | 53%  | 49%       | 54%    | 54%     | 54%     | 52%     | 51%     | 53%     | 60%     | 56%     | 55%              | 43%  | 54%        | 52%    | 57%   |
| Unacceptable                            | 14%  | 19%       | 11%    | 15%     | 14%     | 15%     | 14%     | 13%     | 16%     | 13%     | 13%              | 22%  | 14%        | 14%    | 17%   |
| Completely Unacceptable                 | 9%   | 10%       | 12%    | 8%      | 10%     | 17%     | 12%     | 6%      | 0%      | 6%      | 8%               | 18%  | 8%         | 11%    | 9%    |
| Not Sure                                | 2%   | 1%        | 2%     | 2%      | 2%      | 2%      | 2%      | 0%      | 3%      | 3%      | 2%               | 4%   | 2%         | 2%     | 3%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Completely Acceptable                   | 1%   | 3%     | 0%     | 0%    | 1%    | 3%    | 2%    | 0%   | 2%        | 1%   | 0%      | 4%    | 1%    | 2%    | 0%     | 0%     | 3%       | 0%    |
| Acceptable                              | 5%   | 7%     | 2%     | 0%    | 9%    | 5%    | 1%    | 1%   | 7%        | 1%   | 0%      | 6%    | 5%    | 7%    | 0%     | 27%    | 0%       | 0%    |
| Unacceptable                            | 38%  | 37%    | 39%    | 31%   | 43%   | 36%   | 40%   | 27%  | 40%       | 35%  | 50%     | 32%   | 36%   | 39%   | 27%    | 9%     | 45%      | 81%   |
| Completely Unacceptable                 | 55%  | 52%    | 57%    | 56%   | 46%   | 55%   | 57%   | 71%  | 50%       | 62%  | 50%     | 56%   | 57%   | 50%   | 73%    | 64%    | 49%      | 19%   |
| Not Sure                                | 1%   | 1%     | 1%     | 13%   | 2%    | 2%    | 1%    | 0%   | 2%        | 0%   | 0%      | 3%    | 1%    | 2%    | 0%     | 0%     | 3%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Completely Acceptable                   | 1%   | 0%        | 2%     | 1%      | 2%      | 1%      | 1%      | 2%      | 4%      | 0%      | 1%               | 3%   | 2%         | 1%     | 0%    |
| Acceptable                              | 5%   | 3%        | 4%     | 5%      | 5%      | 3%      | 4%      | 5%      | 6%      | 8%      | 5%               | 2%   | 6%         | 4%     | 1%    |
| Unacceptable                            | 38%  | 41%       | 29%    | 36%     | 50%     | 39%     | 33%     | 43%     | 35%     | 42%     | 39%              | 34%  | 41%        | 36%    | 31%   |
| Completely Unacceptable                 | 55%  | 53%       | 63%    | 57%     | 42%     | 57%     | 62%     | 49%     | 50%     | 51%     | 54%              | 59%  | 49%        | 58%    | 67%   |
| Not Sure                                | 1%   | 2%        | 2%     | 1%      | 1%      | 1%      | 1%      | 1%      | 5%      | 0%      | 1%               | 2%   | 1%         | 2%     | 1%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.2 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Completely Acceptable                   | 1%   | 2%     | 0%     | 0%    | 1%    | 1%    | 2%    | 0%   | 1%        | 1%   | 0%      | 1%    | 2%    | 0%    | 0%     | 19%    | 0%       | 0%    |
| Acceptable                              | 2%   | 3%     | 1%     | 0%    | 4%    | 2%    | 0%    | 0%   | 3%        | 0%   | 0%      | 4%    | 2%    | 4%    | 0%     | 0%     | 0%       | 0%    |
| Unacceptable                            | 25%  | 27%    | 24%    | 10%   | 34%   | 23%   | 26%   | 11%  | 29%       | 20%  | 33%     | 31%   | 23%   | 27%   | 27%    | 17%    | 28%      | 33%   |
| Completely Unacceptable                 | 71%  | 67%    | 74%    | 77%   | 60%   | 73%   | 71%   | 89%  | 66%       | 78%  | 66%     | 64%   | 73%   | 69%   | 73%    | 64%    | 69%      | 67%   |
| Not Sure                                | 1%   | 1%     | 0%     | 13%   | 2%    | 1%    | 0%    | 0%   | 1%        | 0%   | 0%      | 0%    | 1%    | 1%    | 0%     | 0%     | 3%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.2 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Completely Acceptable                   | 1%   | 2%        | 1%     | 1%      | 2%      | 1%      | 0%      | 2%      | 2%      | 3%      | 1%               | 1%   | 2%         | 1%     | 4%    |
| Acceptable                              | 2%   | 2%        | 3%     | 1%      | 2%      | 2%      | 1%      | 2%      | 4%      | 0%      | 2%               | 3%   | 3%         | 1%     | 3%    |
| Unacceptable                            | 25%  | 27%       | 18%    | 28%     | 28%     | 29%     | 22%     | 25%     | 23%     | 27%     | 26%              | 24%  | 28%        | 25%    | 15%   |
| Completely Unacceptable                 | 71%  | 68%       | 78%    | 69%     | 67%     | 67%     | 75%     | 71%     | 69%     | 70%     | 71%              | 70%  | 67%        | 73%    | 77%   |
| Not Sure                                | 1%   | 2%        | 1%     | 0%      | 1%      | 1%      | 1%      | 0%      | 2%      | 0%      | 1%               | 1%   | 1%         | 1%     | 1%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Completely Acceptable                   | 5%   | 7%     | 3%     | 0%    | 7%    | 6%    | 2%    | 0%   | 7%        | 2%   | 0%      | 5%    | 5%    | 5%    | 0%     | 19%    | 3%       | 0%    |
| Acceptable                              | 12%  | 15%    | 9%     | 0%    | 19%   | 12%   | 9%    | 0%   | 16%       | 5%   | 9%      | 8%    | 12%   | 16%   | 22%    | 8%     | 5%       | 0%    |
| Unacceptable                            | 31%  | 28%    | 33%    | 69%   | 32%   | 38%   | 29%   | 19%  | 35%       | 25%  | 34%     | 33%   | 29%   | 36%   | 16%    | 9%     | 37%      | 40%   |
| Completely Unacceptable                 | 47%  | 45%    | 50%    | 9%    | 36%   | 39%   | 57%   | 70%  | 38%       | 62%  | 56%     | 52%   | 47%   | 39%   | 62%    | 64%    | 42%      | 42%   |
| Not Sure                                | 5%   | 6%     | 5%     | 22%   | 6%    | 4%    | 3%    | 11%  | 5%        | 6%   | 1%      | 3%    | 6%    | 4%    | 0%     | 0%     | 12%      | 19%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Completely Acceptable                   | 5%   | 5%        | 4%     | 4%      | 6%      | 3%      | 3%      | 3%      | 13%     | 4%      | 4%               | 6%   | 7%         | 3%     | 6%    |
| Acceptable                              | 12%  | 14%       | 10%    | 13%     | 10%     | 10%     | 11%     | 13%     | 11%     | 15%     | 12%              | 12%  | 15%        | 9%     | 10%   |
| Unacceptable                            | 31%  | 34%       | 31%    | 34%     | 23%     | 30%     | 30%     | 32%     | 32%     | 35%     | 31%              | 33%  | 31%        | 33%    | 22%   |
| Completely Unacceptable                 | 47%  | 44%       | 49%    | 45%     | 52%     | 52%     | 51%     | 47%     | 41%     | 37%     | 47%              | 44%  | 41%        | 51%    | 55%   |
| Not Sure                                | 5%   | 3%        | 7%     | 4%      | 9%      | 5%      | 5%      | 4%      | 4%      | 9%      | 6%               | 5%   | 6%         | 5%     | 7%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 28%  | 34%    | 23%    | 33%   | 20%   | 26%   | 33%   | 45%  | 23%       | 38%  | 8%      | 38%   | 30%   | 36%   | 18%    | 6%     | 33%      | 10%   |
| Threat                                  | 51%  | 46%    | 56%    | 45%   | 51%   | 51%   | 54%   | 45%  | 51%       | 51%  | 65%     | 21%   | 51%   | 47%   | 73%    | 67%    | 52%      | 83%   |
| Not a Threat                            | 15%  | 16%    | 14%    | 22%   | 19%   | 18%   | 9%    | 9%   | 19%       | 9%   | 17%     | 30%   | 15%   | 14%   | 9%     | 0%     | 10%      | 0%    |
| Not At All a Threat                     | 3%   | 4%     | 2%     | 0%    | 6%    | 3%    | 2%    | 0%   | 4%        | 1%   | 11%     | 5%    | 2%    | 1%    | 0%     | 19%    | 0%       | 0%    |
| Not Sure                                | 2%   | 1%     | 4%     | 0%    | 4%    | 3%    | 2%    | 1%   | 3%        | 1%   | 0%      | 6%    | 2%    | 2%    | 0%     | 9%     | 5%       | 6%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 28%  | 35%       | 30%    | 29%     | 21%     | 36%     | 33%     | 18%     | 24%     | 24%     | 27%              | 37%  | 29%        | 29%    | 22%   |
| Threat                                  | 51%  | 45%       | 50%    | 51%     | 57%     | 49%     | 47%     | 61%     | 46%     | 56%     | 52%              | 48%  | 52%        | 49%    | 62%   |
| Not a Threat                            | 15%  | 16%       | 14%    | 16%     | 14%     | 11%     | 12%     | 18%     | 24%     | 15%     | 16%              | 10%  | 15%        | 16%    | 13%   |
| Not At All a Threat                     | 3%   | 2%        | 1%     | 2%      | 7%      | 2%      | 6%      | 1%      | 3%      | 2%      | 3%               | 4%   | 1%         | 5%     | 2%    |
| Not Sure                                | 2%   | 2%        | 4%     | 2%      | 1%      | 3%      | 2%      | 2%      | 2%      | 4%      | 2%               | 2%   | 3%         | 2%     | 2%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.1 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 72%  | 69%    | 75%    | 69%   | 61%   | 69%   | 83%   | 85%  | 65%       | 84%  | 83%     | 60%   | 73%   | 67%   | 46%    | 64%    | 68%      | 89%   |
| Threat                                  | 24%  | 25%    | 23%    | 31%   | 33%   | 27%   | 15%   | 14%  | 30%       | 15%  | 17%     | 34%   | 24%   | 26%   | 54%    | 17%    | 28%      | 5%    |
| Not a Threat                            | 2%   | 3%     | 1%     | 0%    | 3%    | 2%    | 1%    | 0%   | 2%        | 1%   | 0%      | 4%    | 1%    | 4%    | 0%     | 0%     | 4%       | 0%    |
| Not At All a Threat                     | 1%   | 1%     | 1%     | 0%    | 1%    | 1%    | 0%    | 0%   | 1%        | 0%   | 0%      | 2%    | 1%    | 2%    | 0%     | 0%     | 0%       | 0%    |
| Not Sure                                | 1%   | 1%     | 1%     | 0%    | 2%    | 0%    | 0%    | 1%   | 1%        | 1%   | 0%      | 0%    | 1%    | 1%    | 0%     | 19%    | 0%       | 6%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.1 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 72%  | 68%       | 74%    | 70%     | 78%     | 73%     | 78%     | 69%     | 70%     | 67%     | 74%              | 62%  | 65%        | 76%    | 85%   |
| Threat                                  | 24%  | 27%       | 24%    | 26%     | 19%     | 24%     | 20%     | 27%     | 25%     | 29%     | 23%              | 32%  | 30%        | 21%    | 13%   |
| Not a Threat                            | 2%   | 2%        | 1%     | 2%      | 1%      | 2%      | 1%      | 4%      | 1%      | 1%      | 2%               | 2%   | 2%         | 1%     | 2%    |
| Not At All a Threat                     | 1%   | 1%        | 0%     | 1%      | 1%      | 1%      | 1%      | 0%      | 3%      | 0%      | 0%               | 4%   | 1%         | 0%     | 1%    |
| Not Sure                                | 1%   | 2%        | 1%     | 1%      | 0%      | 1%      | 1%      | 0%      | 1%      | 3%      | 1%               | 0%   | 1%         | 1%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.2 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 69%  | 62%    | 75%    | 79%   | 63%   | 65%   | 73%   | 80%  | 64%       | 76%  | 81%     | 66%   | 68%   | 69%   | 41%    | 0%     | 75%      | 70%   |
| Threat                                  | 28%  | 33%    | 23%    | 21%   | 29%   | 32%   | 25%   | 20%  | 30%       | 23%  | 18%     | 29%   | 28%   | 26%   | 59%    | 81%    | 21%      | 23%   |
| Not a Threat                            | 2%   | 3%     | 2%     | 0%    | 5%    | 2%    | 0%    | 0%   | 4%        | 0%   | 1%      | 5%    | 2%    | 3%    | 0%     | 0%     | 2%       | 0%    |
| Not At All a Threat                     | 1%   | 1%     | 0%     | 0%    | 1%    | 1%    | 0%    | 0%   | 1%        | 0%   | 0%      | 0%    | 1%    | 1%    | 0%     | 19%    | 0%       | 0%    |
| Not Sure                                | 1%   | 1%     | 1%     | 0%    | 1%    | 1%    | 1%    | 0%   | 1%        | 0%   | 0%      | 0%    | 1%    | 1%    | 0%     | 0%     | 3%       | 6%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.2 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 69%  | 71%       | 65%    | 67%     | 74%     | 69%     | 75%     | 68%     | 67%     | 60%     | 68%              | 73%  | 64%        | 73%    | 66%   |
| Threat                                  | 28%  | 21%       | 31%    | 30%     | 22%     | 27%     | 22%     | 30%     | 28%     | 37%     | 29%              | 23%  | 31%        | 25%    | 29%   |
| Not a Threat                            | 2%   | 4%        | 3%     | 1%      | 2%      | 3%      | 3%      | 2%      | 1%      | 2%      | 2%               | 2%   | 3%         | 1%     | 4%    |
| Not At All a Threat                     | 1%   | 2%        | 0%     | 0%      | 2%      | 0%      | 1%      | 0%      | 2%      | 1%      | 1%               | 1%   | 1%         | 1%     | 1%    |
| Not Sure                                | 1%   | 2%        | 1%     | 1%      | 0%      | 1%      | 0%      | 0%      | 2%      | 0%      | 1%               | 1%   | 1%         | 1%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 36%  | 35%    | 37%    | 46%   | 33%   | 35%   | 37%   | 45%  | 34%       | 40%  | 70%     | 41%   | 29%   | 46%   | 22%    | 6%     | 46%      | 4%    |
| Threat                                  | 43%  | 45%    | 42%    | 19%   | 43%   | 42%   | 45%   | 41%  | 43%       | 44%  | 25%     | 30%   | 48%   | 38%   | 28%    | 8%     | 51%      | 66%   |
| Not a Threat                            | 18%  | 17%    | 18%    | 35%   | 20%   | 21%   | 16%   | 11%  | 20%       | 14%  | 5%      | 29%   | 19%   | 16%   | 50%    | 44%    | 3%       | 5%    |
| Not At All a Threat                     | 2%   | 3%     | 1%     | 0%    | 2%    | 2%    | 2%    | 1%   | 2%        | 2%   | 0%      | 0%    | 2%    | 0%    | 0%     | 33%    | 0%       | 0%    |
| Not Sure                                | 1%   | 1%     | 1%     | 0%    | 2%    | 0%    | 0%    | 2%   | 1%        | 1%   | 0%      | 0%    | 1%    | 0%    | 0%     | 9%     | 0%       | 25%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 36%  | 52%       | 37%    | 28%     | 41%     | 52%     | 38%     | 31%     | 31%     | 17%     | 35%              | 46%  | 36%        | 37%    | 33%   |
| Threat                                  | 43%  | 35%       | 35%    | 51%     | 42%     | 31%     | 45%     | 54%     | 46%     | 47%     | 44%              | 39%  | 39%        | 47%    | 37%   |
| Not a Threat                            | 18%  | 8%        | 23%    | 19%     | 15%     | 15%     | 16%     | 13%     | 20%     | 30%     | 19%              | 13%  | 22%        | 13%    | 22%   |
| Not At All a Threat                     | 2%   | 4%        | 2%     | 1%      | 2%      | 1%      | 2%      | 2%      | 2%      | 3%      | 2%               | 1%   | 1%         | 2%     | 6%    |
| Not Sure                                | 1%   | 1%        | 3%     | 0%      | 0%      | 2%      | 0%      | 0%      | 0%      | 2%      | 1%               | 1%   | 2%         | 0%     | 2%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.3 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 66%  | 63%    | 68%    | 48%   | 60%   | 65%   | 71%   | 69%  | 63%       | 70%  | 79%     | 71%   | 63%   | 67%   | 33%    | 67%    | 72%      | 66%   |
| Threat                                  | 32%  | 33%    | 30%    | 45%   | 35%   | 32%   | 28%   | 29%  | 33%       | 29%  | 21%     | 28%   | 34%   | 30%   | 67%    | 0%     | 27%      | 34%   |
| Not a Threat                            | 2%   | 3%     | 2%     | 0%    | 4%    | 2%    | 0%    | 1%   | 3%        | 1%   | 0%      | 1%    | 2%    | 3%    | 0%     | 14%    | 2%       | 0%    |
| Not At All a Threat                     | 1%   | 1%     | 0%     | 0%    | 1%    | 1%    | 1%    | 0%   | 1%        | 0%   | 0%      | 0%    | 1%    | 0%    | 0%     | 19%    | 0%       | 0%    |
| Not Sure                                | 0%   | 0%     | 0%     | 7%    | 0%    | 0%    | 0%    | 0%   | 0%        | 0%   | 0%      | 0%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.3 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 66%  | 71%       | 70%    | 62%     | 63%     | 71%     | 71%     | 66%     | 59%     | 53%     | 64%              | 74%  | 65%        | 66%    | 68%   |
| Threat                                  | 32%  | 24%       | 28%    | 35%     | 34%     | 28%     | 26%     | 32%     | 34%     | 46%     | 33%              | 22%  | 32%        | 32%    | 30%   |
| Not a Threat                            | 2%   | 2%        | 1%     | 3%      | 2%      | 1%      | 2%      | 2%      | 5%      | 0%      | 2%               | 2%   | 2%         | 2%     | 1%    |
| Not At All a Threat                     | 1%   | 2%        | 1%     | 0%      | 1%      | 0%      | 1%      | 0%      | 1%      | 1%      | 1%               | 1%   | 1%         | 0%     | 2%    |
| Not Sure                                | 0%   | 0%        | 0%     | 0%      | 0%      | 0%      | 0%      | 0%      | 0%      | 0%      | 0%               | 0%   | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-3.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 81%  | 81%    | 81%    | 57%   | 77%   | 78%   | 84%   | 90%  | 77%       | 86%  | 93%     | 67%   | 81%   | 79%   | 100%   | 73%    | 75%      | 56%   |
| Threat                                  | 17%  | 15%    | 18%    | 43%   | 20%   | 17%   | 15%   | 10%  | 19%       | 13%  | 7%      | 25%   | 17%   | 16%   | 0%     | 8%     | 25%      | 40%   |
| Not a Threat                            | 2%   | 3%     | 1%     | 0%    | 2%    | 4%    | 1%    | 0%   | 3%        | 1%   | 0%      | 7%    | 1%    | 4%    | 0%     | 0%     | 0%       | 5%    |
| Not At All a Threat                     | 0%   | 1%     | 0%     | 0%    | 1%    | 0%    | 0%    | 0%   | 1%        | 0%   | 0%      | 0%    | 0%    | 0%    | 0%     | 19%    | 0%       | 0%    |
| Not Sure                                | 0%   | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%   | 0%        | 0%   | 0%      | 0%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-3.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 81%  | 79%       | 83%    | 79%     | 83%     | 84%     | 84%     | 79%     | 71%     | 82%     | 82%              | 72%  | 76%        | 83%    | 93%   |
| Threat                                  | 17%  | 17%       | 15%    | 18%     | 15%     | 14%     | 14%     | 20%     | 22%     | 17%     | 15%              | 24%  | 21%        | 15%    | 5%    |
| Not a Threat                            | 2%   | 2%        | 2%     | 2%      | 2%      | 2%      | 1%      | 1%      | 6%      | 0%      | 2%               | 5%   | 3%         | 2%     | 1%    |
| Not At All a Threat                     | 0%   | 2%        | 0%     | 0%      | 0%      | 0%      | 1%      | 0%      | 0%      | 1%      | 0%               | 0%   | 1%         | 0%     | 1%    |
| Not Sure                                | 0%   | 0%        | 0%     | 0%      | 0%      | 0%      | 0%      | 0%      | 1%      | 0%      | 0%               | 0%   | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-2.2 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 94%  | 90%    | 97%    | 100%  | 92%   | 92%   | 96%   | 96%  | 92%       | 96%  | 100%    | 99%   | 93%   | 90%   | 100%   | 72%    | 94%      | 77%   |
| Threat                                  | 5%   | 8%     | 3%     | 0%    | 7%    | 5%    | 4%    | 4%   | 6%        | 4%   | 0%      | 1%    | 6%    | 6%    | 0%     | 9%     | 6%       | 23%   |
| Not a Threat                            | 1%   | 1%     | 0%     | 0%    | 0%    | 2%    | 0%    | 0%   | 1%        | 0%   | 0%      | 0%    | 0%    | 4%    | 0%     | 0%     | 0%       | 0%    |
| Not At All a Threat                     | 1%   | 1%     | 0%     | 0%    | 1%    | 1%    | 0%    | 0%   | 1%        | 0%   | 0%      | 0%    | 1%    | 0%    | 0%     | 19%    | 0%       | 0%    |
| Not Sure                                | 0%   | -      | -      | -     | -     | -     | -     | -    | -         | -    | -       | -     | -     | -     | -      | -      | -        | -     |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-2.2 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 94%  | 93%       | 95%    | 93%     | 94%     | 95%     | 95%     | 93%     | 93%     | 92%     | 94%              | 93%  | 92%        | 94%    | 97%   |
| Threat                                  | 5%   | 4%        | 5%     | 6%      | 5%      | 5%      | 5%      | 6%      | 4%      | 6%      | 5%               | 6%   | 6%         | 5%     | 2%    |
| Not a Threat                            | 1%   | 1%        | 0%     | 1%      | 1%      | 0%      | 0%      | 1%      | 2%      | 0%      | 1%               | 1%   | 1%         | 0%     | 0%    |
| Not At All a Threat                     | 1%   | 2%        | 0%     | 0%      | 1%      | 0%      | 1%      | 0%      | 1%      | 1%      | 0%               | 1%   | 1%         | 0%     | 1%    |
| Not Sure                                | 0%   | -         | -      | -       | -       | -       | -       | -       | -       | -       | -                | -    | -          | -      | -     |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-2.9 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 88%  | 86%    | 91%    | 100%  | 85%   | 88%   | 93%   | 88%  | 86%       | 91%  | 96%     | 83%   | 88%   | 86%   | 100%   | 58%    | 93%      | 100%  |
| Threat                                  | 10%  | 12%    | 9%     | 0%    | 14%   | 9%    | 7%    | 11%  | 12%       | 8%   | 4%      | 16%   | 11%   | 11%   | 0%     | 9%     | 7%       | 0%    |
| Not a Threat                            | 1%   | 2%     | 0%     | 0%    | 1%    | 2%    | 0%    | 0%   | 1%        | 0%   | 0%      | 0%    | 0%    | 3%    | 0%     | 14%    | 0%       | 0%    |
| Not At All a Threat                     | 0%   | 1%     | 0%     | 0%    | 1%    | 1%    | 0%    | 0%   | 1%        | 0%   | 0%      | 0%    | 0%    | 0%    | 0%     | 19%    | 0%       | 0%    |
| Not Sure                                | 0%   | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 1%   | 0%        | 0%   | 0%      | 1%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-2.9 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 88%  | 90%       | 90%    | 90%     | 82%     | 92%     | 91%     | 87%     | 86%     | 80%     | 88%              | 90%  | 87%        | 88%    | 92%   |
| Threat                                  | 10%  | 8%        | 9%     | 9%      | 16%     | 7%      | 7%      | 12%     | 11%     | 19%     | 11%              | 8%   | 11%        | 11%    | 7%    |
| Not a Threat                            | 1%   | 1%        | 1%     | 1%      | 0%      | 0%      | 1%      | 1%      | 2%      | 0%      | 1%               | 1%   | 1%         | 0%     | 0%    |
| Not At All a Threat                     | 0%   | 2%        | 0%     | 0%      | 1%      | 0%      | 0%      | 0%      | 1%      | 1%      | 0%               | 1%   | 1%         | 0%     | 1%    |
| Not Sure                                | 0%   | 0%        | 1%     | 0%      | 0%      | 0%      | 0%      | 0%      | 0%      | 0%      | 0%               | 0%   | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 61%  | 58%    | 64%    | 51%   | 51%   | 60%   | 70%   | 72%  | 55%       | 71%  | 64%     | 38%   | 60%   | 77%   | 62%    | 33%    | 54%      | 71%   |
| Threat                                  | 27%  | 28%    | 27%    | 32%   | 30%   | 28%   | 24%   | 25%  | 29%       | 25%  | 27%     | 46%   | 28%   | 16%   | 30%    | 0%     | 33%      | 29%   |
| Not a Threat                            | 8%   | 8%     | 8%     | 10%   | 13%   | 9%    | 4%    | 2%   | 11%       | 3%   | 8%      | 6%    | 8%    | 7%    | 8%     | 44%    | 8%       | 0%    |
| Not At All a Threat                     | 2%   | 3%     | 0%     | 0%    | 3%    | 2%    | 0%    | 0%   | 3%        | 0%   | 1%      | 5%    | 2%    | 0%    | 0%     | 14%    | 2%       | 0%    |
| Not Sure                                | 2%   | 3%     | 1%     | 7%    | 3%    | 1%    | 2%    | 1%   | 2%        | 1%   | 0%      | 5%    | 2%    | 0%    | 0%     | 9%     | 3%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 61%  | 57%       | 58%    | 62%     | 65%     | 57%     | 64%     | 67%     | 57%     | 61%     | 61%              | 60%  | 55%        | 67%    | 56%   |
| Threat                                  | 27%  | 28%       | 25%    | 27%     | 30%     | 28%     | 28%     | 25%     | 28%     | 29%     | 27%              | 28%  | 31%        | 23%    | 32%   |
| Not a Threat                            | 8%   | 12%       | 11%    | 7%      | 3%      | 10%     | 6%      | 5%      | 11%     | 8%      | 8%               | 7%   | 10%        | 7%     | 9%    |
| Not At All a Threat                     | 2%   | 1%        | 4%     | 1%      | 1%      | 2%      | 2%      | 1%      | 2%      | 1%      | 2%               | 3%   | 2%         | 1%     | 2%    |
| Not Sure                                | 2%   | 1%        | 2%     | 2%      | 1%      | 3%      | 1%      | 2%      | 2%      | 1%      | 2%               | 3%   | 2%         | 2%     | 1%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Serious Threat                     | 40%  | 40%    | 39%    | 22%   | 27%   | 35%   | 50%   | 58%  | 31%       | 53%  | 63%     | 35%   | 39%   | 31%   | 13%    | 28%    | 45%      | 48%   |
| Threat                                  | 43%  | 40%    | 46%    | 40%   | 47%   | 49%   | 38%   | 34%  | 48%       | 36%  | 28%     | 44%   | 42%   | 55%   | 69%    | 53%    | 48%      | 46%   |
| Not a Threat                            | 10%  | 11%    | 9%     | 22%   | 17%   | 10%   | 8%    | 1%   | 13%       | 5%   | 6%      | 13%   | 11%   | 10%   | 18%    | 0%     | 1%       | 0%    |
| Not At All a Threat                     | 2%   | 3%     | 0%     | 0%    | 2%    | 3%    | 0%    | 1%   | 2%        | 1%   | 1%      | 2%    | 2%    | 1%    | 0%     | 19%    | 0%       | 0%    |
| Not Sure                                | 5%   | 5%     | 5%     | 16%   | 7%    | 3%    | 4%    | 7%   | 5%        | 5%   | 1%      | 7%    | 6%    | 4%    | 0%     | 0%     | 5%       | 6%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Serious Threat                     | 40%  | 42%       | 36%    | 37%     | 47%     | 43%     | 45%     | 41%     | 36%     | 28%     | 40%              | 35%  | 37%        | 42%    | 38%   |
| Threat                                  | 43%  | 38%       | 48%    | 47%     | 35%     | 42%     | 41%     | 42%     | 46%     | 48%     | 43%              | 46%  | 43%        | 44%    | 44%   |
| Not a Threat                            | 10%  | 12%       | 10%    | 9%      | 11%     | 9%      | 8%      | 13%     | 8%      | 13%     | 10%              | 12%  | 13%        | 8%     | 8%    |
| Not At All a Threat                     | 2%   | 3%        | 1%     | 2%      | 2%      | 2%      | 1%      | 1%      | 5%      | 1%      | 2%               | 1%   | 1%         | 2%     | 4%    |
| Not Sure                                | 5%   | 5%        | 5%     | 5%      | 6%      | 5%      | 5%      | 3%      | 4%      | 9%      | 5%               | 6%   | 7%         | 4%     | 5%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.3 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 11%  | 15%    | 7%     | 7%    | 10%   | 10%   | 12%   | 11%  | 10%       | 12%  | 22%     | 14%   | 7%    | 17%   | 16%    | 25%    | 13%      | 0%    |
| Illegal                                 | 65%  | 62%    | 69%    | 53%   | 65%   | 62%   | 70%   | 66%  | 64%       | 68%  | 54%     | 65%   | 72%   | 48%   | 76%    | 58%    | 60%      | 59%   |
| Not Sure                                | 24%  | 23%    | 24%    | 40%   | 25%   | 28%   | 17%   | 23%  | 26%       | 20%  | 24%     | 21%   | 21%   | 35%   | 9%     | 17%    | 27%      | 41%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.3 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 11%  | 12%       | 6%     | 10%     | 18%     | 16%     | 9%      | 11%     | 10%     | 7%      | 10%              | 19%  | 11%        | 11%    | 5%    |
| Illegal                                 | 65%  | 59%       | 69%    | 67%     | 62%     | 63%     | 66%     | 67%     | 65%     | 68%     | 68%              | 50%  | 63%        | 67%    | 72%   |
| Not Sure                                | 24%  | 29%       | 25%    | 23%     | 21%     | 21%     | 25%     | 22%     | 25%     | 25%     | 22%              | 31%  | 26%        | 22%    | 23%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 24 Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-3.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 81%  | 81%    | 81%    | 61%   | 83%   | 83%   | 74%   | 84%  | 83%       | 78%  | 68%     | 82%   | 82%   | 85%   | 88%    | 92%    | 77%      | 94%   |
| Illegal                                 | 10%  | 11%    | 9%     | 9%    | 9%    | 6%    | 19%   | 6%   | 8%        | 14%  | 27%     | 15%   | 8%    | 8%    | 12%    | 0%     | 11%      | 6%    |
| Not Sure                                | 9%   | 8%     | 10%    | 30%   | 9%    | 11%   | 7%    | 10%  | 10%       | 8%   | 6%      | 4%    | 11%   | 7%    | 0%     | 8%     | 12%      | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 24 Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-3.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 81%  | 72%       | 80%    | 85%     | 80%     | 71%     | 82%     | 84%     | 83%     | 92%     | 81%              | 79%  | 82%        | 81%    | 80%   |
| Illegal                                 | 10%  | 14%       | 11%    | 6%      | 15%     | 19%     | 8%      | 9%      | 7%      | 1%      | 10%              | 10%  | 9%         | 11%    | 8%    |
| Not Sure                                | 9%   | 14%       | 9%     | 10%     | 4%      | 10%     | 10%     | 8%      | 10%     | 7%      | 9%               | 11%  | 9%         | 9%     | 12%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-3.3 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 11%  | 15%    | 7%     | 0%    | 12%   | 8%    | 17%   | 2%   | 10%       | 11%  | 45%     | 2%    | 7%    | 12%   | 0%     | 6%     | 5%       | 0%    |
| Illegal                                 | 84%  | 80%    | 88%    | 87%   | 79%   | 88%   | 80%   | 94%  | 84%       | 85%  | 51%     | 95%   | 87%   | 86%   | 93%    | 86%    | 88%      | 95%   |
| Not Sure                                | 5%   | 5%     | 5%     | 13%   | 8%    | 4%    | 4%    | 4%   | 6%        | 4%   | 4%      | 4%    | 6%    | 2%    | 7%     | 9%     | 7%       | 5%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-3.3 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 11%  | 13%       | 7%     | 6%      | 21%     | 12%     | 14%     | 8%      | 9%      | 6%      | 10%              | 11%  | 10%        | 12%    | 3%    |
| Illegal                                 | 84%  | 77%       | 87%    | 91%     | 74%     | 79%     | 82%     | 88%     | 87%     | 89%     | 85%              | 79%  | 84%        | 84%    | 87%   |
| Not Sure                                | 5%   | 9%        | 6%     | 3%      | 5%      | 8%      | 3%      | 4%      | 4%      | 6%      | 4%               | 10%  | 6%         | 4%     | 10%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 26 Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-3.9 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 12%  | 18%    | 6%     | 13%   | 13%   | 11%   | 13%   | 9%   | 12%       | 12%  | 38%     | 10%   | 9%    | 15%   | 4%     | 19%    | 4%       | 0%    |
| Illegal                                 | 75%  | 69%    | 81%    | 87%   | 73%   | 73%   | 76%   | 84%  | 73%       | 79%  | 53%     | 81%   | 79%   | 65%   | 96%    | 81%    | 77%      | 100%  |
| Not Sure                                | 13%  | 13%    | 13%    | 0%    | 13%   | 16%   | 11%   | 8%   | 15%       | 9%   | 9%      | 9%    | 12%   | 20%   | 0%     | 0%     | 19%      | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 26 Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-3.9 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 12%  | 10%       | 8%     | 8%      | 26%     | 15%     | 11%     | 9%      | 12%     | 11%     | 12%              | 14%  | 9%         | 15%    | 5%    |
| Illegal                                 | 75%  | 74%       | 77%    | 80%     | 64%     | 70%     | 79%     | 78%     | 79%     | 71%     | 77%              | 67%  | 77%        | 73%    | 77%   |
| Not Sure                                | 13%  | 16%       | 15%    | 11%     | 10%     | 15%     | 10%     | 13%     | 8%      | 18%     | 11%              | 19%  | 13%        | 11%    | 18%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 27 Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.1 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 15%  | 20%    | 11%    | 10%   | 16%   | 19%   | 15%   | 8%   | 17%       | 12%  | 41%     | 20%   | 12%   | 15%   | 4%     | 39%    | 8%       | 27%   |
| Illegal                                 | 71%  | 67%    | 74%    | 77%   | 69%   | 63%   | 77%   | 80%  | 67%       | 78%  | 49%     | 72%   | 75%   | 62%   | 93%    | 53%    | 78%      | 73%   |
| Not Sure                                | 14%  | 12%    | 15%    | 13%   | 15%   | 18%   | 9%    | 12%  | 16%       | 10%  | 11%     | 9%    | 13%   | 23%   | 4%     | 9%     | 14%      | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 27 Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.1 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 15%  | 18%       | 9%     | 12%     | 28%     | 17%     | 14%     | 14%     | 23%     | 11%     | 14%              | 22%  | 20%        | 12%    | 9%    |
| Illegal                                 | 71%  | 65%       | 74%    | 76%     | 60%     | 71%     | 71%     | 70%     | 66%     | 77%     | 72%              | 63%  | 66%        | 76%    | 71%   |
| Not Sure                                | 14%  | 17%       | 17%    | 12%     | 11%     | 12%     | 15%     | 17%     | 11%     | 12%     | 13%              | 14%  | 14%        | 12%    | 21%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 28 Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 57%  | 59%    | 55%    | 43%   | 57%   | 58%   | 62%   | 47%  | 58%       | 56%  | 72%     | 68%   | 55%   | 51%   | 16%    | 100%   | 56%      | 75%   |
| Illegal                                 | 13%  | 15%    | 10%    | 22%   | 10%   | 11%   | 17%   | 16%  | 10%       | 16%  | 8%      | 16%   | 14%   | 9%    | 0%     | 0%     | 27%      | 0%    |
| Not Sure                                | 30%  | 26%    | 35%    | 35%   | 33%   | 31%   | 22%   | 38%  | 32%       | 28%  | 19%     | 17%   | 31%   | 40%   | 84%    | 0%     | 17%      | 25%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 28 Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 57%  | 50%       | 57%    | 51%     | 73%     | 51%     | 57%     | 67%     | 56%     | 58%     | 57%              | 55%  | 57%        | 57%    | 56%   |
| Illegal                                 | 13%  | 17%       | 13%    | 14%     | 6%      | 16%     | 13%     | 9%      | 9%      | 13%     | 12%              | 14%  | 13%        | 12%    | 18%   |
| Not Sure                                | 30%  | 33%       | 30%    | 35%     | 21%     | 32%     | 31%     | 24%     | 35%     | 29%     | 30%              | 31%  | 31%        | 31%    | 26%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 14%  | 20%    | 7%     | 0%    | 10%   | 13%   | 19%   | 15%  | 11%       | 17%  | 31%     | 12%   | 12%   | 14%   | 0%     | 39%    | 1%       | 0%    |
| Illegal                                 | 60%  | 51%    | 68%    | 53%   | 66%   | 58%   | 58%   | 51%  | 62%       | 55%  | 43%     | 62%   | 62%   | 59%   | 58%    | 53%    | 60%      | 77%   |
| Not Sure                                | 27%  | 29%    | 24%    | 47%   | 24%   | 29%   | 24%   | 34%  | 26%       | 28%  | 26%     | 27%   | 26%   | 26%   | 42%    | 9%     | 39%      | 23%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 14%  | 11%       | 12%    | 13%     | 19%     | 16%     | 13%     | 13%     | 15%     | 10%     | 13%              | 14%  | 14%        | 14%    | 6%    |
| Illegal                                 | 60%  | 58%       | 65%    | 60%     | 54%     | 54%     | 64%     | 57%     | 60%     | 66%     | 61%              | 53%  | 57%        | 61%    | 69%   |
| Not Sure                                | 27%  | 32%       | 24%    | 27%     | 28%     | 30%     | 24%     | 30%     | 25%     | 24%     | 26%              | 33%  | 29%        | 25%    | 25%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 30 Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 23%  | 26%    | 19%    | 13%   | 32%   | 21%   | 20%   | 11%  | 26%       | 16%  | 38%     | 35%   | 20%   | 23%   | 0%     | 20%    | 19%      | 14%   |
| Illegal                                 | 54%  | 52%    | 55%    | 52%   | 46%   | 50%   | 62%   | 64%  | 48%       | 62%  | 41%     | 57%   | 56%   | 44%   | 82%    | 72%    | 47%      | 79%   |
| Not Sure                                | 24%  | 22%    | 26%    | 34%   | 22%   | 29%   | 19%   | 25%  | 26%       | 21%  | 20%     | 9%    | 24%   | 33%   | 18%    | 9%     | 34%      | 6%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 30 Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 23%  | 23%       | 16%    | 18%     | 40%     | 23%     | 25%     | 22%     | 23%     | 19%     | 21%              | 30%  | 22%        | 24%    | 14%   |
| Illegal                                 | 54%  | 52%       | 59%    | 55%     | 45%     | 56%     | 51%     | 52%     | 49%     | 60%     | 55%              | 48%  | 52%        | 52%    | 69%   |
| Not Sure                                | 24%  | 25%       | 25%    | 27%     | 15%     | 21%     | 24%     | 26%     | 28%     | 21%     | 24%              | 22%  | 26%        | 23%    | 17%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 31 Is it legal or is it illegal to read a text message while stopped at an intersection?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 15%  | 18%    | 12%    | 12%   | 23%   | 13%   | 9%    | 13%  | 18%       | 11%  | 26%     | 15%   | 13%   | 21%   | 0%     | 20%    | 17%      | 0%    |
| Illegal                                 | 65%  | 57%    | 71%    | 74%   | 60%   | 64%   | 68%   | 69%  | 62%       | 69%  | 41%     | 66%   | 70%   | 51%   | 75%    | 72%    | 61%      | 94%   |
| Not Sure                                | 20%  | 24%    | 16%    | 13%   | 17%   | 22%   | 22%   | 18%  | 20%       | 21%  | 32%     | 20%   | 17%   | 28%   | 25%    | 9%     | 22%      | 6%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 31 Is it legal or is it illegal to read a text message while stopped at an intersection?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 15%  | 15%       | 14%    | 12%     | 24%     | 10%     | 19%     | 19%     | 17%     | 14%     | 15%              | 19%  | 16%        | 15%    | 13%   |
| Illegal                                 | 65%  | 66%       | 67%    | 68%     | 54%     | 61%     | 66%     | 66%     | 68%     | 63%     | 66%              | 54%  | 63%        | 65%    | 71%   |
| Not Sure                                | 20%  | 19%       | 19%    | 20%     | 22%     | 29%     | 15%     | 15%     | 16%     | 23%     | 19%              | 27%  | 22%        | 19%    | 17%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---------------------------------------|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                 | 11%  | 14%    | 9%     | 0%    | 13%   | 13%   | 5%    | 12%  | 13%       | 8%   | 10%     | 7%    | 11%   | 18%   | 0%     | 20%    | 3%       | 0%    |
| Illegal                               | 74%  | 70%    | 78%    | 87%   | 72%   | 70%   | 83%   | 75%  | 71%       | 80%  | 77%     | 76%   | 76%   | 59%   | 84%    | 53%    | 76%      | 100%  |
| Not Sure                              | 15%  | 16%    | 14%    | 13%   | 16%   | 18%   | 12%   | 13%  | 16%       | 12%  | 13%     | 17%   | 13%   | 22%   | 16%    | 28%    | 21%      | 0%    |
| Total                                 | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                 | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---------------------------------------|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                 | 11%  | 9%        | 11%    | 11%     | 11%     | 8%      | 12%     | 13%     | 16%     | 9%      | 11%              | 12%  | 13%        | 9%     | 7%    |
| Illegal                               | 74%  | 74%       | 73%    | 72%     | 80%     | 74%     | 75%     | 76%     | 71%     | 74%     | 76%              | 63%  | 71%        | 77%    | 77%   |
| Not Sure                              | 15%  | 16%       | 15%    | 17%     | 9%      | 18%     | 13%     | 11%     | 13%     | 17%     | 13%              | 25%  | 16%        | 14%    | 16%   |
| Total                                 | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                 | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 33 Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-3.7 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 80%  | 77%    | 82%    | 91%   | 75%   | 86%   | 81%   | 75%  | 80%       | 79%  | 95%     | 72%   | 79%   | 72%   | 84%    | 81%    | 82%      | 89%   |
| Illegal                                 | 11%  | 12%    | 10%    | 9%    | 15%   | 7%    | 13%   | 9%   | 11%       | 12%  | 2%      | 23%   | 13%   | 9%    | 12%    | 0%     | 6%       | 5%    |
| Not Sure                                | 9%   | 11%    | 8%     | 0%    | 10%   | 8%    | 6%    | 16%  | 9%        | 10%  | 4%      | 5%    | 8%    | 19%   | 4%     | 19%    | 12%      | 6%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 33 Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-3.7 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 80%  | 72%       | 79%    | 80%     | 85%     | 75%     | 79%     | 86%     | 81%     | 80%     | 81%              | 73%  | 80%        | 80%    | 71%   |
| Illegal                                 | 11%  | 13%       | 15%    | 11%     | 8%      | 13%     | 12%     | 10%     | 10%     | 11%     | 11%              | 16%  | 12%        | 10%    | 21%   |
| Not Sure                                | 9%   | 15%       | 7%     | 10%     | 7%      | 12%     | 9%      | 4%      | 9%      | 9%      | 9%               | 11%  | 8%         | 10%    | 9%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.3 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 13%  | 14%    | 12%    | 12%   | 16%   | 17%   | 6%    | 9%   | 16%       | 7%   | 17%     | 14%   | 10%   | 24%   | 9%     | 20%    | 10%      | 0%    |
| Illegal                                 | 68%  | 64%    | 72%    | 39%   | 65%   | 62%   | 77%   | 70%  | 64%       | 74%  | 74%     | 68%   | 70%   | 54%   | 78%    | 61%    | 56%      | 75%   |
| Not Sure                                | 20%  | 23%    | 16%    | 48%   | 19%   | 21%   | 17%   | 21%  | 20%       | 19%  | 9%      | 18%   | 20%   | 22%   | 12%    | 19%    | 35%      | 25%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.3 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 13%  | 17%       | 14%    | 9%      | 16%     | 10%     | 12%     | 15%     | 16%     | 14%     | 11%              | 20%  | 16%        | 11%    | 9%    |
| Illegal                                 | 68%  | 59%       | 67%    | 71%     | 66%     | 67%     | 71%     | 67%     | 64%     | 65%     | 70%              | 55%  | 61%        | 72%    | 74%   |
| Not Sure                                | 20%  | 23%       | 19%    | 20%     | 18%     | 23%     | 17%     | 18%     | 20%     | 20%     | 19%              | 25%  | 23%        | 17%    | 17%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 35 Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-2.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Legal                                   | 3%   | 5%     | 1%     | 13%   | 6%    | 2%    | 1%    | 0%   | 4%        | 1%   | 11%     | 0%    | 2%    | 4%    | 0%     | 0%     | 4%       | 0%    |
| Illegal                                 | 91%  | 88%    | 95%    | 87%   | 86%   | 91%   | 96%   | 97%  | 88%       | 96%  | 83%     | 95%   | 93%   | 86%   | 100%   | 81%    | 90%      | 100%  |
| Not Sure                                | 6%   | 8%     | 4%     | 0%    | 8%    | 7%    | 3%    | 3%   | 7%        | 3%   | 6%      | 5%    | 5%    | 10%   | 0%     | 19%    | 5%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 35 Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-2.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Legal                                   | 3%   | 2%        | 2%     | 1%      | 7%      | 2%      | 5%      | 3%      | 2%      | 1%      | 3%               | 3%   | 3%         | 3%     | 1%    |
| Illegal                                 | 91%  | 90%       | 92%    | 93%     | 89%     | 91%     | 89%     | 94%     | 94%     | 89%     | 92%              | 86%  | 91%        | 92%    | 92%   |
| Not Sure                                | 6%   | 8%        | 6%     | 6%      | 4%      | 7%      | 6%      | 3%      | 4%      | 9%      | 5%               | 10%  | 6%         | 5%     | 8%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

**36** In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.3 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Likely                             | 3%   | 4%     | 2%     | 9%    | 3%    | 5%    | 1%    | 1%   | 4%        | 1%   | 0%      | 9%    | 3%    | 2%    | 0%     | 14%    | 2%       | 0%    |
| Likely                                  | 11%  | 14%    | 9%     | 10%   | 17%   | 11%   | 11%   | 3%   | 14%       | 8%   | 28%     | 6%    | 11%   | 8%    | 0%     | 19%    | 7%       | 0%    |
| Unlikely                                | 18%  | 18%    | 18%    | 19%   | 24%   | 25%   | 8%    | 7%   | 24%       | 8%   | 13%     | 18%   | 20%   | 14%   | 12%    | 9%     | 20%      | 19%   |
| Very Unlikely                           | 66%  | 62%    | 71%    | 62%   | 54%   | 58%   | 80%   | 88%  | 56%       | 83%  | 57%     | 67%   | 65%   | 75%   | 88%    | 58%    | 69%      | 81%   |
| Not Sure                                | 1%   | 2%     | 1%     | 0%    | 2%    | 2%    | 0%    | 1%   | 2%        | 0%   | 2%      | 1%    | 1%    | 1%    | 0%     | 0%     | 2%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

**36** In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.3 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Likely                             | 3%   | 1%        | 3%     | 3%      | 4%      | 3%      | 3%      | 3%      | 5%      | 1%      | 3%               | 3%   | 4%         | 3%     | 2%    |
| Likely                                  | 11%  | 12%       | 12%    | 7%      | 19%     | 14%     | 10%     | 11%     | 13%     | 9%      | 13%              | 5%   | 14%        | 10%    | 8%    |
| Unlikely                                | 18%  | 20%       | 17%    | 19%     | 16%     | 13%     | 16%     | 21%     | 29%     | 15%     | 18%              | 16%  | 18%        | 17%    | 25%   |
| Very Unlikely                           | 66%  | 65%       | 65%    | 70%     | 61%     | 69%     | 70%     | 62%     | 52%     | 75%     | 65%              | 74%  | 63%        | 69%    | 65%   |
| Not Sure                                | 1%   | 2%        | 2%     | 1%      | 0%      | 1%      | 2%      | 2%      | 1%      | 0%      | 1%               | 1%   | 1%         | 2%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.2 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Likely                             | 3%   | 4%     | 1%     | 0%    | 6%    | 2%    | 1%    | 0%   | 4%        | 0%   | 11%     | 5%    | 2%    | 1%    | 0%     | 19%    | 0%       | 0%    |
| Likely                                  | 6%   | 6%     | 5%     | 10%   | 11%   | 7%    | 1%    | 0%   | 9%        | 0%   | 0%      | 6%    | 6%    | 7%    | 0%     | 0%     | 11%      | 0%    |
| Unlikely                                | 21%  | 22%    | 21%    | 12%   | 28%   | 26%   | 19%   | 2%   | 27%       | 12%  | 39%     | 25%   | 21%   | 15%   | 20%    | 14%    | 6%       | 29%   |
| Very Unlikely                           | 69%  | 66%    | 72%    | 78%   | 53%   | 64%   | 80%   | 97%  | 58%       | 86%  | 50%     | 63%   | 70%   | 76%   | 80%    | 67%    | 81%      | 71%   |
| Not Sure                                | 1%   | 1%     | 0%     | 0%    | 1%    | 0%    | 0%    | 1%   | 1%        | 1%   | 0%      | 1%    | 1%    | 0%    | 0%     | 0%     | 1%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.2 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Likely                             | 3%   | 2%        | 2%     | 1%      | 8%      | 2%      | 5%      | 2%      | 3%      | 1%      | 3%               | 1%   | 3%         | 3%     | 1%    |
| Likely                                  | 6%   | 5%        | 5%     | 6%      | 7%      | 3%      | 5%      | 11%     | 6%      | 7%      | 7%               | 3%   | 6%         | 6%     | 4%    |
| Unlikely                                | 21%  | 21%       | 16%    | 20%     | 30%     | 21%     | 18%     | 19%     | 31%     | 20%     | 23%              | 14%  | 23%        | 21%    | 15%   |
| Very Unlikely                           | 69%  | 70%       | 76%    | 72%     | 55%     | 73%     | 71%     | 68%     | 58%     | 72%     | 67%              | 82%  | 67%        | 69%    | 78%   |
| Not Sure                                | 1%   | 2%        | 1%     | 1%      | 0%      | 1%      | 0%      | 0%      | 2%      | 0%      | 1%               | 0%   | 0%         | 1%     | 2%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

**38** In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Likely                             | 5%   | 7%     | 3%     | 0%    | 8%    | 6%    | 1%    | 2%   | 7%        | 1%   | 1%      | 6%    | 5%    | 7%    | 0%     | 19%    | 2%       | 0%    |
| Likely                                  | 11%  | 12%    | 9%     | 22%   | 16%   | 15%   | 4%    | 2%   | 15%       | 3%   | 7%      | 6%    | 12%   | 12%   | 4%     | 0%     | 15%      | 0%    |
| Unlikely                                | 20%  | 23%    | 18%    | 7%    | 25%   | 22%   | 23%   | 4%   | 23%       | 15%  | 37%     | 22%   | 19%   | 16%   | 25%    | 14%    | 11%      | 6%    |
| Very Unlikely                           | 63%  | 57%    | 68%    | 63%   | 52%   | 54%   | 71%   | 91%  | 53%       | 79%  | 56%     | 66%   | 63%   | 59%   | 72%    | 67%    | 70%      | 94%   |
| Not Sure                                | 2%   | 1%     | 2%     | 9%    | 1%    | 3%    | 1%    | 2%   | 2%        | 1%   | 0%      | 0%    | 1%    | 6%    | 0%     | 0%     | 1%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

**38** In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Likely                             | 5%   | 6%        | 5%     | 5%      | 4%      | 5%      | 4%      | 6%      | 6%      | 4%      | 5%               | 3%   | 6%         | 4%     | 2%    |
| Likely                                  | 11%  | 7%        | 9%     | 11%     | 14%     | 6%      | 12%     | 13%     | 9%      | 17%     | 12%              | 5%   | 14%        | 9%     | 6%    |
| Unlikely                                | 20%  | 18%       | 19%    | 20%     | 23%     | 20%     | 19%     | 17%     | 29%     | 18%     | 21%              | 12%  | 21%        | 19%    | 20%   |
| Very Unlikely                           | 63%  | 68%       | 64%    | 63%     | 58%     | 69%     | 64%     | 62%     | 56%     | 56%     | 60%              | 78%  | 57%        | 66%    | 73%   |
| Not Sure                                | 2%   | 1%        | 3%     | 1%      | 1%      | 1%      | 1%      | 1%      | 0%      | 5%      | 2%               | 1%   | 2%         | 1%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.1 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Likely                             | 2%   | 3%     | 1%     | 0%    | 2%    | 1%    | 3%    | 2%   | 2%        | 2%   | 0%      | 8%    | 2%    | 1%    | 0%     | 0%     | 5%       | 0%    |
| Likely                                  | 5%   | 6%     | 3%     | 12%   | 5%    | 8%    | 1%    | 5%   | 6%        | 2%   | 2%      | 13%   | 3%    | 15%   | 0%     | 0%     | 3%       | 0%    |
| Unlikely                                | 18%  | 17%    | 18%    | 19%   | 24%   | 20%   | 9%    | 14%  | 22%       | 11%  | 13%     | 22%   | 20%   | 13%   | 20%    | 8%     | 11%      | 19%   |
| Very Unlikely                           | 73%  | 71%    | 75%    | 69%   | 66%   | 67%   | 87%   | 77%  | 67%       | 83%  | 82%     | 56%   | 74%   | 68%   | 80%    | 83%    | 77%      | 59%   |
| Not Sure                                | 3%   | 3%     | 2%     | 0%    | 2%    | 4%    | 2%    | 3%   | 3%        | 2%   | 3%      | 1%    | 2%    | 4%    | 0%     | 9%     | 4%       | 23%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.1 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Likely                             | 2%   | 3%        | 3%     | 2%      | 2%      | 3%      | 1%      | 3%      | 3%      | 0%      | 2%               | 5%   | 2%         | 1%     | 6%    |
| Likely                                  | 5%   | 2%        | 3%     | 6%      | 6%      | 6%      | 2%      | 6%      | 7%      | 5%      | 5%               | 3%   | 6%         | 4%     | 0%    |
| Unlikely                                | 18%  | 20%       | 18%    | 18%     | 16%     | 16%     | 18%     | 19%     | 25%     | 13%     | 19%              | 13%  | 21%        | 15%    | 15%   |
| Very Unlikely                           | 73%  | 74%       | 74%    | 72%     | 73%     | 74%     | 75%     | 70%     | 63%     | 81%     | 72%              | 76%  | 68%        | 77%    | 77%   |
| Not Sure                                | 3%   | 2%        | 2%     | 3%      | 4%      | 1%      | 4%      | 2%      | 3%      | 1%      | 3%               | 3%   | 2%         | 3%     | 2%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---------------------------------------|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Likely                           | 2%   | 3%     | 2%     | 0%    | 2%    | 3%    | 3%    | 1%   | 3%        | 2%   | 2%      | 13%   | 2%    | 1%    | 0%     | 0%     | 5%       | 0%    |
| Likely                                | 6%   | 8%     | 4%     | 0%    | 9%    | 9%    | 1%    | 5%   | 9%        | 2%   | 2%      | 8%    | 5%    | 15%   | 0%     | 0%     | 4%       | 0%    |
| Unlikely                              | 15%  | 13%    | 17%    | 22%   | 22%   | 15%   | 7%    | 12%  | 18%       | 9%   | 13%     | 23%   | 16%   | 10%   | 16%    | 0%     | 10%      | 19%   |
| Very Unlikely                         | 74%  | 74%    | 75%    | 78%   | 65%   | 71%   | 88%   | 80%  | 68%       | 85%  | 82%     | 55%   | 75%   | 70%   | 84%    | 91%    | 77%      | 59%   |
| Not Sure                              | 3%   | 2%     | 3%     | 0%    | 2%    | 3%    | 2%    | 3%   | 3%        | 2%   | 0%      | 1%    | 2%    | 4%    | 0%     | 9%     | 4%       | 23%   |
| Total                                 | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                 | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---------------------------------------|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Likely                           | 2%   | 4%        | 4%     | 1%      | 1%      | 4%      | 1%      | 5%      | 0%      | 1%      | 2%               | 5%   | 2%         | 2%     | 6%    |
| Likely                                | 6%   | 3%        | 5%     | 7%      | 8%      | 5%      | 3%      | 9%      | 12%     | 5%      | 6%               | 5%   | 9%         | 5%     | 1%    |
| Unlikely                              | 15%  | 17%       | 14%    | 16%     | 13%     | 15%     | 14%     | 15%     | 19%     | 12%     | 16%              | 11%  | 17%        | 13%    | 13%   |
| Very Unlikely                         | 74%  | 74%       | 76%    | 72%     | 77%     | 76%     | 78%     | 70%     | 63%     | 81%     | 74%              | 77%  | 69%        | 78%    | 78%   |
| Not Sure                              | 3%   | 2%        | 1%     | 4%      | 2%      | 1%      | 3%      | 1%      | 7%      | 1%      | 3%               | 2%   | 2%         | 3%     | 2%    |
| Total                                 | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                 | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.1 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Likely                             | 4%   | 5%     | 3%     | 0%    | 2%    | 3%    | 4%    | 9%   | 3%        | 6%   | 0%      | 15%   | 2%    | 8%    | 0%     | 0%     | 8%       | 0%    |
| Likely                                  | 4%   | 5%     | 2%     | 12%   | 6%    | 4%    | 1%    | 2%   | 5%        | 2%   | 3%      | 1%    | 4%    | 7%    | 0%     | 0%     | 3%       | 0%    |
| Unlikely                                | 16%  | 14%    | 19%    | 19%   | 22%   | 21%   | 9%    | 7%   | 21%       | 8%   | 12%     | 20%   | 19%   | 13%   | 12%    | 0%     | 4%       | 0%    |
| Very Unlikely                           | 73%  | 72%    | 73%    | 69%   | 65%   | 68%   | 84%   | 82%  | 66%       | 83%  | 81%     | 59%   | 73%   | 69%   | 88%    | 91%    | 77%      | 77%   |
| Not Sure                                | 3%   | 4%     | 3%     | 0%    | 5%    | 4%    | 2%    | 0%   | 5%        | 1%   | 3%      | 5%    | 2%    | 4%    | 0%     | 9%     | 8%       | 23%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.1 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Likely                             | 4%   | 7%        | 3%     | 4%      | 3%      | 8%      | 2%      | 2%      | 2%      | 1%      | 3%               | 10%  | 5%         | 3%     | 6%    |
| Likely                                  | 4%   | 2%        | 4%     | 4%      | 4%      | 1%      | 3%      | 6%      | 8%      | 4%      | 4%               | 1%   | 6%         | 3%     | 1%    |
| Unlikely                                | 16%  | 13%       | 13%    | 18%     | 18%     | 13%     | 14%     | 21%     | 18%     | 19%     | 18%              | 9%   | 19%        | 15%    | 10%   |
| Very Unlikely                           | 73%  | 76%       | 77%    | 69%     | 73%     | 75%     | 77%     | 68%     | 66%     | 74%     | 72%              | 77%  | 67%        | 76%    | 79%   |
| Not Sure                                | 3%   | 2%        | 2%     | 5%      | 3%      | 2%      | 4%      | 2%      | 6%      | 3%      | 3%               | 3%   | 3%         | 4%     | 4%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---------------------------------------|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Very Likely                           | 5%   | 6%     | 4%     | 12%   | 4%    | 3%    | 5%    | 9%   | 4%        | 7%   | 1%      | 16%   | 3%    | 10%   | 0%     | 0%     | 11%      | 0%    |
| Likely                                | 4%   | 5%     | 3%     | 10%   | 7%    | 5%    | 0%    | 2%   | 6%        | 1%   | 2%      | 3%    | 4%    | 7%    | 0%     | 0%     | 2%       | 0%    |
| Unlikely                              | 14%  | 12%    | 15%    | 9%    | 19%   | 19%   | 6%    | 4%   | 19%       | 5%   | 14%     | 15%   | 16%   | 9%    | 16%    | 0%     | 4%       | 0%    |
| Very Unlikely                         | 75%  | 74%    | 76%    | 69%   | 65%   | 70%   | 88%   | 85%  | 68%       | 87%  | 83%     | 65%   | 75%   | 71%   | 84%    | 91%    | 77%      | 77%   |
| Not Sure                              | 2%   | 3%     | 2%     | 0%    | 4%    | 3%    | 2%    | 0%   | 3%        | 1%   | 0%      | 1%    | 2%    | 3%    | 0%     | 9%     | 6%       | 23%   |
| Total                                 | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                 | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---------------------------------------|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Very Likely                           | 5%   | 8%        | 6%     | 4%      | 3%      | 8%      | 4%      | 3%      | 5%      | 2%      | 4%               | 10%  | 5%         | 4%     | 9%    |
| Likely                                | 4%   | 2%        | 3%     | 5%      | 6%      | 2%      | 3%      | 7%      | 6%      | 4%      | 5%               | 2%   | 7%         | 2%     | 1%    |
| Unlikely                              | 14%  | 11%       | 11%    | 15%     | 16%     | 10%     | 13%     | 19%     | 14%     | 14%     | 15%              | 9%   | 17%        | 12%    | 8%    |
| Very Unlikely                         | 75%  | 77%       | 79%    | 72%     | 74%     | 78%     | 77%     | 70%     | 70%     | 78%     | 74%              | 78%  | 68%        | 80%    | 81%   |
| Not Sure                              | 2%   | 2%        | 2%     | 3%      | 2%      | 1%      | 3%      | 1%      | 5%      | 3%      | 3%               | 1%   | 3%         | 2%     | 2%    |
| Total                                 | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                 | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 43 Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 50%  | 48%    | 52%    | 7%    | 51%   | 48%   | 46%   | 57%  | 49%       | 50%  | 40%     | 37%   | 51%   | 56%   | 28%    | 36%    | 56%      | 73%   |
| No                                      | 50%  | 52%    | 48%    | 93%   | 49%   | 52%   | 54%   | 43%  | 51%       | 50%  | 60%     | 63%   | 49%   | 44%   | 72%    | 64%    | 44%      | 27%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

43 Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 50%  | 45%       | 50%    | 51%     | 49%     | 46%     | 46%     | 59%     | 45%     | 57%     | 50%              | 46%  | 53%        | 48%    | 41%   |
| No                                      | 50%  | 55%       | 50%    | 49%     | 51%     | 54%     | 54%     | 41%     | 55%     | 43%     | 50%              | 54%  | 47%        | 52%    | 59%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

44 A request to stop from friends.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 45%  | 44%    | 47%    | 7%    | 47%   | 42%   | 43%   | 51%  | 44%       | 46%  | 40%     | 35%   | 45%   | 51%   | 25%    | 36%    | 53%      | 54%   |
| No                                      | 55%  | 56%    | 53%    | 93%   | 53%   | 58%   | 57%   | 49%  | 56%       | 54%  | 60%     | 65%   | 55%   | 49%   | 75%    | 64%    | 47%      | 46%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

44 A request to stop from friends.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 45%  | 45%       | 46%    | 45%     | 45%     | 43%     | 42%     | 54%     | 40%     | 49%     | 46%              | 43%  | 48%        | 44%    | 40%   |
| No                                      | 55%  | 55%       | 54%    | 55%     | 55%     | 57%     | 58%     | 46%     | 60%     | 51%     | 54%              | 57%  | 52%        | 56%    | 60%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 45 A request to stop from vehicle passengers.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 51%  | 49%    | 54%    | 25%   | 52%   | 49%   | 49%   | 57%  | 50%       | 52%  | 35%     | 30%   | 55%   | 51%   | 28%    | 42%    | 63%      | 54%   |
| No                                      | 49%  | 51%    | 46%    | 75%   | 48%   | 51%   | 51%   | 43%  | 50%       | 48%  | 65%     | 70%   | 45%   | 49%   | 72%    | 58%    | 37%      | 46%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 45 A request to stop from vehicle passengers.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 51%  | 46%       | 49%    | 55%     | 50%     | 48%     | 43%     | 62%     | 49%     | 62%     | 52%              | 46%  | 54%        | 50%    | 45%   |
| No                                      | 49%  | 54%       | 51%    | 45%     | 50%     | 52%     | 57%     | 38%     | 51%     | 38%     | 48%              | 54%  | 46%        | 50%    | 55%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 56%  | 52%    | 61%    | 42%   | 56%   | 58%   | 56%   | 55%  | 57%       | 55%  | 50%     | 57%   | 59%   | 48%   | 22%    | 42%    | 73%      | 56%   |
| No                                      | 44%  | 48%    | 39%    | 58%   | 44%   | 42%   | 44%   | 45%  | 43%       | 45%  | 50%     | 43%   | 41%   | 52%   | 78%    | 58%    | 27%      | 44%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 56%  | 53%       | 58%    | 59%     | 51%     | 52%     | 51%     | 64%     | 62%     | 59%     | 56%              | 56%  | 55%        | 58%    | 51%   |
| No                                      | 44%  | 47%       | 42%    | 41%     | 49%     | 48%     | 49%     | 36%     | 38%     | 41%     | 44%              | 44%  | 45%        | 42%    | 49%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 47 Traffic ticket cost of \$124.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 56%  | 51%    | 62%    | 7%    | 50%   | 54%   | 61%   | 65%  | 52%       | 63%  | 52%     | 65%   | 54%   | 59%   | 65%    | 42%    | 72%      | 62%   |
| No                                      | 44%  | 49%    | 38%    | 93%   | 50%   | 46%   | 39%   | 35%  | 48%       | 37%  | 48%     | 35%   | 46%   | 41%   | 35%    | 58%    | 28%      | 38%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 47 Traffic ticket cost of \$124.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 56%  | 55%       | 59%    | 56%     | 53%     | 63%     | 53%     | 57%     | 51%     | 52%     | 56%              | 57%  | 54%        | 58%    | 55%   |
| No                                      | 44%  | 45%       | 41%    | 44%     | 47%     | 37%     | 47%     | 43%     | 49%     | 48%     | 44%              | 43%  | 46%        | 42%    | 45%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 48 Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 54%  | 46%    | 62%    | 28%   | 51%   | 55%   | 55%   | 57%  | 53%       | 56%  | 38%     | 48%   | 56%   | 52%   | 37%    | 47%    | 75%      | 73%   |
| No                                      | 46%  | 54%    | 38%    | 72%   | 49%   | 45%   | 45%   | 43%  | 47%       | 44%  | 62%     | 52%   | 44%   | 48%   | 63%    | 53%    | 25%      | 27%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 48 Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 54%  | 55%       | 58%    | 55%     | 45%     | 53%     | 56%     | 57%     | 52%     | 50%     | 54%              | 53%  | 55%        | 53%    | 56%   |
| No                                      | 46%  | 45%       | 42%    | 45%     | 55%     | 47%     | 44%     | 43%     | 48%     | 50%     | 46%              | 47%  | 45%        | 47%    | 44%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 49 Traffic ticket reported to car insurance.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 56%  | 48%    | 65%    | 28%   | 49%   | 55%   | 57%   | 74%  | 52%       | 63%  | 48%     | 50%   | 57%   | 54%   | 66%    | 42%    | 77%      | 62%   |
| No                                      | 44%  | 52%    | 35%    | 72%   | 51%   | 45%   | 43%   | 26%  | 48%       | 37%  | 52%     | 50%   | 43%   | 46%   | 34%    | 58%    | 23%      | 38%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 49 Traffic ticket reported to car insurance.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 56%  | 53%       | 60%    | 57%     | 53%     | 55%     | 54%     | 65%     | 54%     | 57%     | 58%              | 47%  | 59%        | 55%    | 53%   |
| No                                      | 44%  | 47%       | 40%    | 43%     | 47%     | 45%     | 46%     | 35%     | 46%     | 43%     | 42%              | 53%  | 41%        | 45%    | 47%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---------------------------------------|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                   | 25%  | 25%    | 26%    | 12%   | 22%   | 28%   | 24%   | 29%  | 25%       | 26%  | 18%     | 16%   | 25%   | 36%   | 16%    | 33%    | 36%      | 0%    |
| No                                    | 75%  | 75%    | 74%    | 88%   | 78%   | 72%   | 76%   | 71%  | 75%       | 74%  | 82%     | 84%   | 75%   | 64%   | 84%    | 67%    | 64%      | 100%  |
| Total                                 | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                 | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---------------------------------------|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                   | 25%  | 23%       | 29%    | 26%     | 20%     | 28%     | 23%     | 26%     | 20%     | 30%     | 25%              | 27%  | 25%        | 26%    | 20%   |
| No                                    | 75%  | 77%       | 71%    | 74%     | 80%     | 72%     | 77%     | 74%     | 80%     | 70%     | 75%              | 73%  | 75%        | 74%    | 80%   |
| Total                                 | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                 | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 41%  | 35%    | 47%    | 33%   | 40%   | 41%   | 38%   | 47%  | 40%       | 41%  | 35%     | 29%   | 43%   | 38%   | 32%    | 33%    | 64%      | 19%   |
| No                                      | 59%  | 65%    | 53%    | 67%   | 60%   | 59%   | 62%   | 53%  | 60%       | 59%  | 65%     | 71%   | 57%   | 62%   | 68%    | 67%    | 36%      | 81%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 41%  | 34%       | 44%    | 44%     | 36%     | 38%     | 35%     | 51%     | 38%     | 47%     | 41%              | 40%  | 45%        | 37%    | 45%   |
| No                                      | 59%  | 66%       | 56%    | 56%     | 64%     | 62%     | 65%     | 49%     | 62%     | 53%     | 59%              | 60%  | 55%        | 63%    | 55%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 52 Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 37%  | 35%    | 40%    | 10%   | 35%   | 35%   | 37%   | 47%  | 35%       | 41%  | 31%     | 23%   | 39%   | 37%   | 32%    | 33%    | 55%      | 23%   |
| No                                      | 63%  | 65%    | 60%    | 90%   | 65%   | 65%   | 63%   | 53%  | 65%       | 59%  | 69%     | 77%   | 61%   | 63%   | 68%    | 67%    | 45%      | 77%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 52 Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 37%  | 31%       | 42%    | 37%     | 35%     | 32%     | 34%     | 44%     | 39%     | 44%     | 38%              | 31%  | 40%        | 35%    | 35%   |
| No                                      | 63%  | 69%       | 58%    | 63%     | 65%     | 68%     | 66%     | 56%     | 61%     | 56%     | 62%              | 69%  | 60%        | 65%    | 65%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.5 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 60%  | 53%    | 67%    | 24%   | 58%   | 58%   | 57%   | 73%  | 58%       | 63%  | 51%     | 54%   | 61%   | 61%   | 62%    | 33%    | 79%      | 39%   |
| No                                      | 40%  | 47%    | 33%    | 76%   | 42%   | 42%   | 43%   | 27%  | 42%       | 37%  | 49%     | 46%   | 39%   | 39%   | 38%    | 67%    | 21%      | 61%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 60%  | 52%       | 63%    | 62%     | 56%     | 56%     | 59%     | 66%     | 56%     | 65%     | 61%              | 55%  | 63%        | 57%    | 60%   |
| No                                      | 40%  | 48%       | 37%    | 38%     | 44%     | 44%     | 41%     | 34%     | 44%     | 35%     | 39%              | 45%  | 37%        | 43%    | 40%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 54 Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 62%  | 57%    | 68%    | 24%   | 60%   | 61%   | 56%   | 78%  | 60%       | 65%  | 53%     | 48%   | 63%   | 66%   | 62%    | 42%    | 79%      | 39%   |
| No                                      | 38%  | 43%    | 32%    | 76%   | 40%   | 39%   | 44%   | 22%  | 40%       | 35%  | 47%     | 52%   | 37%   | 34%   | 38%    | 58%    | 21%      | 61%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 54 Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 62%  | 57%       | 64%    | 65%     | 58%     | 59%     | 58%     | 69%     | 63%     | 65%     | 63%              | 57%  | 64%        | 60%    | 62%   |
| No                                      | 38%  | 43%       | 36%    | 35%     | 42%     | 41%     | 42%     | 31%     | 37%     | 35%     | 37%              | 43%  | 36%        | 40%    | 38%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 55 None of the above

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-1.7 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 4%   | 3%     | 4%     | 0%    | 3%    | 2%    | 5%    | 6%   | 2%        | 5%   | 1%      | 3%    | 3%    | 4%    | 0%     | 44%    | 2%       | 5%    |
| No                                      | 96%  | 97%    | 96%    | 100%  | 97%   | 98%   | 95%   | 94%  | 98%       | 95%  | 99%     | 97%   | 97%   | 96%   | 100%   | 56%    | 98%      | 95%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 55 None of the above

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-1.7 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 4%   | 4%        | 4%     | 4%      | 1%      | 5%      | 7%      | 0%      | 2%      | 0%      | 3%               | 4%   | 3%         | 3%     | 10%   |
| No                                      | 96%  | 96%       | 96%    | 96%     | 99%     | 95%     | 93%     | 100%    | 98%     | 100%    | 97%              | 96%  | 97%        | 97%    | 90%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 56 Do you identify as ... ?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| A Man                                   | 49%  | 100%   | 0%     | 0%    | 49%   | 47%   | 55%   | 44%  | 48%       | 51%  | 48%     | 50%   | 49%   | 56%   | 26%    | 42%    | 38%      | 46%   |
| A Woman                                 | 50%  | 0%     | 100%   | 0%    | 50%   | 52%   | 45%   | 56%  | 51%       | 49%  | 49%     | 50%   | 50%   | 43%   | 74%    | 58%    | 60%      | 54%   |
| In Some Other Way                       | 1%   | 0%     | 0%     | 100%  | 1%    | 2%    | 0%    | 0%   | 1%        | 0%   | 3%      | 0%    | 1%    | 1%    | 0%     | 0%     | 3%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 56 Do you identify as ... ?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| A Man                                   | 49%  | 51%       | 41%    | 50%     | 56%     | 53%     | 48%     | 39%     | 54%     | 52%     | 50%              | 46%  | 51%        | 48%    | 46%   |
| A Woman                                 | 50%  | 49%       | 57%    | 50%     | 43%     | 46%     | 52%     | 60%     | 45%     | 48%     | 50%              | 52%  | 47%        | 52%    | 54%   |
| In Some Other Way                       | 1%   | 0%        | 2%     | 0%      | 1%      | 1%      | 1%      | 1%      | 2%      | 0%      | 1%               | 2%   | 2%         | 0%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 57 How old are you?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| 18-34                                   | 32%  | 32%    | 32%    | 50%   | 100%  | 0%    | 0%    | 0%   | 53%       | 0%   | 32%     | 32%   | 32%   | 35%   | 17%    | 36%    | 34%      | 11%   |
| 35-49                                   | 29%  | 28%    | 30%    | 50%   | 0%    | 100%  | 0%    | 0%   | 47%       | 0%   | 32%     | 24%   | 28%   | 38%   | 19%    | 20%    | 22%      | 37%   |
| 50-64                                   | 24%  | 27%    | 21%    | 0%    | 0%    | 0%    | 100%  | 0%   | 0%        | 62%  | 24%     | 36%   | 24%   | 10%   | 26%    | 44%    | 38%      | 33%   |
| 65+                                     | 15%  | 13%    | 16%    | 0%    | 0%    | 0%    | 0%    | 100% | 0%        | 38%  | 12%     | 8%    | 15%   | 17%   | 38%    | 0%     | 6%       | 19%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 57 How old are you?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| 18-34                                   | 32%  | 45%       | 31%    | 31%     | 28%     | 31%     | 33%     | 30%     | 35%     | 35%     | 31%              | 39%  | 40%        | 27%    | 26%   |
| 35-49                                   | 29%  | 20%       | 30%    | 31%     | 30%     | 19%     | 35%     | 32%     | 37%     | 25%     | 29%              | 28%  | 34%        | 26%    | 18%   |
| 50-64                                   | 24%  | 23%       | 24%    | 24%     | 24%     | 34%     | 16%     | 21%     | 16%     | 30%     | 24%              | 26%  | 15%        | 30%    | 36%   |
| 65+                                     | 15%  | 12%       | 15%    | 14%     | 18%     | 16%     | 15%     | 18%     | 12%     | 10%     | 16%              | 7%   | 11%        | 17%    | 21%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 58 How old are you?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| 18-49                                   | 62%  | 60%    | 62%    | 100%  | 100%  | 100%  | 0%    | 0%   | 100%      | 0%   | 64%     | 56%   | 60%   | 73%   | 36%    | 56%    | 56%      | 48%   |
| 50+                                     | 38%  | 40%    | 38%    | 0%    | 0%    | 0%    | 100%  | 100% | 0%        | 100% | 36%     | 44%   | 40%   | 27%   | 64%    | 44%    | 44%      | 52%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 58 How old are you?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| 18-49                                   | 62%  | 65%       | 61%    | 62%     | 59%     | 50%     | 69%     | 62%     | 72%     | 60%     | 61%              | 67%  | 74%        | 53%    | 44%   |
| 50+                                     | 38%  | 35%       | 39%    | 38%     | 41%     | 50%     | 31%     | 38%     | 28%     | 40%     | 39%              | 33%  | 26%        | 47%    | 56%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 59 Are you ... ?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.4 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Hispanic                                | 9%   | 9%     | 9%     | 27%   | 9%    | 10%   | 9%    | 7%   | 10%       | 9%   | 100%    | 0%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    |
| Black                                   | 6%   | 6%     | 6%     | 0%    | 6%    | 5%    | 9%    | 3%   | 5%        | 7%   | 0%      | 100%  | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    |
| White                                   | 62%  | 62%    | 62%    | 50%   | 62%   | 60%   | 63%   | 66%  | 61%       | 64%  | 0%      | 0%    | 100%  | 0%    | 0%     | 0%     | 0%       | 0%    |
| Asian                                   | 14%  | 16%    | 12%    | 10%   | 15%   | 18%   | 6%    | 16%  | 17%       | 10%  | 0%      | 0%    | 0%    | 100%  | 0%     | 0%     | 0%       | 0%    |
| American Indian / Alaska Native         | 2%   | 1%     | 2%     | 0%    | 1%    | 1%    | 2%    | 4%   | 1%        | 3%   | 0%      | 0%    | 0%    | 0%    | 100%   | 0%     | 0%       | 0%    |
| Native Hawaiian / Pacific Islander      | 1%   | 1%     | 1%     | 0%    | 1%    | 1%    | 2%    | 0%   | 1%        | 1%   | 0%      | 0%    | 0%    | 0%    | 0%     | 100%   | 0%       | 0%    |
| Multiracial                             | 4%   | 3%     | 5%     | 13%   | 5%    | 3%    | 7%    | 2%   | 4%        | 5%   | 0%      | 0%    | 0%    | 0%    | 0%     | 0%     | 100%     | 0%    |
| Other                                   | 1%   | 1%     | 1%     | 0%    | 0%    | 2%    | 2%    | 2%   | 1%        | 2%   | 0%      | 0%    | 0%    | 0%    | 0%     | 0%     | 0%       | 100%  |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 59 Are you ... ?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Hispanic                                | 9%   | 10%       | 9%     | 4%      | 21%     | 14%     | 12%     | 11%     | 1%      | 2%      | 10%              | 7%   | 9%         | 10%    | 5%    |
| Black                                   | 6%   | 14%       | 9%     | 4%      | 1%      | 11%     | 5%      | 2%      | 4%      | 5%      | 4%               | 15%  | 8%         | 5%     | 3%    |
| White                                   | 62%  | 62%       | 58%    | 68%     | 56%     | 52%     | 59%     | 59%     | 78%     | 74%     | 64%              | 51%  | 57%        | 64%    | 80%   |
| Asian                                   | 14%  | 6%        | 10%    | 19%     | 15%     | 8%      | 17%     | 18%     | 11%     | 19%     | 13%              | 18%  | 14%        | 15%    | 6%    |
| American Indian / Alaska Native         | 2%   | 2%        | 4%     | 1%      | 0%      | 4%      | 0%      | 2%      | 0%      | 0%      | 1%               | 2%   | 4%         | 0%     | 0%    |
| Native Hawaiian / Pacific Islander      | 1%   | 2%        | 3%     | 0%      | 0%      | 2%      | 1%      | 0%      | 0%      | 1%      | 1%               | 1%   | 1%         | 0%     | 6%    |
| Multiracial                             | 4%   | 4%        | 6%     | 4%      | 5%      | 7%      | 5%      | 5%      | 3%      | 0%      | 4%               | 6%   | 5%         | 5%     | 0%    |
| Other                                   | 1%   | 1%        | 1%     | 1%      | 2%      | 1%      | 0%      | 3%      | 3%      | 0%      | 2%               | 0%   | 1%         | 2%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 60 How far have you gotten in school?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| High School                             | 14%  | 14%    | 13%    | 0%    | 19%   | 9%    | 13%   | 11%  | 15%       | 12%  | 15%     | 32%   | 14%   | 6%    | 22%    | 28%    | 11%      | 6%    |
| Some College                            | 25%  | 20%    | 28%    | 63%   | 23%   | 25%   | 25%   | 25%  | 24%       | 25%  | 23%     | 37%   | 23%   | 18%   | 58%    | 67%    | 34%      | 19%   |
| Associate's / Bachelor's                | 41%  | 42%    | 41%    | 9%    | 39%   | 44%   | 41%   | 38%  | 42%       | 40%  | 17%     | 27%   | 45%   | 54%   | 20%    | 6%     | 33%      | 37%   |
| Master's Or Higher                      | 20%  | 23%    | 18%    | 28%   | 18%   | 21%   | 20%   | 25%  | 19%       | 22%  | 45%     | 4%    | 18%   | 22%   | 0%     | 0%     | 22%      | 38%   |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 60 How far have you gotten in school?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| High School                             | 14%  | 100%      | 0%     | 0%      | 0%      | 28%     | 10%     | 8%      | 10%     | 4%      | 11%              | 28%  | 14%        | 12%    | 26%   |
| Some College                            | 25%  | 0%        | 100%   | 0%      | 0%      | 32%     | 30%     | 21%     | 19%     | 11%     | 25%              | 22%  | 25%        | 23%    | 33%   |
| Associate's / Bachelor's                | 41%  | 0%        | 0%     | 100%    | 0%      | 30%     | 43%     | 44%     | 42%     | 54%     | 42%              | 35%  | 39%        | 45%    | 27%   |
| Master's Or Higher                      | 20%  | 0%        | 0%     | 0%      | 100%    | 9%      | 17%     | 27%     | 29%     | 32%     | 21%              | 16%  | 22%        | 20%    | 14%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| < \$40K                                 | 27%  | 29%    | 25%    | 34%   | 25%   | 18%   | 38%   | 30%  | 22%       | 35%  | 41%     | 49%   | 22%   | 16%   | 72%    | 61%    | 39%      | 30%   |
| \$40K - \$80K                           | 26%  | 25%    | 27%    | 16%   | 26%   | 31%   | 17%   | 26%  | 29%       | 21%  | 33%     | 23%   | 24%   | 31%   | 8%     | 20%    | 31%      | 0%    |
| \$80K - \$120K                          | 17%  | 14%    | 21%    | 18%   | 16%   | 19%   | 15%   | 21%  | 17%       | 17%  | 21%     | 7%    | 17%   | 22%   | 21%    | 0%     | 19%      | 37%   |
| \$120 - \$160K                          | 15%  | 17%    | 14%    | 32%   | 17%   | 20%   | 11%   | 13%  | 18%       | 11%  | 2%      | 10%   | 19%   | 12%   | 0%     | 0%     | 11%      | 33%   |
| > \$160K                                | 15%  | 16%    | 14%    | 0%    | 16%   | 13%   | 19%   | 10%  | 14%       | 15%  | 3%      | 11%   | 17%   | 20%   | 0%     | 19%    | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| < \$40K                                 | 27%  | 55%       | 35%    | 20%     | 12%     | 100%    | 0%      | 0%      | 0%      | 0%      | 23%              | 51%  | 29%        | 24%    | 34%   |
| \$40K - \$80K                           | 26%  | 19%       | 32%    | 27%     | 21%     | 0%      | 100%    | 0%      | 0%      | 0%      | 27%              | 19%  | 24%        | 28%    | 19%   |
| \$80K - \$120K                          | 17%  | 10%       | 15%    | 19%     | 23%     | 0%      | 0%      | 100%    | 0%      | 0%      | 18%              | 11%  | 16%        | 19%    | 13%   |
| \$120 - \$160K                          | 15%  | 11%       | 12%    | 16%     | 22%     | 0%      | 0%      | 0%      | 100%    | 0%      | 16%              | 12%  | 14%        | 16%    | 17%   |
| > \$160K                                | 15%  | 4%        | 6%     | 19%     | 23%     | 0%      | 0%      | 0%      | 0%      | 100%    | 16%              | 8%   | 16%        | 13%    | 17%   |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-3.3 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Yes                                     | 85%  | 86%    | 85%    | 66%   | 82%   | 85%   | 84%   | 93%  | 84%       | 87%  | 89%     | 60%   | 88%   | 80%   | 82%    | 86%    | 82%      | 100%  |
| No                                      | 15%  | 14%    | 15%    | 34%   | 18%   | 14%   | 16%   | 7%   | 16%       | 13%  | 11%     | 38%   | 12%   | 19%   | 18%    | 14%    | 18%      | 0%    |
| Not Sure                                | 0%   | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%   | 0%        | 0%   | 0%      | 2%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

## 62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-3.3 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Yes                                     | 85%  | 70%       | 87%    | 87%     | 88%     | 72%     | 89%     | 90%     | 89%     | 92%     | 100%             | 0%   | 81%        | 88%    | 85%   |
| No                                      | 15%  | 30%       | 13%    | 12%     | 11%     | 28%     | 11%     | 9%      | 11%     | 8%      | 0%               | 100% | 19%        | 11%    | 15%   |
| Not Sure                                | 0%   | 1%        | 0%     | 0%      | 0%      | 0%      | 0%      | 1%      | 0%      | 0%      | 0%               | 0%   | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## 63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Gender |        |       | Age   |       |       |      | <50 / 50+ |      | Race    |       |       |       |        |        |          |       |
|---|------|--------|--------|-------|-------|-------|-------|------|-----------|------|---------|-------|-------|-------|--------|--------|----------|-------|
| Credibility Interval: +/-4.6 pct points |      | Male   | Female | Other | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other |
| Urban                                   | 43%  | 45%    | 41%    | 87%   | 53%   | 51%   | 28%   | 32%  | 52%       | 29%  | 42%     | 59%   | 40%   | 44%   | 100%   | 56%    | 49%      | 40%   |
| Suburban                                | 50%  | 48%    | 52%    | 13%   | 41%   | 45%   | 62%   | 58%  | 43%       | 60%  | 55%     | 38%   | 51%   | 53%   | 0%     | 0%     | 51%      | 60%   |
| Rural                                   | 7%   | 7%     | 8%     | 0%    | 6%    | 4%    | 11%   | 10%  | 5%        | 10%  | 4%      | 4%    | 9%    | 3%    | 0%     | 44%    | 0%       | 0%    |
| Total                                   | 100% | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100% | 100%      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |
| Composition of Adults                   | 100% | 49%    | 50%    | 1%    | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Education |        |         |         | Income  |         |         |         |         | Driven in Last M |      | Urbanicity |        |       |
|---|------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------------------|------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 | Yes              | No   | Urban      | Suburb | Rural |
| Urban                                   | 43%  | 44%       | 44%    | 41%     | 46%     | 46%     | 41%     | 41%     | 40%     | 48%     | 41%              | 54%  | 100%       | 0%     | 0%    |
| Suburban                                | 50%  | 42%       | 47%    | 54%     | 49%     | 45%     | 54%     | 54%     | 52%     | 44%     | 52%              | 38%  | 0%         | 100%   | 0%    |
| Rural                                   | 7%   | 14%       | 10%    | 5%      | 5%      | 9%      | 5%      | 5%      | 8%      | 8%      | 7%               | 7%   | 0%         | 0%     | 100%  |
| Total                                   | 100% | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%             | 100% | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     | 85%              | 15%  | 43%        | 50%    | 7%    |

## All Questions Crosstabbed By All Questions

1 Do you work outside the home?

| 900 Adults                              | All  | Work Outside The Home |    |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|----|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Yes                   | No | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 62%  | -                     | -  | -       | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 84%        | 78%      | 75%    | 67%     | 50%   | 63%     |
| No                                      | 36%  | -                     | -  | -       | -       | -       | -    | -       | -       | -    | -       | 15%        | 22%      | 23%    | 27%     | 48%   | 37%     |
| Not Sure                                | 2%   | -                     | -  | -       | -       | -       | -    | -       | -       | -    | -       | 1%         | 0%       | 2%     | 5%      | 2%    | 0%      |
| Total                                   | 100% |                       |    |         | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% |                       |    |         | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

1 Do you work outside the home?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 62%  | 92%     | 79%      | 81%    | 87%     | 51%   | 100%    | 95%                 | 80%      | 73%    | 63%     | 54%   | 87%     |
| No                                      | 36%  | 7%      | 21%      | 18%    | 8%      | 47%   | 0%      | 5%                  | 20%      | 23%    | 36%     | 44%   | 13%     |
| Not Sure                                | 2%   | 1%      | 0%       | 1%     | 5%      | 2%    | 0%      | 0%                  | 0%       | 3%     | 1%      | 2%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                               |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|-------------------------------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 1                                       | Do you work outside the home? |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults                              | All                           | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-4.4 pct points |                               | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 62%                           | 82%                  | 80%      | 57%    | 60%     | 50%   | 68%     | 85%      | 78%      | 79%    | 59%     | 52%   | 86%     | 89%               | 78%     | 67%    | 52%    | 69%     |
| No                                      | 36%                           | 18%                  | 18%      | 38%    | 37%     | 48%   | 32%     | 14%      | 22%      | 19%    | 41%     | 45%   | 14%     | 11%               | 21%     | 32%    | 46%    | 27%     |
| Not Sure                                | 2%                            | 0%                   | 2%       | 4%     | 2%      | 1%    | 0%      | 1%       | 0%       | 2%     | 0%      | 2%    | 0%      | 0%                | 1%      | 2%     | 2%     | 5%      |
| Total                                   | 100%                          | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%                          | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

1

Do you work outside the home?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Yes                                     | 62%  | 76%                | 59%     | 66%    | 51%    | 54%     | 74%             | 80%     | 75%    | 52%    | 68%     | 65%             | 89%     | 79%    | 56%    | 77%     |  |
| No                                      | 36%  | 24%                | 38%     | 34%    | 49%    | 42%     | 26%             | 18%     | 24%    | 45%    | 32%     | 35%             | 11%     | 21%    | 42%    | 23%     |  |
| Not Sure                                | 2%   | 0%                 | 3%      | 1%     | 0%     | 4%      | 0%              | 1%      | 1%     | 3%     | 0%      | 0%              | 0%      | 0%     | 3%     | 0%      |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

1

Do you work outside the home?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Yes                                     | 62%  | 77%     | 73%     | 66%    | 57%    | 59%     | 51%            | 64%    | 73%     | 83%    | 73%     | 58%                     | 74%    | 83%     | 52%    | 86%     |  |
| No                                      | 36%  | 21%     | 26%     | 31%    | 42%    | 37%     | 47%            | 34%    | 26%     | 17%    | 23%     | 40%                     | 26%    | 17%     | 48%    | 14%     |  |
| Not Sure                                | 2%   | 2%      | 1%      | 3%     | 1%     | 5%      | 2%             | 2%     | 0%      | 0%     | 4%      | 2%                      | 0%     | 0%      | 0%     | 0%      |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

1

Do you work outside the home?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Yes                                     | 62%  | 60%                  | 68%    | 84%     | 45%    | 56%     | 59%               | 65%    | 62%     | 70%    | 58%     | 62%              | 63%    | 87%     | 56%    | 0%      |  |
| No                                      | 36%  | 39%                  | 30%    | 11%     | 55%    | 44%     | 40%               | 32%    | 37%     | 30%    | 17%     | 36%              | 36%    | 13%     | 44%    | 100%    |  |
| Not Sure                                | 2%   | 2%                   | 2%     | 4%      | 0%     | 0%      | 1%                | 2%     | 2%      | 0%     | 25%     | 2%               | 1%     | 0%      | 0%     | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

|   |                               |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
|---|-------------------------------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| 1                                       | Do you work outside the home? |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
| 900 Adults                              | All                           | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
| Credibility Interval: +/-4.4 pct points |                               | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Yes                                     | 62%                           | 61%            | 66%    | 88%     | 82%    | 100%    | 62%            | 64%    | 91%     | 57%    | 0%      | 62%                    | 60%    | 100%    | 51%    | 100%    |  |
| No                                      | 36%                           | 37%            | 33%    | 12%     | 18%    | 0%      | 36%            | 31%    | 9%      | 43%    | 0%      | 36%                    | 39%    | 0%      | 49%    | 0%      |  |
| Not Sure                                | 2%                            | 2%             | 1%     | 0%      | 0%     | 0%      | 2%             | 5%     | 0%      | 0%     | 0%      | 2%                     | 1%     | 0%      | 0%     | 0%      |  |
| Total                                   | 100%                          | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100%                          | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

|   |                               |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
|---|-------------------------------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| 1                                       | Do you work outside the home? |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
| 900 Adults                              | All                           | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
| Credibility Interval: +/-4.4 pct points |                               | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes                                     | 62%                           | 61%                     | 65%    | 66%     | 74%    | 61%     | 58%       | 63%    | 70%     | 78%    | 71%     | 74%           | 65%     | 50%     | 63%            | 70%     | 53%     |
| No                                      | 36%                           | 38%                     | 33%    | 34%     | 26%    | 39%     | 40%       | 35%    | 28%     | 22%    | 29%     | 24%           | 34%     | 46%     | 35%            | 29%     | 45%     |
| Not Sure                                | 2%                            | 2%                      | 3%     | 0%      | 0%     | 0%      | 2%        | 2%     | 2%      | 0%     | 0%      | 2%            | 1%      | 4%      | 2%             | 1%      | 2%      |
| Total                                   | 100%                          | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100%                          | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

1

Do you work outside the home?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 62%  | 73%                 | 62%     | 48%     | 78%                    | 62%     | 50%     | 85%                  | 61%     | 46%     | 68%      | 57%     | 54%     | 72%        | 62%     | 58%     |
| No                                      | 36%  | 27%                 | 36%     | 48%     | 21%                    | 36%     | 45%     | 14%                  | 38%     | 50%     | 31%      | 42%     | 42%     | 27%        | 36%     | 40%     |
| Not Sure                                | 2%   | 0%                  | 2%      | 4%      | 1%                     | 1%      | 5%      | 1%                   | 2%      | 4%      | 1%       | 1%      | 4%      | 1%         | 2%      | 2%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

|   |                               |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
|---|-------------------------------|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| 1                                       | Do you work outside the home? |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
| 900 Adults                              |                               | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
| Credibility Interval: +/-4.4 pct points |                               |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Yes                                     |                               | 62%  | 75%               | 60%     | 56%     | 72%                     | 62%     | 56%     | 69%                     | 64%     | 52%     | 64%                  | 68%     | 46%     | 63%        | 64%     | 57%     |  |
| No                                      |                               | 36%  | 24%               | 38%     | 43%     | 27%                     | 36%     | 41%     | 30%                     | 35%     | 45%     | 34%                  | 31%     | 53%     | 36%        | 35%     | 38%     |  |
| Not Sure                                |                               | 2%   | 2%                | 2%      | 1%      | 1%                      | 2%      | 3%      | 2%                      | 2%      | 3%      | 2%                   | 1%      | 2%      | 1%         | 1%      | 5%      |  |
| Total                                   |                               | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   |                               | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

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Do you work outside the home?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 62%  | 88%         | 62%     | 57%     | 88%                    | 84%    | 70%      | 56%     | 53%     | 89%              | 84%    | 81%      | 54%     | 72%     |
| No                                      | 36%  | 12%         | 36%     | 42%     | 12%                    | 16%    | 27%      | 42%     | 40%     | 11%              | 15%    | 19%      | 44%     | 28%     |
| Not Sure                                | 2%   | 0%          | 2%      | 1%      | 0%                     | 0%     | 3%       | 2%      | 7%      | 0%               | 1%     | 0%       | 3%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

1

Do you work outside the home?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 62%  | 78%             | 75%    | 75%      | 56%     | 37%     | 69%                    | 74%    | 71%      | 59%     | 70%     | 63%                    | 71%    | 70%      | 59%     | 83%     |  |
| No                                      | 36%  | 22%             | 25%    | 24%      | 42%     | 63%     | 28%                    | 26%    | 27%      | 39%     | 30%     | 35%                    | 28%    | 28%      | 39%     | 17%     |  |
| Not Sure                                | 2%   | 0%              | 1%     | 1%       | 2%      | 0%      | 3%                     | 0%     | 2%       | 2%      | 0%      | 3%                     | 1%     | 2%       | 2%      | 0%      |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

|   |                               |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|-------------------------------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 1                                       | Do you work outside the home? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All                           | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.4 pct points |                               | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes                                     | 62%                           | 46%                 | 78%    | 77%      | 59%     | 78%     | 48%                 | 79%    | 78%      | 59%     | 71%     | 59%            | 65%  | 59%            | 65%  | 62%            | 63%  |
| No                                      | 36%                           | 54%                 | 19%    | 23%      | 39%     | 22%     | 50%                 | 21%    | 21%      | 38%     | 29%     | 38%            | 33%  | 39%            | 33%  | 37%            | 35%  |
| Not Sure                                | 2%                            | 0%                  | 3%     | 1%       | 2%      | 0%      | 2%                  | 0%     | 1%       | 2%      | 0%      | 2%             | 1%   | 2%             | 2%   | 2%             | 2%   |
| Total                                   | 100%                          | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100%                          | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|   |                               |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|-------------------------------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 1                                       | Do you work outside the home? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All                           | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.4 pct points |                               | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes                                     | 62%                           | 63%             | 61%  | 59%          | 66%  | 60%          | 66%  | 58%              | 68%  | 55%           | 65%  | 62%            | 63%  | 62%           | 63%  | 59%             | 68%  |
| No                                      | 36%                           | 34%             | 38%  | 38%          | 33%  | 37%          | 34%  | 39%              | 32%  | 43%           | 33%  | 36%            | 35%  | 36%           | 36%  | 39%             | 31%  |
| Not Sure                                | 2%                            | 3%              | 0%   | 3%           | 1%   | 3%           | 1%   | 3%               | 1%   | 2%            | 2%   | 2%             | 2%   | 3%            | 1%   | 2%              | 1%   |
| Total                                   | 100%                          | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%                          | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                               |                 |      |               |      |        |       |        |       |       |       |      |           |      |
|---|-------------------------------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| 1                                       | Do you work outside the home? |                 |      |               |      |        |       |        |       |       |       |      |           |      |
| 900 Adults                              | All                           | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
| Credibility Interval: +/-4.4 pct points |                               | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes                                     | 62%                           | 59%             | 67%  | 38%           | 63%  | 68%    | 57%   | 61%    | 77%   | 66%   | 65%   | 20%  | 72%       | 48%  |
| No                                      | 36%                           | 38%             | 32%  | 60%           | 35%  | 31%    | 41%   | 39%    | 22%   | 32%   | 35%   | 74%  | 27%       | 50%  |
| Not Sure                                | 2%                            | 2%              | 1%   | 2%            | 2%   | 1%     | 3%    | 0%     | 1%    | 2%    | 0%    | 6%   | 2%        | 2%   |
| Total                                   | 100%                          | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100%                          | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

|   |                               |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
|---|-------------------------------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| 1                                       | Do you work outside the home? |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
| 900 Adults                              | All                           | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
| Credibility Interval: +/-4.4 pct points |                               | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes                                     | 62%                           | 74%     | 69%   | 63%   | 51%   | 37%    | 47%    | 76%      | 61%   | 49%       | 57%    | 64%     | 75%     | 51%     | 69%     | 73%     | 62%     | 60%     |
| No                                      | 36%                           | 23%     | 27%   | 36%   | 48%   | 63%    | 53%    | 21%      | 21%   | 49%       | 38%    | 36%     | 24%     | 46%     | 30%     | 27%     | 34%     | 40%     |
| Not Sure                                | 2%                            | 2%      | 4%    | 1%    | 1%    | 0%     | 0%     | 3%       | 19%   | 3%        | 4%     | 0%      | 1%      | 3%      | 1%      | 0%      | 4%      | 0%      |
| Total                                   | 100%                          | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100%                          | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

|   |                               |        |      |         |            |        |       |
|---|-------------------------------|--------|------|---------|------------|--------|-------|
| 1                                       | Do you work outside the home? |        |      |         |            |        |       |
| 900 Adults                              | All                           | Driven |      |         | Urbanicity |        |       |
| Credibility Interval: +/-4.4 pct points |                               | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 62%                           | 63%    | 58%  | 0%      | 69%        | 60%    | 40%   |
| No                                      | 36%                           | 35%    | 40%  | 54%     | 29%        | 38%    | 56%   |
| Not Sure                                | 2%                            | 2%     | 3%   | 46%     | 2%         | 2%     | 4%    |
| Total                                   | 100%                          | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100%                          | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Work Outside The Home |    |         | Commute |         |     |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|----|---------|---------|---------|-----|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-5.2 pct points |      | Yes                   | No | Not Sur | Car     | Carpool | Bus | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Car                                     | 73%  | 73%                   | 0% | 0%      | -       | -       | -   | -       | -       | -    | -       | 92%        | 83%      | 82%    | 49%     | 61%   | 72%     |
| Carpool                                 | 2%   | 2%                    | 0% | 0%      | -       | -       | -   | -       | -       | -    | -       | 0%         | 4%       | 1%     | 3%      | 3%    | 0%      |
| Bus                                     | 14%  | 14%                   | 0% | 0%      | -       | -       | -   | -       | -       | -    | -       | 5%         | 4%       | 9%     | 29%     | 22%   | 0%      |
| Light Rail                              | 3%   | 3%                    | 0% | 0%      | -       | -       | -   | -       | -       | -    | -       | 1%         | 6%       | 1%     | 6%      | 5%    | 0%      |
| Bicycle                                 | 2%   | 2%                    | 0% | 0%      | -       | -       | -   | -       | -       | -    | -       | 0%         | 3%       | 2%     | 6%      | 1%    | 15%     |
| Walk                                    | 5%   | 5%                    | 0% | 0%      | -       | -       | -   | -       | -       | -    | -       | 0%         | 0%       | 5%     | 7%      | 8%    | 13%     |
| Not Sure                                | 1%   | 1%                    | 0% | 0%      | -       | -       | -   | -       | -       | -    | -       | 2%         | 0%       | 0%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%                  | 0% | 0%      |         |         |     |         |         |      |         | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Commuters                | 100% | 100%                  | 0% | 0%      |         |         |     |         |         |      |         | 16%        | 10%      | 25%    | 5%      | 43%   | 1%      |

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-5.2 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Car                                     | 73%  | 90%     | 84%      | 80%    | 83%     | 64%   | 77%     | 91%                 | 84%      | 76%    | 69%     | 67%   | 76%     |
| Carpool                                 | 2%   | 0%      | 5%       | 2%     | 2%      | 2%    | 0%      | 0%                  | 6%       | 1%     | 0%      | 2%    | 0%      |
| Bus                                     | 14%  | 7%      | 6%       | 9%     | 3%      | 21%   | 0%      | 6%                  | 7%       | 11%    | 12%     | 19%   | 0%      |
| Light Rail                              | 3%   | 0%      | 3%       | 2%     | 0%      | 5%    | 0%      | 1%                  | 3%       | 4%     | 7%      | 3%    | 0%      |
| Bicycle                                 | 2%   | 0%      | 2%       | 3%     | 2%      | 1%    | 23%     | 0%                  | 0%       | 2%     | 3%      | 1%    | 24%     |
| Walk                                    | 5%   | 0%      | 0%       | 4%     | 10%     | 6%    | 0%      | 0%                  | 0%       | 6%     | 10%     | 6%    | 0%      |
| Not Sure                                | 1%   | 3%      | 0%       | 0%     | 0%      | 0%    | 0%      | 3%                  | 0%       | 0%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Commuters                | 100% | 10%     | 6%       | 24%    | 7%      | 52%   | 0%      | 10%                 | 9%       | 21%    | 8%      | 52%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-5.2 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Car                                     | 73%  | 87%                  | 84%      | 74%    | 70%     | 57%   | 63%     | 87%      | 81%      | 73%    | 55%     | 70%   | 46%     | 90%               | 83%     | 72%    | 69%    | 54%     |
| Carpool                                 | 2%   | 1%                   | 2%       | 5%     | 0%      | 1%    | 0%      | 4%       | 4%       | 1%     | 0%      | 2%    | 0%      | 0%                | 0%      | 2%     | 3%     | 0%      |
| Bus                                     | 14%  | 4%                   | 8%       | 14%    | 26%     | 24%   | 0%      | 5%       | 8%       | 16%    | 25%     | 17%   | 7%      | 0%                | 8%      | 15%    | 17%    | 25%     |
| Light Rail                              | 3%   | 5%                   | 1%       | 3%     | 0%      | 5%    | 0%      | 3%       | 4%       | 3%     | 4%      | 4%    | 0%      | 0%                | 5%      | 3%     | 2%     | 14%     |
| Bicycle                                 | 2%   | 2%                   | 0%       | 0%     | 0%      | 4%    | 37%     | 2%       | 1%       | 1%     | 4%      | 1%    | 18%     | 0%                | 1%      | 2%     | 1%     | 6%      |
| Walk                                    | 5%   | 0%                   | 4%       | 4%     | 4%      | 9%    | 0%      | 0%       | 2%       | 6%     | 12%     | 6%    | 7%      | 0%                | 3%      | 5%     | 6%     | 0%      |
| Not Sure                                | 1%   | 1%                   | 0%       | 0%     | 0%      | 1%    | 0%      | 0%       | 0%       | 0%     | 0%      | 0%    | 22%     | 10%               | 0%      | 0%     | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Commuters                | 100% | 15%                  | 29%      | 19%    | 3%      | 34%   | 0%      | 10%      | 13%      | 22%    | 3%      | 51%   | 1%      | 3%                | 15%     | 45%    | 34%    | 2%      |

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-5.2 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Car                                     | 73%  | 82%                | 73%     | 60%    | 65%    | 80%     | 89%             | 81%     | 78%    | 67%    | 68%     | 61%             | 88%     | 78%    | 70%    | 76%     |
| Carpool                                 | 2%   | 3%                 | 2%      | 1%     | 0%     | 0%      | 0%              | 2%      | 2%     | 2%     | 0%      | 0%              | 0%      | 2%     | 2%     | 0%      |
| Bus                                     | 14%  | 8%                 | 14%     | 26%    | 17%    | 13%     | 11%             | 6%      | 12%    | 18%    | 24%     | 0%              | 12%     | 12%    | 16%    | 13%     |
| Light Rail                              | 3%   | 4%                 | 4%      | 1%     | 2%     | 0%      | 0%              | 2%      | 5%     | 2%     | 0%      | 8%              | 0%      | 2%     | 4%     | 0%      |
| Bicycle                                 | 2%   | 0%                 | 2%      | 4%     | 1%     | 7%      | 0%              | 2%      | 1%     | 2%     | 8%      | 8%              | 0%      | 2%     | 1%     | 11%     |
| Walk                                    | 5%   | 2%                 | 4%      | 9%     | 14%    | 0%      | 0%              | 2%      | 3%     | 8%     | 0%      | 0%              | 0%      | 4%     | 6%     | 0%      |
| Not Sure                                | 1%   | 1%                 | 0%      | 0%     | 0%     | 0%      | 0%              | 5%      | 0%     | 0%     | 0%      | 23%             | 0%      | 0%     | 0%     | 0%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Commuters                | 100% | 25%                | 51%     | 15%    | 8%     | 2%      | 2%              | 6%      | 45%    | 45%    | 1%      | 1%              | 3%      | 32%    | 63%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-5.2 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Car                                     | 73%  | 86%     | 71%     | 73%    | 74%    | 58%     | 68%            | 72%    | 85%     | 88%    | 38%     | 72%                     | 77%    | 78%     | 42%    | 40%     |
| Carpool                                 | 2%   | 2%      | 3%      | 1%     | 2%     | 2%      | 3%             | 2%     | 0%      | 3%     | 0%      | 3%                      | 1%     | 0%      | 0%     | 0%      |
| Bus                                     | 14%  | 5%      | 14%     | 15%    | 16%    | 9%      | 16%            | 16%    | 8%      | 2%     | 29%     | 15%                     | 14%    | 16%     | 35%    | 0%      |
| Light Rail                              | 3%   | 2%      | 7%      | 4%     | 1%     | 6%      | 3%             | 4%     | 2%      | 0%     | 10%     | 3%                      | 4%     | 0%      | 0%     | 0%      |
| Bicycle                                 | 2%   | 0%      | 2%      | 2%     | 1%     | 2%      | 3%             | 1%     | 3%      | 0%     | 4%      | 2%                      | 1%     | 5%      | 24%    | 0%      |
| Walk                                    | 5%   | 0%      | 2%      | 4%     | 6%     | 21%     | 8%             | 4%     | 2%      | 0%     | 18%     | 5%                      | 3%     | 0%      | 0%     | 38%     |
| Not Sure                                | 1%   | 5%      | 0%      | 0%     | 0%     | 2%      | 0%             | 0%     | 0%      | 8%     | 0%      | 0%                      | 0%     | 0%      | 0%     | 22%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Commuters                | 100% | 6%      | 14%     | 33%    | 43%    | 5%      | 23%            | 52%    | 18%     | 4%     | 3%      | 67%                     | 29%    | 2%      | 1%     | 1%      |

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-5.2 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Car                                     | 73%  | 73%                  | 74%    | 60%     | 41%    | 100%    | 71%               | 72%    | 80%     | 76%    | 22%     | 72%              | 76%    | 79%     | 51%    | 0%      |
| Carpool                                 | 2%   | 2%                   | 2%     | 0%      | 0%     | 0%      | 2%                | 3%     | 1%      | 0%     | 0%      | 2%               | 3%     | 0%      | 0%     | 0%      |
| Bus                                     | 14%  | 15%                  | 15%    | 10%     | 0%     | 0%      | 16%               | 15%    | 12%     | 0%     | 10%     | 15%              | 13%    | 8%      | 0%     | 0%      |
| Light Rail                              | 3%   | 3%                   | 4%     | 0%      | 0%     | 0%      | 3%                | 4%     | 2%      | 5%     | 0%      | 4%               | 2%     | 3%      | 0%     | 0%      |
| Bicycle                                 | 2%   | 2%                   | 1%     | 4%      | 0%     | 0%      | 2%                | 1%     | 2%      | 0%     | 0%      | 2%               | 1%     | 4%      | 0%     | 0%      |
| Walk                                    | 5%   | 5%                   | 4%     | 26%     | 0%     | 0%      | 5%                | 5%     | 3%      | 5%     | 68%     | 5%               | 4%     | 6%      | 0%     | 0%      |
| Not Sure                                | 1%   | 0%                   | 0%     | 0%      | 59%    | 0%      | 0%                | 0%     | 0%      | 15%    | 0%      | 0%               | 0%     | 0%      | 49%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 0%      |
| Composition of Commuters                | 100% | 65%                  | 30%    | 3%      | 1%     | 1%      | 34%               | 45%    | 18%     | 2%     | 1%      | 65%              | 32%    | 3%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-5.2 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Car                                     | 73%  | 72%            | 74%    | 91%     | 41%    | 100%    | 72%            | 88%    | 67%     | 41%    | 0%      | 73%                    | 74%    | 91%     | 24%    | 100%    |
| Carpool                                 | 2%   | 2%             | 1%     | 0%      | 0%     | 0%      | 2%             | 3%     | 0%      | 0%     | 0%      | 2%                     | 0%     | 0%      | 0%     | 0%      |
| Bus                                     | 14%  | 15%            | 15%    | 5%      | 0%     | 0%      | 15%            | 5%     | 20%     | 0%     | 0%      | 15%                    | 12%    | 0%      | 0%     | 0%      |
| Light Rail                              | 3%   | 3%             | 5%     | 0%      | 0%     | 0%      | 3%             | 2%     | 0%      | 0%     | 0%      | 3%                     | 4%     | 0%      | 0%     | 0%      |
| Bicycle                                 | 2%   | 2%             | 1%     | 4%      | 0%     | 0%      | 2%             | 0%     | 13%     | 0%     | 0%      | 2%                     | 1%     | 9%      | 0%     | 0%      |
| Walk                                    | 5%   | 6%             | 4%     | 0%      | 0%     | 0%      | 5%             | 3%     | 0%      | 0%     | 0%      | 5%                     | 9%     | 0%      | 0%     | 0%      |
| Not Sure                                | 1%   | 0%             | 0%     | 0%      | 59%    | 0%      | 0%             | 0%     | 0%      | 59%    | 0%      | 0%                     | 0%     | 0%      | 76%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Commuters                | 100% | 79%            | 18%    | 3%      | 1%     | 0%      | 93%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-5.2 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Car                                     | 73%  | 71%                     | 74%    | 80%     | 75%    | 88%     | 79%       | 69%    | 72%     | 82%    | 60%     | 78%           | 75%     | 64%     | 73%            | 85%     | 60%     |
| Carpool                                 | 2%   | 3%                      | 1%     | 0%      | 0%     | 0%      | 2%        | 3%     | 1%      | 0%     | 3%      | 0%            | 3%      | 1%      | 2%             | 0%      | 1%      |
| Bus                                     | 14%  | 15%                     | 15%    | 8%      | 21%    | 12%     | 12%       | 16%    | 17%     | 5%     | 14%     | 12%           | 13%     | 22%     | 15%            | 10%     | 16%     |
| Light Rail                              | 3%   | 3%                      | 5%     | 5%      | 0%     | 0%      | 2%        | 4%     | 6%      | 0%     | 2%      | 6%            | 3%      | 4%      | 4%             | 0%      | 4%      |
| Bicycle                                 | 2%   | 2%                      | 0%     | 3%      | 0%     | 0%      | 1%        | 2%     | 2%      | 0%     | 2%      | 1%            | 2%      | 3%      | 2%             | 0%      | 4%      |
| Walk                                    | 5%   | 5%                      | 5%     | 5%      | 5%     | 0%      | 4%        | 5%     | 2%      | 0%     | 19%     | 1%            | 5%      | 7%      | 4%             | 5%      | 13%     |
| Not Sure                                | 1%   | 1%                      | 0%     | 0%      | 0%     | 0%      | 0%        | 0%     | 0%      | 14%    | 0%      | 2%            | 0%      | 0%      | 1%             | 0%      | 0%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Commuters                | 100% | 59%                     | 28%    | 9%      | 2%     | 2%      | 37%       | 44%    | 11%     | 2%     | 6%      | 13%           | 68%     | 19%     | 81%            | 11%     | 8%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-5.2 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Car                                     | 73%  | 76%                 | 73%     | 65%     | 81%                    | 73%     | 60%     | 80%                  | 72%     | 63%     | 73%      | 77%     | 71%     | 76%        | 74%     | 70%     |
| Carpool                                 | 2%   | 1%                  | 2%      | 3%      | 1%                     | 2%      | 2%      | 1%                   | 2%      | 2%      | 2%       | 1%      | 2%      | 2%         | 1%      | 4%      |
| Bus                                     | 14%  | 14%                 | 15%     | 15%     | 13%                    | 14%     | 20%     | 10%                  | 15%     | 16%     | 14%      | 19%     | 13%     | 13%        | 15%     | 14%     |
| Light Rail                              | 3%   | 5%                  | 3%      | 0%      | 3%                     | 4%      | 1%      | 3%                   | 4%      | 2%      | 4%       | 0%      | 3%      | 4%         | 4%      | 0%      |
| Bicycle                                 | 2%   | 0%                  | 2%      | 3%      | 0%                     | 2%      | 0%      | 2%                   | 2%      | 1%      | 1%       | 0%      | 4%      | 0%         | 2%      | 3%      |
| Walk                                    | 5%   | 3%                  | 5%      | 15%     | 0%                     | 4%      | 18%     | 3%                   | 4%      | 16%     | 4%       | 2%      | 8%      | 2%         | 4%      | 9%      |
| Not Sure                                | 1%   | 1%                  | 0%      | 0%      | 2%                     | 0%      | 0%      | 1%                   | 0%      | 0%      | 1%       | 1%      | 0%      | 3%         | 0%      | 0%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Commuters                | 100% | 12%                 | 84%     | 4%      | 15%                    | 75%     | 10%     | 21%                  | 69%     | 10%     | 62%      | 11%     | 26%     | 16%        | 60%     | 25%     |

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-5.2 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Car                                     | 73%  | 78%               | 73%     | 67%     | 70%                     | 75%     | 70%     | 72%                     | 76%     | 57%     | 75%                  | 66%     | 61%     | 65%        | 78%     | 60%     |
| Carpool                                 | 2%   | 4%                | 0%      | 4%      | 4%                      | 2%      | 2%      | 3%                      | 2%      | 3%      | 2%                   | 2%      | 0%      | 7%         | 0%      | 4%      |
| Bus                                     | 14%  | 13%               | 15%     | 15%     | 15%                     | 14%     | 17%     | 16%                     | 13%     | 22%     | 14%                  | 16%     | 14%     | 15%        | 13%     | 21%     |
| Light Rail                              | 3%   | 3%                | 3%      | 5%      | 8%                      | 2%      | 2%      | 5%                      | 3%      | 2%      | 4%                   | 1%      | 3%      | 9%         | 3%      | 2%      |
| Bicycle                                 | 2%   | 0%                | 2%      | 2%      | 0%                      | 3%      | 0%      | 0%                      | 2%      | 0%      | 1%                   | 4%      | 1%      | 2%         | 1%      | 2%      |
| Walk                                    | 5%   | 2%                | 6%      | 7%      | 3%                      | 5%      | 9%      | 4%                      | 4%      | 13%     | 3%                   | 10%     | 16%     | 1%         | 5%      | 9%      |
| Not Sure                                | 1%   | 0%                | 1%      | 0%      | 1%                      | 1%      | 0%      | 1%                      | 0%      | 2%      | 0%                   | 1%      | 4%      | 1%         | 0%      | 2%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Commuters                | 100% | 27%               | 52%     | 21%     | 18%                     | 64%     | 18%     | 12%                     | 76%     | 12%     | 81%                  | 12%     | 7%      | 13%        | 69%     | 18%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-5.2 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Car                                     | 73%  | 84%         | 74%     | 53%     | 89%                    | 79%    | 79%      | 68%     | 82%     | 93%              | 87%    | 84%      | 64%     | 79%     |
| Carpool                                 | 2%   | 0%          | 2%      | 2%      | 2%                     | 4%     | 1%       | 2%      | 0%      | 0%               | 0%     | 2%       | 2%      | 0%      |
| Bus                                     | 14%  | 11%         | 14%     | 28%     | 8%                     | 10%    | 11%      | 17%     | 9%      | 0%               | 10%    | 9%       | 18%     | 21%     |
| Light Rail                              | 3%   | 2%          | 3%      | 0%      | 0%                     | 3%     | 4%       | 3%      | 0%      | 0%               | 3%     | 2%       | 4%      | 0%      |
| Bicycle                                 | 2%   | 0%          | 2%      | 2%      | 0%                     | 0%     | 3%       | 2%      | 0%      | 0%               | 0%     | 1%       | 2%      | 0%      |
| Walk                                    | 5%   | 0%          | 5%      | 9%      | 0%                     | 2%     | 2%       | 7%      | 9%      | 0%               | 0%     | 1%       | 8%      | 0%      |
| Not Sure                                | 1%   | 2%          | 0%      | 6%      | 0%                     | 2%     | 0%       | 0%      | 0%      | 7%               | 0%     | 0%       | 0%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Commuters                | 100% | 4%          | 91%     | 5%      | 4%                     | 15%    | 20%      | 59%     | 1%      | 4%               | 8%     | 28%      | 60%     | 1%      |

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-5.2 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Car                                     | 73%  | 81%             | 80%    | 83%      | 66%     | 81%     | 94%                    | 88%    | 78%      | 69%     | 78%     | 91%                    | 87%    | 78%      | 69%     | 91%     |
| Carpool                                 | 2%   | 0%              | 6%     | 1%       | 2%      | 10%     | 6%                     | 3%     | 1%       | 2%      | 3%      | 0%                     | 5%     | 1%       | 2%      | 3%      |
| Bus                                     | 14%  | 13%             | 7%     | 10%      | 18%     | 10%     | 0%                     | 6%     | 13%      | 16%     | 7%      | 0%                     | 7%     | 10%      | 17%     | 3%      |
| Light Rail                              | 3%   | 0%              | 2%     | 4%       | 4%      | 0%      | 0%                     | 0%     | 5%       | 3%      | 0%      | 2%                     | 0%     | 6%       | 3%      | 3%      |
| Bicycle                                 | 2%   | 0%              | 0%     | 1%       | 2%      | 0%      | 0%                     | 3%     | 1%       | 2%      | 0%      | 7%                     | 0%     | 1%       | 2%      | 0%      |
| Walk                                    | 5%   | 2%              | 5%     | 0%       | 8%      | 0%      | 0%                     | 0%     | 2%       | 6%      | 12%     | 0%                     | 1%     | 4%       | 6%      | 0%      |
| Not Sure                                | 1%   | 5%              | 0%     | 0%       | 0%      | 0%      | 0%                     | 0%     | 1%       | 1%      | 0%      | 0%                     | 0%     | 0%       | 1%      | 0%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Commuters                | 100% | 6%              | 13%    | 24%      | 56%     | 1%      | 2%                     | 6%     | 20%      | 69%     | 3%      | 2%                     | 7%     | 17%      | 71%     | 3%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-5.2 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Car                                     | 73%  | 83%                 | 86%    | 74%      | 71%     | 78%     | 73%                 | 90%    | 75%      | 71%     | 74%     | 70%            | 76%  | 68%            | 77%  | 69%            | 77%  |
| Carpool                                 | 2%   | 12%                 | 4%     | 1%       | 2%      | 2%      | 12%                 | 3%     | 0%       | 2%      | 4%      | 2%             | 2%   | 4%             | 1%   | 2%             | 2%   |
| Bus                                     | 14%  | 5%                  | 9%     | 12%      | 16%     | 16%     | 15%                 | 2%     | 13%      | 16%     | 18%     | 17%            | 12%  | 17%            | 12%  | 17%            | 12%  |
| Light Rail                              | 3%   | 0%                  | 1%     | 3%       | 4%      | 3%      | 0%                  | 3%     | 3%       | 4%      | 4%      | 2%             | 4%   | 3%             | 4%   | 3%             | 4%   |
| Bicycle                                 | 2%   | 0%                  | 0%     | 4%       | 1%      | 0%      | 0%                  | 2%     | 2%       | 2%      | 0%      | 1%             | 2%   | 0%             | 3%   | 1%             | 2%   |
| Walk                                    | 5%   | 0%                  | 0%     | 7%       | 5%      | 0%      | 0%                  | 0%     | 8%       | 5%      | 0%      | 6%             | 4%   | 7%             | 4%   | 7%             | 3%   |
| Not Sure                                | 1%   | 0%                  | 0%     | 0%       | 1%      | 0%      | 0%                  | 0%     | 0%       | 1%      | 0%      | 1%             | 0%   | 1%             | 0%   | 1%             | 0%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Commuters                | 100% | 3%                  | 5%     | 20%      | 68%     | 4%      | 4%                  | 5%     | 17%      | 71%     | 3%      | 47%            | 53%  | 43%            | 57%  | 51%            | 49%  |

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-5.2 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Car                                     | 73%  | 72%             | 74%  | 70%          | 76%  | 68%          | 79%  | 72%              | 75%  | 64%           | 76%  | 68%            | 76%  | 69%           | 75%  | 70%             | 76%  |
| Carpool                                 | 2%   | 2%              | 2%   | 2%           | 2%   | 3%           | 1%   | 3%               | 1%   | 4%            | 2%   | 3%             | 1%   | 4%            | 1%   | 2%              | 2%   |
| Bus                                     | 14%  | 14%             | 15%  | 16%          | 13%  | 15%          | 13%  | 14%              | 15%  | 18%           | 13%  | 18%            | 12%  | 15%           | 14%  | 15%             | 14%  |
| Light Rail                              | 3%   | 4%              | 2%   | 4%           | 2%   | 5%           | 1%   | 4%               | 3%   | 1%            | 4%   | 4%             | 3%   | 2%            | 4%   | 5%              | 1%   |
| Bicycle                                 | 2%   | 1%              | 2%   | 1%           | 2%   | 1%           | 2%   | 1%               | 2%   | 0%            | 2%   | 1%             | 2%   | 1%            | 2%   | 1%              | 3%   |
| Walk                                    | 5%   | 5%              | 5%   | 6%           | 4%   | 7%           | 3%   | 5%               | 5%   | 12%           | 3%   | 5%             | 5%   | 8%            | 3%   | 6%              | 4%   |
| Not Sure                                | 1%   | 1%              | 0%   | 1%           | 0%   | 1%           | 0%   | 1%               | 0%   | 1%            | 0%   | 1%             | 0%   | 1%            | 0%   | 1%              | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Commuters                | 100% | 57%             | 43%  | 53%          | 47%  | 52%          | 48%  | 53%              | 47%  | 22%           | 78%  | 40%            | 60%  | 37%           | 63%  | 56%             | 44%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-5.2 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Car                                     | 73%  | 70%             | 78%  | 65%           | 73%  | 76%    | 70%   | 45%    | 70%   | 75%   | 73%   | 87%  | 72%       | 75%  |
| Carpool                                 | 2%   | 2%              | 2%   | 0%            | 2%   | 1%     | 3%    | 0%     | 2%    | 2%    | 3%    | 0%   | 2%        | 2%   |
| Bus                                     | 14%  | 16%             | 12%  | 10%           | 15%  | 13%    | 16%   | 24%    | 19%   | 12%   | 13%   | 3%   | 16%       | 11%  |
| Light Rail                              | 3%   | 4%              | 2%   | 0%            | 3%   | 3%     | 4%    | 0%     | 2%    | 3%    | 5%    | 0%   | 3%        | 5%   |
| Bicycle                                 | 2%   | 1%              | 2%   | 15%           | 1%   | 2%     | 1%    | 32%    | 2%    | 2%    | 1%    | 0%   | 2%        | 1%   |
| Walk                                    | 5%   | 6%              | 4%   | 10%           | 5%   | 5%     | 6%    | 0%     | 5%    | 5%    | 4%    | 10%  | 5%        | 5%   |
| Not Sure                                | 1%   | 1%              | 0%   | 0%            | 1%   | 1%     | 0%    | 0%     | 1%    | 0%    | 1%    | 0%   | 0%        | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Commuters                | 100% | 59%             | 41%  | 2%            | 98%  | 54%    | 45%   | 1%     | 40%   | 31%   | 25%   | 5%   | 71%       | 29%  |

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-5.2 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Car                                     | 73%  | 82%     | 72%   | 75%   | 64%   | 56%    | 42%    | 53%      | 100%  | 66%       | 70%    | 70%     | 83%     | 61%     | 72%     | 77%     | 88%     | 71%     |
| Carpool                                 | 2%   | 3%      | 2%    | 1%    | 3%    | 0%     | 0%     | 15%      | 0%    | 0%        | 2%     | 3%      | 1%      | 4%      | 4%      | 1%      | 0%      | 0%      |
| Bus                                     | 14%  | 10%     | 15%   | 13%   | 30%   | 24%    | 0%     | 6%       | 0%    | 20%       | 12%    | 19%     | 7%      | 21%     | 13%     | 14%     | 10%     | 12%     |
| Light Rail                              | 3%   | 3%      | 2%    | 2%    | 2%    | 0%     | 0%     | 21%      | 0%    | 0%        | 4%     | 4%      | 3%      | 1%      | 5%      | 5%      | 0%      | 4%      |
| Bicycle                                 | 2%   | 0%      | 2%    | 2%    | 0%    | 0%     | 18%    | 0%       | 0%    | 6%        | 1%     | 1%      | 2%      | 4%      | 1%      | 0%      | 2%      | 2%      |
| Walk                                    | 5%   | 1%      | 7%    | 6%    | 1%    | 20%    | 0%     | 5%       | 0%    | 5%        | 10%    | 3%      | 5%      | 9%      | 5%      | 3%      | 0%      | 9%      |
| Not Sure                                | 1%   | 0%      | 0%    | 0%    | 0%    | 0%     | 40%    | 0%       | 0%    | 3%        | 0%     | 0%      | 0%      | 0%      | 0%      | 1%      | 0%      | 2%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Commuters                | 100% | 11%     | 7%    | 62%   | 11%   | 1%     | 1%     | 5%       | 1%    | 11%       | 22%    | 42%     | 25%     | 22%     | 28%     | 20%     | 15%     | 14%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 2 How do you commute to work most often?

| 562 Commuters                           | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-5.2 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Car                                     | 73%  | 80%    | 32%  | 0%      | 63%        | 83%    | 77%   |
| Carpool                                 | 2%   | 2%     | 3%   | 0%      | 2%         | 2%     | 0%    |
| Bus                                     | 14%  | 9%     | 46%  | 0%      | 20%        | 9%     | 12%   |
| Light Rail                              | 3%   | 3%     | 6%   | 0%      | 4%         | 3%     | 2%    |
| Bicycle                                 | 2%   | 1%     | 3%   | 0%      | 3%         | 1%     | 0%    |
| Walk                                    | 5%   | 4%     | 10%  | 0%      | 7%         | 3%     | 9%    |
| Not Sure                                | 1%   | 1%     | 0%   | 0%      | 1%         | 0%     | 0%    |
| Total                                   | 100% | 100%   | 100% | 0%      | 100%       | 100%   | 100%  |
| Composition of Commuters                | 100% | 86%    | 14%  | 0%      | 48%        | 47%    | 5%    |

## 3 In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |  |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Regularly                               | 12%  | 16%                   | 5%   | 5%      | 20%     | 0%      | 5%   | 3%      | 0%      | 0%   | 58%     | -          | -        | -      | -       | -     | -       |  |
| Fairly Often                            | 8%   | 10%                   | 5%   | 0%      | 11%     | 22%     | 3%   | 17%     | 17%     | 0%   | 0%      | -          | -        | -      | -       | -     | -       |  |
| Rarely                                  | 21%  | 25%                   | 13%  | 29%     | 29%     | 18%     | 16%  | 6%      | 25%     | 23%  | 0%      | -          | -        | -      | -       | -     | -       |  |
| Just Once                               | 4%   | 5%                    | 3%   | 12%     | 3%      | 7%      | 10%  | 9%      | 16%     | 7%   | 0%      | -          | -        | -      | -       | -     | -       |  |
| Never                                   | 54%  | 43%                   | 72%  | 55%     | 36%     | 54%     | 66%  | 64%     | 36%     | 69%  | 42%     | -          | -        | -      | -       | -     | -       |  |
| Not Sure                                | 1%   | 1%                    | 1%   | 0%      | 1%      | 0%      | 0%   | 0%      | 7%      | 2%   | 0%      | -          | -        | -      | -       | -     | -       |  |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    |            |          |        |         |       |         |  |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      |            |          |        |         |       |         |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |         |          |        |         |       |         |                     |          |        |         |       |         |  |
|---|---|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| 3                                       | In the past 30 days, how often have you read a text message or email while driving? |         |          |        |         |       |         |                     |          |        |         |       |         |  |
| 900 Adults                              | All   | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
| Credibility Interval: +/-4.5 pct points |   | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Regularly                               | 12%   | 93%     | 26%      | 8%     | 1%      | 3%    | 20%     | 85%                 | 21%      | 7%     | 6%      | 5%    | 9%      |  |
| Fairly Often                            | 8%  | 5%      | 65%      | 20%    | 3%      | 1%    | 0%      | 8%                  | 42%      | 13%    | 5%      | 3%    | 24%     |  |
| Rarely                                  | 21%   | 0%      | 7%       | 66%    | 27%     | 11%   | 29%     | 6%                  | 29%      | 45%    | 24%     | 15%   | 31%     |  |
| Just Once                               | 4%  | 0%      | 2%       | 3%     | 18%     | 5%    | 11%     | 0%                  | 0%       | 7%     | 19%     | 3%    | 0%      |  |
| Never                                   | 54%   | 2%      | 0%       | 2%     | 50%     | 79%   | 0%      | 2%                  | 9%       | 27%    | 45%     | 74%   | 26%     |  |
| Not Sure                                | 1%  | 0%      | 0%       | 1%     | 1%      | 1%    | 40%     | 0%                  | 0%       | 0%     | 1%      | 1%    | 11%     |  |
| Total                                   | 100%  | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100%  | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

|   |   |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
|---|---|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|--|
| 3                                       | In the past 30 days, how often have you read a text message or email while driving? |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
| 900 Adults                              | All   | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |  |
| Credibility Interval: +/-4.5 pct points |   | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |  |
| Regularly                               | 12%   | 26%                  | 16%      | 9%     | 2%      | 7%    | 0%      | 47%      | 33%      | 11%    | 10%     | 4%    | 25%     | 52%               | 32%     | 10%    | 4%     | 15%     |  |
| Fairly Often                            | 8%  | 15%                  | 14%      | 7%     | 5%      | 4%    | 25%     | 17%      | 24%      | 14%    | 12%     | 2%    | 15%     | 9%                | 15%     | 10%    | 4%     | 0%      |  |
| Rarely                                  | 21%   | 38%                  | 28%      | 27%    | 15%     | 11%   | 0%      | 23%      | 30%      | 46%    | 34%     | 12%   | 24%     | 12%               | 22%     | 31%    | 11%    | 27%     |  |
| Just Once                               | 4%  | 1%                   | 6%       | 7%     | 14%     | 2%    | 32%     | 1%       | 1%       | 7%     | 13%     | 4%    | 0%      | 0%                | 6%      | 5%     | 3%     | 13%     |  |
| Never                                   | 54%   | 19%                  | 36%      | 49%    | 64%     | 75%   | 0%      | 12%      | 11%      | 21%    | 31%     | 78%   | 25%     | 27%               | 23%     | 43%    | 77%    | 45%     |  |
| Not Sure                                | 1%  | 1%                   | 1%       | 1%     | 0%      | 1%    | 43%     | 0%       | 1%       | 0%     | 0%      | 1%    | 12%     | 0%                | 1%      | 1%     | 1%     | 0%      |  |
| Total                                   | 100%  | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100%  | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

3 In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Regularly                               | 12%  | 13%                | 12%     | 9%     | 14%    | 9%      | 69%             | 48%     | 14%    | 5%     | 0%      | 50%             | 53%     | 22%    | 6%     | 18%     |
| Fairly Often                            | 8%   | 15%                | 7%      | 9%     | 3%     | 0%      | 0%              | 17%     | 15%    | 3%     | 10%     | 5%              | 19%     | 18%    | 5%     | 0%      |
| Rarely                                  | 21%  | 24%                | 24%     | 21%    | 6%     | 10%     | 12%             | 26%     | 30%    | 15%    | 36%     | 19%             | 10%     | 28%    | 19%    | 25%     |
| Just Once                               | 4%   | 4%                 | 5%      | 3%     | 1%     | 6%      | 0%              | 3%      | 7%     | 3%     | 17%     | 0%              | 7%      | 5%     | 4%     | 18%     |
| Never                                   | 54%  | 44%                | 52%     | 57%    | 76%    | 74%     | 19%             | 6%      | 33%    | 74%    | 32%     | 27%             | 10%     | 27%    | 66%    | 23%     |
| Not Sure                                | 1%   | 1%                 | 1%      | 1%     | 1%     | 0%      | 0%              | 0%      | 1%     | 0%     | 5%      | 0%              | 0%      | 0%     | 1%     | 16%     |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

3 In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 12%  | 39%     | 18%     | 9%     | 10%    | 2%      | 8%             | 12%    | 12%     | 55%    | 4%      | 9%                      | 15%    | 24%     | 34%    | 40%     |
| Fairly Often                            | 8%   | 19%     | 17%     | 12%    | 3%     | 5%      | 5%             | 8%     | 16%     | 4%     | 8%      | 6%                      | 13%    | 16%     | 0%     | 22%     |
| Rarely                                  | 21%  | 26%     | 25%     | 31%    | 12%    | 27%     | 12%            | 23%    | 33%     | 14%    | 22%     | 18%                     | 33%    | 17%     | 0%     | 33%     |
| Just Once                               | 4%   | 3%      | 4%      | 7%     | 2%     | 9%      | 3%             | 5%     | 4%      | 3%     | 16%     | 5%                      | 4%     | 3%      | 12%    | 0%      |
| Never                                   | 54%  | 13%     | 35%     | 41%    | 71%    | 54%     | 72%            | 52%    | 35%     | 24%    | 47%     | 62%                     | 33%    | 39%     | 54%    | 6%      |
| Not Sure                                | 1%   | 0%      | 1%      | 1%     | 0%     | 2%      | 0%             | 1%     | 1%      | 0%     | 3%      | 0%                      | 2%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 3 In the past 30 days, how often have you read a text message or email while driving? |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults  | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.5 pct points   |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Regularly   | 12%  | 13%                  | 7%     | 10%     | 60%    | 20%     | 19%               | 6%     | 9%      | 41%    | 0%      | 13%              | 7%     | 40%     | 61%    | 0%      |
| Fairly Often  | 8%   | 7%                   | 10%    | 18%     | 21%    | 11%     | 6%                | 8%     | 14%     | 3%     | 9%      | 7%               | 11%    | 3%      | 0%     | 0%      |
| Rarely  | 21%  | 18%                  | 28%    | 25%     | 0%     | 46%     | 14%               | 25%    | 26%     | 17%    | 39%     | 20%              | 25%    | 16%     | 10%    | 0%      |
| Just Once   | 4%   | 4%                   | 4%     | 9%      | 0%     | 0%      | 3%                | 5%     | 5%      | 14%    | 0%      | 4%               | 5%     | 7%      | 0%     | 0%      |
| Never   | 54%  | 57%                  | 49%    | 38%     | 19%    | 16%     | 58%               | 55%    | 45%     | 25%    | 52%     | 56%              | 50%    | 35%     | 29%    | 100%    |
| Not Sure  | 1%   | 1%                   | 1%     | 0%      | 0%     | 8%      | 0%                | 1%     | 1%      | 0%     | 0%      | 1%               | 1%     | 0%      | 0%     | 0%      |
| Total   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

|   |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| 3 In the past 30 days, how often have you read a text message or email while driving? |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
| 900 Adults  | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
| Credibility Interval: +/-4.5 pct points   |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Regularly   | 12%  | 10%            | 13%    | 58%     | 65%    | 0%      | 11%            | 9%     | 80%     | 76%    | 0%      | 10%                    | 15%    | 50%     | 86%    | 65%     |
| Fairly Often  | 8%   | 7%             | 13%    | 0%      | 0%     | 0%      | 8%             | 13%    | 0%      | 0%     | 0%      | 8%                     | 13%    | 0%      | 0%     | 0%      |
| Rarely  | 21%  | 21%            | 23%    | 9%      | 0%     | 100%    | 21%            | 23%    | 0%      | 0%     | 0%      | 22%                    | 18%    | 0%      | 0%     | 0%      |
| Just Once   | 4%   | 4%             | 5%     | 3%      | 0%     | 0%      | 4%             | 4%     | 9%      | 0%     | 0%      | 5%                     | 3%     | 15%     | 0%     | 0%      |
| Never   | 54%  | 57%            | 44%    | 30%     | 35%    | 0%      | 55%            | 48%    | 12%     | 24%    | 0%      | 55%                    | 48%    | 35%     | 14%    | 35%     |
| Not Sure  | 1%   | 1%             | 2%     | 0%      | 0%     | 0%      | 1%             | 2%     | 0%      | 0%     | 0%      | 0%                     | 3%     | 0%      | 0%     | 0%      |
| Total   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
|---|---|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| 3                                       | In the past 30 days, how often have you read a text message or email while driving? |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
| 900 Adults                              | All   | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
| Credibility Interval: +/-4.5 pct points |   | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Regularly                               | 12%   | 12%                     | 7%     | 23%     | 20%    | 12%     | 14%       | 7%     | 19%     | 36%    | 8%      | 36%           | 9%      | 7%      | 10%            | 27%     | 9%      |  |
| Fairly Often                            | 8%  | 7%                      | 12%    | 7%      | 17%    | 0%      | 5%        | 9%     | 15%     | 14%    | 12%     | 8%            | 9%      | 7%      | 8%             | 9%      | 8%      |  |
| Rarely                                  | 21%   | 20%                     | 22%    | 23%     | 9%     | 46%     | 13%       | 27%    | 22%     | 39%    | 25%     | 10%           | 23%     | 22%     | 23%            | 13%     | 15%     |  |
| Just Once                               | 4%  | 4%                      | 6%     | 6%      | 0%     | 0%      | 2%        | 6%     | 8%      | 4%     | 5%      | 4%            | 4%      | 6%      | 5%             | 2%      | 2%      |  |
| Never                                   | 54%   | 57%                     | 53%    | 38%     | 54%    | 41%     | 65%       | 51%    | 35%     | 8%     | 46%     | 40%           | 54%     | 59%     | 53%            | 48%     | 66%     |  |
| Not Sure                                | 1%  | 0%                      | 1%     | 3%      | 0%     | 0%      | 0%        | 1%     | 1%      | 0%     | 4%      | 1%            | 1%      | 1%      | 1%             | 1%      | 0%      |  |
| Total                                   | 100%  | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults                   | 100%  | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

3

In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Regularly                               | 12%  | 34%                 | 9%      | 9%      | 39%                    | 8%      | 5%      | 31%                  | 9%      | 4%      | 15%      | 12%     | 6%      | 31%        | 11%     | 4%      |  |
| Fairly Often                            | 8%   | 6%                  | 9%      | 4%      | 8%                     | 8%      | 8%      | 12%                  | 7%      | 11%     | 8%       | 4%      | 10%     | 11%        | 8%      | 7%      |  |
| Rarely                                  | 21%  | 20%                 | 22%     | 15%     | 14%                    | 23%     | 19%     | 15%                  | 23%     | 19%     | 20%      | 18%     | 24%     | 14%        | 25%     | 18%     |  |
| Just Once                               | 4%   | 6%                  | 4%      | 7%      | 1%                     | 5%      | 5%      | 2%                   | 4%      | 8%      | 5%       | 3%      | 4%      | 1%         | 5%      | 4%      |  |
| Never                                   | 54%  | 34%                 | 56%     | 62%     | 37%                    | 55%     | 61%     | 39%                  | 57%     | 57%     | 51%      | 62%     | 55%     | 43%        | 51%     | 66%     |  |
| Not Sure                                | 1%   | 0%                  | 1%      | 3%      | 1%                     | 1%      | 1%      | 1%                   | 1%      | 2%      | 1%       | 1%      | 1%      | 0%         | 1%      | 1%      |  |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

| 3 In the past 30 days, how often have you read a text message or email while driving? |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 900 Adults<br>Credibility Interval: +/-4.5 pct points                                 | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|   |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Regularly   | 12%  | 26%               | 9%      | 5%      | 20%                     | 8%      | 16%     | 21%                     | 11%     | 6%      | 11%                  | 17%     | 8%      | 9%         | 13%     | 10%     |
| Fairly Often  | 8%   | 12%               | 7%      | 8%      | 8%                      | 8%      | 7%      | 10%                     | 8%      | 7%      | 9%                   | 6%      | 8%      | 11%        | 7%      | 8%      |
| Rarely  | 21%  | 18%               | 24%     | 18%     | 19%                     | 22%     | 19%     | 14%                     | 23%     | 18%     | 23%                  | 20%     | 8%      | 27%        | 21%     | 17%     |
| Just Once   | 4%   | 7%                | 3%      | 5%      | 7%                      | 5%      | 2%      | 3%                      | 5%      | 2%      | 5%                   | 3%      | 3%      | 7%         | 4%      | 5%      |
| Never   | 54%  | 38%               | 57%     | 62%     | 44%                     | 56%     | 56%     | 49%                     | 52%     | 67%     | 52%                  | 54%     | 72%     | 45%        | 54%     | 58%     |
| Not Sure  | 1%   | 1%                | 0%      | 1%      | 2%                      | 0%      | 0%      | 3%                      | 0%      | 0%      | 1%                   | 1%      | 1%      | 0%         | 0%      | 2%      |
| Total   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

| 3 In the past 30 days, how often have you read a text message or email while driving? |      |             |         |         |                        |        |          |         |         |                  |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| 900 Adults<br>Credibility Interval: +/-4.5 pct points                                 | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|   |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Regularly   | 12%  | 42%         | 10%     | 16%     | 60%                    | 33%    | 16%      | 5%      | 0%      | 87%              | 26%    | 24%      | 3%      | 35%     |
| Fairly Often  | 8%   | 5%          | 8%      | 6%      | 11%                    | 23%    | 15%      | 4%      | 7%      | 8%               | 46%    | 17%      | 2%      | 0%      |
| Rarely  | 21%  | 21%         | 22%     | 5%      | 6%                     | 27%    | 35%      | 17%     | 28%     | 0%               | 24%    | 40%      | 16%     | 17%     |
| Just Once   | 4%   | 3%          | 5%      | 2%      | 5%                     | 4%     | 6%       | 4%      | 5%      | 0%               | 1%     | 4%       | 5%      | 12%     |
| Never   | 54%  | 27%         | 54%     | 71%     | 13%                    | 13%    | 28%      | 70%     | 45%     | 5%               | 1%     | 14%      | 73%     | 36%     |
| Not Sure  | 1%   | 2%          | 1%      | 1%      | 4%                     | 0%     | 1%       | 0%      | 16%     | 0%               | 2%     | 1%       | 0%      | 0%      |
| Total   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

3

In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Regularly                               | 12%  | 42%             | 16%    | 22%      | 5%      | 4%      | 40%                    | 33%    | 15%      | 9%      | 4%      | 28%                    | 25%    | 13%      | 9%      | 19%     |  |
| Fairly Often                            | 8%   | 10%             | 31%    | 13%      | 3%      | 4%      | 7%                     | 22%    | 15%      | 6%      | 11%     | 10%                    | 26%    | 16%      | 5%      | 19%     |  |
| Rarely                                  | 21%  | 26%             | 26%    | 33%      | 15%     | 56%     | 11%                    | 21%    | 32%      | 19%     | 31%     | 10%                    | 25%    | 41%      | 17%     | 25%     |  |
| Just Once                               | 4%   | 2%              | 3%     | 7%       | 4%      | 8%      | 7%                     | 3%     | 6%       | 4%      | 5%      | 7%                     | 4%     | 2%       | 5%      | 2%      |  |
| Never                                   | 54%  | 21%             | 22%    | 24%      | 72%     | 27%     | 35%                    | 20%    | 31%      | 62%     | 47%     | 44%                    | 20%    | 26%      | 63%     | 33%     |  |
| Not Sure                                | 1%   | 0%              | 2%     | 1%       | 0%      | 0%      | 0%                     | 0%     | 1%       | 1%      | 2%      | 0%                     | 0%     | 2%       | 1%      | 2%      |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

|   |   |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|---|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 3                                       | In the past 30 days, how often have you read a text message or email while driving? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All   | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.5 pct points |   | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Regularly                               | 12%   | 22%                 | 31%    | 12%      | 10%     | 8%      | 21%                 | 31%    | 12%      | 10%     | 14%     | 8%             | 15%  | 8%             | 15%  | 6%             | 17%  |
| Fairly Often                            | 8%  | 9%                  | 17%    | 19%      | 5%      | 16%     | 8%                  | 19%    | 21%      | 5%      | 17%     | 6%             | 11%  | 7%             | 9%   | 8%             | 8%   |
| Rarely                                  | 21%   | 9%                  | 29%    | 32%      | 18%     | 34%     | 13%                 | 18%    | 42%      | 18%     | 36%     | 23%            | 19%  | 20%            | 22%  | 24%            | 18%  |
| Just Once                               | 4%  | 5%                  | 0%     | 7%       | 4%      | 8%      | 3%                  | 5%     | 5%       | 4%      | 8%      | 5%             | 4%   | 6%             | 3%   | 4%             | 5%   |
| Never                                   | 54%   | 55%                 | 23%    | 28%      | 62%     | 32%     | 55%                 | 26%    | 20%      | 63%     | 23%     | 57%            | 51%  | 58%            | 50%  | 57%            | 51%  |
| Not Sure                                | 1%  | 0%                  | 0%     | 1%       | 1%      | 1%      | 0%                  | 2%     | 1%       | 1%      | 2%      | 1%             | 1%   | 1%             | 1%   | 1%             | 0%   |
| Total                                   | 100%  | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100%  | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

3

In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Regularly                               | 12%  | 7%              | 18%  | 11%          | 13%  | 6%           | 19%  | 6%               | 19%  | 6%            | 14%  | 6%             | 16%  | 6%            | 15%  | 7%              | 19%  |
| Fairly Often                            | 8%   | 9%              | 8%   | 7%           | 10%  | 7%           | 9%   | 8%               | 8%   | 6%            | 9%   | 8%             | 8%   | 8%            | 8%   | 8%              | 9%   |
| Rarely                                  | 21%  | 24%             | 18%  | 22%          | 20%  | 25%          | 16%  | 25%              | 16%  | 20%           | 22%  | 23%            | 20%  | 24%           | 20%  | 25%             | 15%  |
| Just Once                               | 4%   | 5%              | 4%   | 3%           | 6%   | 4%           | 5%   | 3%               | 6%   | 2%            | 5%   | 5%             | 4%   | 4%            | 5%   | 4%              | 4%   |
| Never                                   | 54%  | 55%             | 53%  | 56%          | 51%  | 57%          | 50%  | 58%              | 49%  | 66%           | 50%  | 59%            | 51%  | 58%           | 52%  | 56%             | 51%  |
| Not Sure                                | 1%   | 1%              | 1%   | 1%           | 1%   | 0%           | 1%   | 0%               | 1%   | 1%            | 1%   | 0%             | 1%   | 0%            | 1%   | 0%              | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

3

In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Regularly                               | 12%  | 7%              | 19%  | 2%            | 12%  | 17%    | 6%    | 10%    | 17%   | 10%   | 12%   | 4%   | 13%       | 9%   |
| Fairly Often                            | 8%   | 8%              | 9%   | 4%            | 8%   | 8%     | 8%    | 0%     | 13%   | 11%   | 3%    | 0%   | 12%       | 2%   |
| Rarely                                  | 21%  | 26%             | 14%  | 0%            | 22%  | 20%    | 22%   | 12%    | 26%   | 23%   | 19%   | 11%  | 25%       | 16%  |
| Just Once                               | 4%   | 4%              | 4%   | 2%            | 5%   | 3%     | 5%    | 9%     | 4%    | 7%    | 2%    | 2%   | 6%        | 2%   |
| Never                                   | 54%  | 55%             | 53%  | 92%           | 53%  | 50%    | 57%   | 61%    | 38%   | 49%   | 64%   | 82%  | 43%       | 71%  |
| Not Sure                                | 1%   | 0%              | 1%   | 0%            | 1%   | 1%     | 1%    | 9%     | 2%    | 0%    | 0%    | 0%   | 1%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

3 In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Regularly                               | 12%  | 31%     | 25%   | 8%    | 14%   | 0%     | 25%    | 3%       | 0%    | 14%       | 8%     | 8%      | 22%     | 15%     | 12%     | 8%      | 13%     | 8%      |
| Fairly Often                            | 8%   | 3%      | 4%    | 9%    | 9%    | 9%     | 0%     | 15%      | 6%    | 5%        | 7%     | 10%     | 8%      | 4%      | 7%      | 10%     | 12%     | 10%     |
| Rarely                                  | 21%  | 21%     | 11%   | 24%   | 21%   | 8%     | 8%     | 7%       | 23%   | 11%       | 23%    | 23%     | 21%     | 12%     | 22%     | 20%     | 26%     | 33%     |
| Just Once                               | 4%   | 1%      | 5%    | 5%    | 6%    | 0%     | 0%     | 4%       | 0%    | 6%        | 4%     | 4%      | 4%      | 3%      | 8%      | 5%      | 2%      | 3%      |
| Never                                   | 54%  | 44%     | 53%   | 54%   | 50%   | 80%    | 67%    | 71%      | 71%   | 63%       | 56%    | 55%     | 44%     | 66%     | 50%     | 57%     | 44%     | 46%     |
| Not Sure                                | 1%   | 0%      | 2%    | 1%    | 0%    | 4%     | 0%     | 0%       | 0%    | 1%        | 1%     | 0%      | 1%      | 1%      | 1%      | 0%      | 1%      | 0%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

3 In the past 30 days, how often have you read a text message or email while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Regularly                               | 12%  | 12%    | 9%   | 0%      | 11%        | 12%    | 10%   |
| Fairly Often                            | 8%   | 9%     | 3%   | 0%      | 10%        | 8%     | 2%    |
| Rarely                                  | 21%  | 24%    | 7%   | 0%      | 20%        | 22%    | 20%   |
| Just Once                               | 4%   | 5%     | 4%   | 0%      | 4%         | 4%     | 5%    |
| Never                                   | 54%  | 50%    | 76%  | 100%    | 54%        | 53%    | 63%   |
| Not Sure                                | 1%   | 1%     | 1%   | 0%      | 1%         | 0%     | 1%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Regularly                               | 7%   | 10%                   | 1%   | 5%      | 13%     | 0%      | 5%   | 0%      | 0%      | 0%   | 58%     | 56%        | 4%       | 0%     | 0%      | 0%    | 0%      |
| Fairly Often                            | 5%   | 6%                    | 3%   | 0%      | 7%      | 17%     | 3%   | 5%      | 8%      | 0%   | 0%      | 11%        | 40%      | 2%     | 2%      | 0%    | 0%      |
| Rarely                                  | 19%  | 24%                   | 10%  | 8%      | 26%     | 18%     | 15%  | 18%     | 37%     | 20%  | 0%      | 13%        | 45%      | 58%    | 12%     | 1%    | 19%     |
| Just Once                               | 5%   | 7%                    | 1%   | 12%     | 8%      | 5%      | 2%   | 0%      | 7%      | 14%  | 0%      | 1%         | 2%       | 6%     | 19%     | 4%    | 8%      |
| Never                                   | 64%  | 52%                   | 85%  | 76%     | 46%     | 60%     | 76%  | 77%     | 42%     | 66%  | 42%     | 19%        | 8%       | 34%    | 66%     | 95%   | 56%     |
| Not Sure                                | 0%   | 0%                    | 0%   | 0%      | 0%      | 0%      | 0%   | 0%      | 7%      | 0%   | 0%      | 1%         | 0%       | 0%     | 1%      | 0%    | 16%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Regularly                               | 7%   | -       | -        | -      | -       | -     | -       | 78%                 | 8%       | 4%     | 4%      | 0%    | 9%      |
| Fairly Often                            | 5%   | -       | -        | -      | -       | -     | -       | 10%                 | 29%      | 6%     | 5%      | 2%    | 0%      |
| Rarely                                  | 19%  | -       | -        | -      | -       | -     | -       | 3%                  | 43%      | 41%    | 24%     | 11%   | 13%     |
| Just Once                               | 5%   | -       | -        | -      | -       | -     | -       | 0%                  | 5%       | 7%     | 10%     | 4%    | 17%     |
| Never                                   | 64%  | -       | -        | -      | -       | -     | -       | 10%                 | 15%      | 42%    | 56%     | 83%   | 51%     |
| Not Sure                                | 0%   | -       | -        | -      | -       | -     | -       | 0%                  | 1%       | 0%     | 0%      | 0%    | 11%     |
| Total                                   | 100% |         |          |        |         |       |         | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% |         |          |        |         |       |         | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

4

In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Regularly                               | 7%   | 19%                  | 13%      | 4%     | 2%      | 2%    | 0%      | 40%      | 22%      | 6%     | 2%      | 0%    | 25%     | 34%               | 27%     | 5%     | 1%     | 3%      |
| Fairly Often                            | 5%   | 9%                   | 9%       | 4%     | 7%      | 2%    | 0%      | 14%      | 22%      | 5%     | 5%      | 1%    | 8%      | 8%                | 9%      | 6%     | 2%     | 4%      |
| Rarely                                  | 19%  | 32%                  | 30%      | 20%    | 9%      | 9%    | 0%      | 24%      | 32%      | 47%    | 17%     | 8%    | 14%     | 31%               | 22%     | 27%    | 8%     | 22%     |
| Just Once                               | 5%   | 4%                   | 10%      | 5%     | 6%      | 2%    | 0%      | 5%       | 2%       | 6%     | 7%      | 5%    | 9%      | 0%                | 5%      | 8%     | 2%     | 0%      |
| Never                                   | 64%  | 36%                  | 38%      | 66%    | 76%     | 85%   | 57%     | 16%      | 22%      | 36%    | 68%     | 86%   | 32%     | 27%               | 36%     | 53%    | 86%    | 71%     |
| Not Sure                                | 0%   | 0%                   | 0%       | 1%     | 0%      | 0%    | 43%     | 1%       | 0%       | 0%     | 0%      | 0%    | 12%     | 0%                | 0%      | 0%     | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

4

In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Regularly                               | 7%   | 7%                 | 8%      | 6%     | 1%     | 0%      | 40%             | 25%     | 11%    | 2%     | 0%      | 36%             | 39%     | 16%    | 2%     | 18%     |  |
| Fairly Often                            | 5%   | 9%                 | 5%      | 4%     | 2%     | 4%      | 20%             | 19%     | 9%     | 1%     | 5%      | 19%             | 28%     | 10%    | 2%     | 0%      |  |
| Rarely                                  | 19%  | 24%                | 19%     | 20%    | 5%     | 9%      | 9%              | 37%     | 28%    | 11%    | 21%     | 0%              | 19%     | 35%    | 13%    | 25%     |  |
| Just Once                               | 5%   | 9%                 | 3%      | 7%     | 1%     | 10%     | 12%             | 3%      | 8%     | 2%     | 0%      | 13%             | 4%      | 5%     | 4%     | 26%     |  |
| Never                                   | 64%  | 51%                | 64%     | 63%    | 92%    | 77%     | 19%             | 15%     | 44%    | 84%    | 69%     | 32%             | 10%     | 33%    | 78%    | 23%     |  |
| Not Sure                                | 0%   | 0%                 | 0%      | 0%     | 0%     | 0%      | 0%              | 0%      | 1%     | 0%     | 5%      | 0%              | 0%      | 0%     | 0%     | 9%      |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

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Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|---|--|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 4                                       | In the past 30 days, how often have you typed a text message or email while driving? |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.4 pct points |  | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 7%   | 27%     | 13%     | 4%     | 6%     | 0%      | 4%             | 9%     | 6%      | 16%    | 4%      | 6%                      | 9%     | 17%     | 13%    | 19%     |
| Fairly Often                            | 5%   | 18%     | 12%     | 7%     | 1%     | 1%      | 4%             | 5%     | 7%      | 6%     | 0%      | 3%                      | 8%     | 20%     | 21%    | 0%      |
| Rarely                                  | 19%  | 22%     | 31%     | 26%    | 10%    | 18%     | 12%            | 17%    | 35%     | 14%    | 30%     | 13%                     | 33%    | 21%     | 12%    | 76%     |
| Just Once                               | 5%   | 4%      | 5%      | 5%     | 4%     | 8%      | 2%             | 6%     | 8%      | 2%     | 0%      | 5%                      | 4%     | 3%      | 19%    | 0%      |
| Never                                   | 64%  | 28%     | 40%     | 57%    | 78%    | 72%     | 79%            | 63%    | 43%     | 61%    | 63%     | 72%                     | 45%    | 39%     | 35%    | 6%      |
| Not Sure                                | 0%   | 1%      | 0%      | 0%     | 0%     | 1%      | 0%             | 0%     | 0%      | 1%     | 3%      | 0%                      | 1%     | 0%      | 0%     | 0%      |
| Total                                   | 100%   | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%   | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|   |  |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|---|--|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 4                                       | In the past 30 days, how often have you typed a text message or email while driving? |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.4 pct points |  | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 7%   | 8%                   | 4%     | 11%     | 27%    | 0%      | 11%               | 3%     | 7%      | 10%    | 0%      | 8%               | 4%     | 22%     | 28%    | 0%      |
| Fairly Often                            | 5%   | 4%                   | 6%     | 17%     | 45%    | 20%     | 4%                | 5%     | 6%      | 9%     | 0%      | 4%               | 8%     | 0%      | 25%    | 0%      |
| Rarely                                  | 19%  | 17%                  | 21%    | 28%     | 0%     | 57%     | 15%               | 18%    | 23%     | 34%    | 48%     | 17%              | 22%    | 36%     | 0%     | 0%      |
| Just Once                               | 5%   | 4%                   | 6%     | 7%      | 0%     | 8%      | 6%                | 4%     | 4%      | 0%     | 0%      | 5%               | 4%     | 3%      | 0%     | 0%      |
| Never                                   | 64%  | 67%                  | 63%    | 37%     | 19%    | 16%     | 63%               | 69%    | 60%     | 43%    | 52%     | 66%              | 62%    | 39%     | 39%    | 100%    |
| Not Sure                                | 0%   | 0%                   | 0%     | 0%      | 9%     | 0%      | 0%                | 0%     | 0%      | 3%     | 0%      | 0%               | 0%     | 0%      | 9%     | 0%      |
| Total                                   | 100%   | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%   | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

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Percentages

Sponsor:  
King County Target Zero Task Force ()

4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 7%   | 6%             | 6%     | 46%     | 49%    | 0%      | 6%             | 8%     | 52%     | 34%    | 0%      | 6%                     | 13%    | 50%     | 39%    | 65%     |
| Fairly Often                            | 5%   | 4%             | 10%    | 12%     | 0%     | 0%      | 4%             | 13%    | 18%     | 31%    | 0%      | 5%                     | 6%     | 0%      | 35%    | 0%      |
| Rarely                                  | 19%  | 18%            | 21%    | 0%      | 0%     | 100%    | 19%            | 18%    | 0%      | 0%     | 0%      | 18%                    | 26%    | 8%      | 0%     | 0%      |
| Just Once                               | 5%   | 4%             | 7%     | 3%      | 0%     | 0%      | 5%             | 0%     | 9%      | 0%     | 0%      | 5%                     | 3%     | 7%      | 0%     | 0%      |
| Never                                   | 64%  | 67%            | 56%    | 39%     | 35%    | 0%      | 65%            | 61%    | 21%     | 24%    | 0%      | 66%                    | 52%    | 35%     | 14%    | 35%     |
| Not Sure                                | 0%   | 0%             | 0%     | 0%      | 16%    | 0%      | 0%             | 0%     | 0%      | 11%    | 0%      | 0%                     | 0%     | 0%      | 12%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Regularly                               | 7%   | 7%                      | 5%     | 11%     | 3%     | 4%      | 10%       | 3%     | 15%     | 11%    | 1%      | 31%           | 4%      | 4%      | 5%             | 21%     | 5%      |
| Fairly Often                            | 5%   | 3%                      | 8%     | 6%      | 18%    | 0%      | 3%        | 6%     | 8%      | 25%    | 3%      | 6%            | 5%      | 4%      | 5%             | 4%      | 7%      |
| Rarely                                  | 19%  | 15%                     | 21%    | 32%     | 21%    | 44%     | 9%        | 23%    | 25%     | 43%    | 31%     | 15%           | 20%     | 18%     | 19%            | 17%     | 15%     |
| Just Once                               | 5%   | 4%                      | 8%     | 3%      | 9%     | 0%      | 5%        | 4%     | 9%      | 0%     | 5%      | 2%            | 5%      | 5%      | 5%             | 2%      | 7%      |
| Never                                   | 64%  | 70%                     | 58%    | 47%     | 45%    | 52%     | 73%       | 64%    | 42%     | 22%    | 58%     | 45%           | 66%     | 69%     | 65%            | 56%     | 66%     |
| Not Sure                                | 0%   | 0%                      | 0%     | 0%      | 4%     | 0%      | 0%        | 0%     | 0%      | 0%     | 1%      | 0%            | 0%      | 1%      | 0%             | 0%      | 0%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

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Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
|---|--|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| 4                                       | In the past 30 days, how often have you typed a text message or email while driving? |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
| Credibility Interval: +/-4.4 pct points |  | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Regularly                               | 7%   | 21%                 | 5%      | 6%      | 25%                    | 5%      | 4%      | 26%                  | 4%      | 3%      | 8%       | 10%     | 3%      | 25%        | 5%      | 2%      |
| Fairly Often                            | 5%   | 6%                  | 5%      | 5%      | 7%                     | 5%      | 4%      | 10%                  | 5%      | 2%      | 7%       | 2%      | 3%      | 9%         | 5%      | 4%      |
| Rarely                                  | 19%  | 8%                  | 20%     | 17%     | 15%                    | 20%     | 15%     | 17%                  | 19%     | 20%     | 18%      | 12%     | 23%     | 13%        | 20%     | 18%     |
| Just Once                               | 5%   | 5%                  | 5%      | 4%      | 3%                     | 4%      | 10%     | 9%                   | 3%      | 11%     | 6%       | 3%      | 3%      | 2%         | 4%      | 9%      |
| Never                                   | 64%  | 59%                 | 65%     | 67%     | 48%                    | 66%     | 68%     | 39%                  | 70%     | 64%     | 61%      | 73%     | 67%     | 51%        | 66%     | 67%     |
| Not Sure                                | 0%   | 1%                  | 0%      | 2%      | 1%                     | 0%      | 0%      | 0%                   | 0%      | 0%      | 0%       | 0%      | 1%      | 0%         | 0%      | 0%      |
| Total                                   | 100%   | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%   | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

|   |  |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|--|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 4                                       | In the past 30 days, how often have you typed a text message or email while driving? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-4.4 pct points |  | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Regularly                               | 7%   | 16%               | 6%      | 1%      | 9%                      | 5%      | 12%     | 13%                     | 7%      | 3%      | 6%                   | 10%     | 8%      | 6%         | 8%      | 5%      |
| Fairly Often                            | 5%   | 8%                | 4%      | 4%      | 8%                      | 5%      | 4%      | 11%                     | 4%      | 4%      | 5%                   | 3%      | 4%      | 10%        | 5%      | 3%      |
| Rarely                                  | 19%  | 22%               | 16%     | 21%     | 17%                     | 19%     | 18%     | 18%                     | 19%     | 18%     | 20%                  | 18%     | 10%     | 24%        | 18%     | 19%     |
| Just Once                               | 5%   | 5%                | 5%      | 3%      | 4%                      | 5%      | 6%      | 3%                      | 5%      | 7%      | 5%                   | 3%      | 4%      | 3%         | 6%      | 3%      |
| Never                                   | 64%  | 49%               | 69%     | 69%     | 62%                     | 66%     | 61%     | 55%                     | 65%     | 67%     | 63%                  | 65%     | 75%     | 58%        | 64%     | 70%     |
| Not Sure                                | 0%   | 0%                | 0%      | 1%      | 1%                      | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                   | 1%      | 0%      | 0%         | 0%      | 1%      |
| Total                                   | 100%   | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%   | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |



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Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Regularly                               | 7%   | 7%          | 7%      | 11%     | 41%                    | 30%    | 7%       | 2%      | 0%      | 51%              | 20%    | 16%      | 1%      | 8%      |
| Fairly Often                            | 5%   | 7%          | 5%      | 1%      | 15%                    | 13%    | 7%       | 2%      | 7%      | 9%               | 35%    | 8%       | 1%      | 0%      |
| Rarely                                  | 19%  | 21%         | 19%     | 15%     | 19%                    | 30%    | 39%      | 11%     | 15%     | 0%               | 41%    | 45%      | 9%      | 45%     |
| Just Once                               | 5%   | 7%          | 5%      | 4%      | 4%                     | 5%     | 6%       | 4%      | 5%      | 0%               | 1%     | 6%       | 5%      | 0%      |
| Never                                   | 64%  | 58%         | 64%     | 67%     | 18%                    | 22%    | 40%      | 80%     | 68%     | 40%              | 2%     | 24%      | 83%     | 43%     |
| Not Sure                                | 0%   | 0%          | 0%      | 1%      | 2%                     | 0%     | 1%       | 0%      | 4%      | 0%               | 1%     | 1%       | 0%      | 4%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Regularly                               | 7%   | 32%             | 16%    | 15%      | 1%      | 0%      | 16%                    | 24%    | 10%      | 5%      | 4%      | 19%                    | 19%    | 10%      | 5%      | 5%      |
| Fairly Often                            | 5%   | 17%             | 15%    | 5%       | 2%      | 4%      | 3%                     | 25%    | 7%       | 3%      | 3%      | 4%                     | 25%    | 5%       | 3%      | 11%     |
| Rarely                                  | 19%  | 20%             | 35%    | 37%      | 10%     | 0%      | 25%                    | 29%    | 36%      | 13%     | 35%     | 21%                    | 32%    | 44%      | 12%     | 44%     |
| Just Once                               | 5%   | 0%              | 3%     | 7%       | 5%      | 5%      | 8%                     | 1%     | 5%       | 5%      | 0%      | 7%                     | 4%     | 7%       | 5%      | 0%      |
| Never                                   | 64%  | 31%             | 30%    | 36%      | 81%     | 90%     | 45%                    | 21%    | 41%      | 74%     | 52%     | 46%                    | 20%    | 34%      | 76%     | 38%     |
| Not Sure                                | 0%   | 0%              | 1%     | 1%       | 0%      | 0%      | 3%                     | 0%     | 1%       | 0%      | 5%      | 3%                     | 0%     | 1%       | 0%      | 2%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|--|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 4                                       | In the past 30 days, how often have you typed a text message or email while driving? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.4 pct points |  | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Regularly                               | 7%   | 15%                 | 26%    | 10%      | 5%      | 2%      | 14%                 | 27%    | 8%       | 5%      | 5%      | 5%             | 9%   | 4%             | 9%   | 4%             | 10%  |
| Fairly Often                            | 5%   | 7%                  | 13%    | 10%      | 3%      | 8%      | 6%                  | 9%     | 12%      | 3%      | 12%     | 4%             | 6%   | 4%             | 5%   | 4%             | 6%   |
| Rarely                                  | 19%  | 13%                 | 28%    | 38%      | 13%     | 45%     | 10%                 | 31%    | 43%      | 13%     | 48%     | 19%            | 18%  | 17%            | 20%  | 20%            | 17%  |
| Just Once                               | 5%   | 6%                  | 0%     | 6%       | 5%      | 0%      | 8%                  | 1%     | 10%      | 4%      | 0%      | 6%             | 4%   | 7%             | 3%   | 6%             | 3%   |
| Never                                   | 64%  | 58%                 | 32%    | 36%      | 74%     | 43%     | 61%                 | 30%    | 27%      | 74%     | 33%     | 66%            | 63%  | 68%            | 62%  | 66%            | 63%  |
| Not Sure                                | 0%   | 2%                  | 0%     | 1%       | 0%      | 1%      | 1%                  | 2%     | 0%       | 0%      | 2%      | 0%             | 0%   | 0%             | 0%   | 0%             | 1%   |
| Total                                   | 100%   | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100%   | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|   |  |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|--|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 4                                       | In the past 30 days, how often have you typed a text message or email while driving? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.4 pct points |  | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Regularly                               | 7%   | 4%              | 11%  | 8%           | 6%   | 3%           | 11%  | 4%               | 11%  | 4%            | 8%   | 5%             | 8%   | 5%            | 8%   | 4%              | 12%  |
| Fairly Often                            | 5%   | 5%              | 5%   | 3%           | 8%   | 4%           | 6%   | 5%               | 5%   | 2%            | 6%   | 4%             | 6%   | 4%            | 6%   | 4%              | 7%   |
| Rarely                                  | 19%  | 21%             | 16%  | 18%          | 20%  | 19%          | 18%  | 18%              | 20%  | 14%           | 20%  | 21%            | 17%  | 19%           | 18%  | 20%             | 16%  |
| Just Once                               | 5%   | 6%              | 3%   | 3%           | 7%   | 4%           | 6%   | 5%               | 5%   | 5%            | 5%   | 6%             | 4%   | 6%            | 4%   | 6%              | 3%   |
| Never                                   | 64%  | 64%             | 65%  | 68%          | 60%  | 69%          | 59%  | 68%              | 59%  | 74%           | 61%  | 63%            | 65%  | 66%           | 64%  | 66%             | 62%  |
| Not Sure                                | 0%   | 0%              | 0%   | 0%           | 0%   | 0%           | 0%   | 0%               | 0%   | 0%            | 0%   | 0%             | 0%   | 0%            | 0%   | 0%              | 0%   |
| Total                                   | 100%   | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%   | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.4 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Regularly                               | 7%   | 4%              | 12%  | 0%            | 7%   | 10%    | 4%    | 10%    | 9%    | 5%    | 9%    | 1%   | 7%        | 6%   |
| Fairly Often                            | 5%   | 4%              | 6%   | 2%            | 5%   | 6%     | 4%    | 0%     | 6%    | 8%    | 2%    | 0%   | 7%        | 1%   |
| Rarely                                  | 19%  | 21%             | 15%  | 2%            | 19%  | 18%    | 20%   | 0%     | 30%   | 23%   | 5%    | 6%   | 27%       | 6%   |
| Just Once                               | 5%   | 6%              | 3%   | 2%            | 5%   | 4%     | 6%    | 0%     | 5%    | 5%    | 2%    | 8%   | 5%        | 4%   |
| Never                                   | 64%  | 65%             | 63%  | 92%           | 63%  | 62%    | 66%   | 90%    | 49%   | 59%   | 80%   | 85%  | 53%       | 82%  |
| Not Sure                                | 0%   | 0%              | 0%   | 2%            | 0%   | 0%     | 0%    | 0%     | 0%    | 0%    | 1%    | 0%   | 0%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Regularly                               | 7%   | 20%     | 12%   | 5%    | 5%    | 0%     | 19%    | 5%       | 0%    | 9%        | 4%     | 4%      | 14%     | 12%     | 3%      | 5%      | 8%      | 5%      |
| Fairly Often                            | 5%   | 4%      | 5%    | 5%    | 7%    | 0%     | 14%    | 4%       | 0%    | 5%        | 6%     | 4%      | 6%      | 2%      | 5%      | 7%      | 8%      | 4%      |
| Rarely                                  | 19%  | 15%     | 20%   | 20%   | 15%   | 11%    | 0%     | 17%      | 29%   | 13%       | 17%    | 23%     | 15%     | 12%     | 17%     | 20%     | 24%     | 27%     |
| Just Once                               | 5%   | 14%     | 2%    | 4%    | 3%    | 9%     | 0%     | 5%       | 0%    | 2%        | 5%     | 3%      | 10%     | 1%      | 7%      | 11%     | 4%      | 1%      |
| Never                                   | 64%  | 47%     | 60%   | 65%   | 69%   | 80%    | 67%    | 69%      | 71%   | 71%       | 68%    | 65%     | 54%     | 72%     | 67%     | 57%     | 56%     | 63%     |
| Not Sure                                | 0%   | 0%      | 1%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    | 0%        | 1%     | 0%      | 1%      | 0%      | 1%      | 0%      | 0%      | 0%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 4 In the past 30 days, how often have you typed a text message or email while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Regularly                               | 7%   | 7%     | 4%   | 0%      | 8%         | 6%     | 4%    |
| Fairly Often                            | 5%   | 6%     | 2%   | 0%      | 5%         | 5%     | 3%    |
| Rarely                                  | 19%  | 21%    | 8%   | 0%      | 20%        | 18%    | 12%   |
| Just Once                               | 5%   | 5%     | 2%   | 0%      | 6%         | 3%     | 9%    |
| Never                                   | 64%  | 61%    | 83%  | 100%    | 60%        | 67%    | 72%   |
| Not Sure                                | 0%   | 0%     | 0%   | 0%      | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

## 5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Regularly                               | 6%   | 10%                   | 1%   | 0%      | 12%     | 0%      | 4%   | 2%      | 0%      | 0%   | 58%     | 46%        | 6%       | 2%     | 0%      | 0%    | 0%      |
| Fairly Often                            | 7%   | 9%                    | 4%   | 0%      | 10%     | 27%     | 4%   | 9%      | 0%      | 0%   | 0%      | 13%        | 36%      | 10%    | 0%      | 1%    | 0%      |
| Rarely                                  | 17%  | 21%                   | 11%  | 32%     | 21%     | 9%      | 15%  | 26%     | 26%     | 25%  | 0%      | 11%        | 29%      | 37%    | 30%     | 9%    | 8%      |
| Just Once                               | 8%   | 8%                    | 8%   | 5%      | 7%      | 0%      | 6%   | 16%     | 15%     | 14%  | 0%      | 4%         | 5%       | 9%     | 32%     | 6%    | 8%      |
| Never                                   | 61%  | 52%                   | 76%  | 63%     | 48%     | 64%     | 70%  | 48%     | 46%     | 60%  | 42%     | 26%        | 23%      | 42%    | 38%     | 83%   | 74%     |
| Not Sure                                | 1%   | 1%                    | 0%   | 0%      | 1%      | 0%      | 0%   | 0%      | 13%     | 0%   | 0%      | 1%         | 2%       | 1%     | 0%      | 0%    | 10%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
|   |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Regularly   | 6%   | 71%     | 12%      | 1%     | 0%      | 1%    | 0%      | -                   | -        | -      | -       | -     | -       |
| Fairly Often  | 7%   | 9%      | 40%      | 16%    | 7%      | 2%    | 29%     | -                   | -        | -      | -       | -     | -       |
| Rarely  | 17%  | 11%     | 20%      | 38%    | 25%     | 12%   | 0%      | -                   | -        | -      | -       | -     | -       |
| Just Once   | 8%   | 4%      | 8%       | 10%    | 15%     | 7%    | 11%     | -                   | -        | -      | -       | -     | -       |
| Never   | 61%  | 4%      | 20%      | 34%    | 51%     | 79%   | 37%     | -                   | -        | -      | -       | -     | -       |
| Not Sure  | 1%   | 1%      | 0%       | 0%     | 2%      | 1%    | 23%     | -                   | -        | -      | -       | -     | -       |
| Total   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    |                     |          |        |         |       |         |
| Composition of Adults                                 | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      |                     |          |        |         |       |         |

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Regularly   | 6%   | 21%                  | 12%      | 2%     | 2%      | 2%    | 0%      | 33%      | 22%      | 6%     | 1%      | 1%    | 19%     | 36%               | 27%     | 5%     | 1%     | 0%      |
| Fairly Often  | 7%   | 19%                  | 13%      | 4%     | 0%      | 3%    | 0%      | 26%      | 16%      | 13%    | 3%      | 2%    | 6%      | 31%               | 14%     | 9%     | 2%     | 0%      |
| Rarely  | 17%  | 23%                  | 20%      | 31%    | 4%      | 10%   | 0%      | 13%      | 21%      | 34%    | 27%     | 12%   | 9%      | 3%                | 27%     | 24%    | 8%     | 43%     |
| Just Once   | 8%   | 6%                   | 7%       | 9%     | 35%     | 5%    | 32%     | 5%       | 7%       | 8%     | 13%     | 7%    | 14%     | 0%                | 9%      | 9%     | 5%     | 22%     |
| Never   | 61%  | 31%                  | 48%      | 54%    | 59%     | 80%   | 18%     | 24%      | 35%      | 38%    | 53%     | 78%   | 24%     | 30%               | 23%     | 52%    | 84%    | 35%     |
| Not Sure  | 1%   | 1%                   | 0%       | 1%     | 0%      | 0%    | 50%     | 0%       | 0%       | 1%     | 2%      | 0%    | 28%     | 0%                | 0%      | 1%     | 0%     | 0%      |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |
|---|---|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| 5                                       | In the past 30 days, how often have you talked on a hand-held cell phone while driving? |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |
| 900 Adults                              | All   | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
| Credibility Interval: +/-4.5 pct points |   | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Regularly                               | 6%  | 9%                 | 7%      | 6%     | 0%     | 0%      | 47%             | 22%     | 10%    | 2%     | 0%      | 40%             | 32%     | 16%    | 2%     | 18%     |
| Fairly Often                            | 7%  | 11%                | 6%      | 7%     | 3%     | 9%      | 25%             | 22%     | 11%    | 3%     | 0%      | 23%             | 32%     | 12%    | 4%     | 0%      |
| Rarely                                  | 17%   | 21%                | 19%     | 14%    | 5%     | 19%     | 0%              | 20%     | 24%    | 13%    | 21%     | 5%              | 23%     | 24%    | 15%    | 43%     |
| Just Once                               | 8%  | 7%                 | 9%      | 6%     | 2%     | 17%     | 0%              | 13%     | 6%     | 8%     | 17%     | 16%             | 0%      | 5%     | 8%     | 0%      |
| Never                                   | 61%   | 51%                | 58%     | 66%    | 90%    | 55%     | 28%             | 24%     | 48%    | 74%    | 52%     | 11%             | 13%     | 43%    | 70%    | 30%     |
| Not Sure                                | 1%  | 0%                 | 1%      | 1%     | 0%     | 0%      | 0%              | 0%      | 1%     | 0%     | 11%     | 5%              | 0%      | 0%     | 1%     | 9%      |
| Total                                   | 100%  | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%  | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

|   |   |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|---|---|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 5                                       | In the past 30 days, how often have you talked on a hand-held cell phone while driving? |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults                              | All   | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.5 pct points |   | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 6%  | 24%     | 9%      | 5%     | 6%     | 0%      | 4%             | 8%     | 6%      | 16%    | 0%      | 5%                      | 8%     | 14%     | 34%    | 19%     |
| Fairly Often                            | 7%  | 19%     | 16%     | 9%     | 3%     | 0%      | 4%             | 6%     | 17%     | 9%     | 0%      | 5%                      | 12%    | 17%     | 0%     | 35%     |
| Rarely                                  | 17%   | 17%     | 20%     | 21%    | 13%    | 27%     | 10%            | 19%    | 23%     | 5%     | 45%     | 16%                     | 20%    | 10%     | 31%    | 33%     |
| Just Once                               | 8%  | 13%     | 9%      | 9%     | 5%     | 8%      | 5%             | 7%     | 12%     | 7%     | 17%     | 8%                      | 6%     | 7%      | 0%     | 0%      |
| Never                                   | 61%   | 27%     | 44%     | 54%    | 73%    | 64%     | 76%            | 59%    | 42%     | 63%    | 32%     | 65%                     | 53%    | 53%     | 35%    | 6%      |
| Not Sure                                | 1%  | 0%      | 1%      | 1%     | 0%     | 1%      | 0%             | 0%     | 1%      | 0%     | 6%      | 1%                      | 1%     | 0%      | 0%     | 8%      |
| Total                                   | 100%  | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%  | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 6%   | 7%                   | 4%     | 10%     | 51%    | 0%      | 10%               | 3%     | 5%      | 27%    | 0%      | 7%               | 2%     | 25%     | 52%    | 0%      |
| Fairly Often                            | 7%   | 5%                   | 10%    | 12%     | 21%    | 37%     | 6%                | 7%     | 10%     | 12%    | 0%      | 6%               | 9%     | 18%     | 0%     | 0%      |
| Rarely                                  | 17%  | 15%                  | 23%    | 28%     | 0%     | 19%     | 12%               | 20%    | 20%     | 23%    | 40%     | 17%              | 19%    | 12%     | 10%    | 0%      |
| Just Once                               | 8%   | 7%                   | 10%    | 10%     | 0%     | 0%      | 5%                | 9%     | 10%     | 4%     | 6%      | 7%               | 8%     | 7%      | 0%     | 0%      |
| Never                                   | 61%  | 66%                  | 51%    | 35%     | 28%    | 33%     | 65%               | 61%    | 55%     | 34%    | 45%     | 62%              | 60%    | 37%     | 37%    | 100%    |
| Not Sure                                | 1%   | 0%                   | 0%     | 5%      | 0%     | 11%     | 1%                | 1%     | 0%      | 0%     | 9%      | 0%               | 1%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 6%   | 6%             | 5%     | 42%     | 49%    | 0%      | 6%             | 3%     | 71%     | 65%    | 0%      | 5%                     | 7%     | 67%     | 74%    | 0%      |
| Fairly Often                            | 7%   | 6%             | 11%    | 20%     | 0%     | 0%      | 7%             | 14%    | 9%      | 0%     | 0%      | 7%                     | 12%    | 0%      | 0%     | 0%      |
| Rarely                                  | 17%  | 17%            | 21%    | 0%      | 0%     | 100%    | 18%            | 21%    | 0%      | 0%     | 0%      | 17%                    | 21%    | 8%      | 0%     | 65%     |
| Just Once                               | 8%   | 8%             | 8%     | 3%      | 0%     | 0%      | 8%             | 6%     | 9%      | 0%     | 0%      | 7%                     | 10%    | 7%      | 0%     | 0%      |
| Never                                   | 61%  | 63%            | 54%    | 35%     | 51%    | 0%      | 62%            | 54%    | 12%     | 35%    | 0%      | 63%                    | 51%    | 18%     | 26%    | 35%     |
| Not Sure                                | 1%   | 0%             | 2%     | 0%      | 0%     | 0%      | 1%             | 3%     | 0%      | 0%     | 0%      | 1%                     | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
|   |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Regularly   | 6%   | 6%                      | 6%     | 11%     | 22%    | 0%      | 10%       | 3%     | 9%      | 20%    | 1%      | 28%           | 4%      | 2%      | 5%             | 20%     | 3%      |
| Fairly Often  | 7%   | 6%                      | 8%     | 14%     | 7%     | 11%     | 4%        | 7%     | 14%     | 34%    | 7%      | 10%           | 6%      | 9%      | 6%             | 9%      | 10%     |
| Rarely  | 17%  | 16%                     | 19%    | 21%     | 28%    | 16%     | 12%       | 20%    | 24%     | 17%    | 26%     | 14%           | 18%     | 17%     | 19%            | 10%     | 13%     |
| Just Once   | 8%   | 7%                      | 9%     | 12%     | 0%     | 7%      | 6%        | 9%     | 7%      | 8%     | 9%      | 5%            | 8%      | 9%      | 8%             | 4%      | 5%      |
| Never   | 61%  | 65%                     | 58%    | 43%     | 44%    | 66%     | 68%       | 61%    | 45%     | 21%    | 50%     | 44%           | 63%     | 62%     | 61%            | 56%     | 67%     |
| Not Sure  | 1%   | 1%                      | 1%     | 0%      | 0%     | 0%      | 0%        | 0%     | 1%      | 0%     | 7%      | 0%            | 1%      | 1%      | 0%             | 2%      | 1%      |
| Total   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                                 | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
|   |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Regularly   | 6%   | 22%                 | 5%      | 1%      | 25%                    | 4%      | 2%      | 26%                  | 3%      | 0%      | 8%       | 6%      | 3%      | 27%        | 4%      | 1%      |
| Fairly Often  | 7%   | 10%                 | 6%      | 11%     | 12%                    | 6%      | 8%      | 15%                  | 5%      | 7%      | 9%       | 6%      | 4%      | 12%        | 7%      | 5%      |
| Rarely  | 17%  | 14%                 | 18%     | 13%     | 11%                    | 19%     | 15%     | 11%                  | 18%     | 25%     | 18%      | 15%     | 18%     | 16%        | 18%     | 17%     |
| Just Once   | 8%   | 10%                 | 7%      | 8%      | 8%                     | 8%      | 7%      | 8%                   | 7%      | 8%      | 8%       | 3%      | 8%      | 4%         | 9%      | 7%      |
| Never   | 61%  | 43%                 | 63%     | 66%     | 44%                    | 63%     | 66%     | 36%                  | 66%     | 60%     | 57%      | 68%     | 65%     | 40%        | 62%     | 69%     |
| Not Sure  | 1%   | 1%                  | 1%      | 1%      | 0%                     | 1%      | 1%      | 3%                   | 0%      | 0%      | 0%       | 2%      | 1%      | 1%         | 1%      | 0%      |
| Total   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                                 | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|---|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 5                                       | In the past 30 days, how often have you talked on a hand-held cell phone while driving? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                              | All   | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-4.5 pct points |   | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Regularly                               | 6%  | 16%               | 5%      | 1%      | 9%                      | 5%      | 10%     | 14%                     | 6%      | 2%      | 6%                   | 8%      | 5%      | 10%        | 7%      | 2%      |
| Fairly Often                            | 7%  | 10%               | 6%      | 8%      | 12%                     | 6%      | 6%      | 14%                     | 6%      | 6%      | 7%                   | 7%      | 5%      | 14%        | 6%      | 6%      |
| Rarely                                  | 17%   | 13%               | 17%     | 22%     | 15%                     | 18%     | 17%     | 14%                     | 17%     | 20%     | 18%                  | 24%     | 8%      | 14%        | 18%     | 19%     |
| Just Once                               | 8%  | 7%                | 8%      | 7%      | 8%                      | 8%      | 5%      | 6%                      | 8%      | 6%      | 8%                   | 1%      | 8%      | 8%         | 8%      | 6%      |
| Never                                   | 61%   | 53%               | 64%     | 61%     | 56%                     | 62%     | 61%     | 52%                     | 61%     | 65%     | 60%                  | 60%     | 74%     | 54%        | 61%     | 65%     |
| Not Sure                                | 1%  | 1%                | 0%      | 1%      | 0%                      | 1%      | 1%      | 1%                      | 1%      | 0%      | 1%                   | 1%      | 1%      | 0%         | 0%      | 2%      |
| Total                                   | 100%  | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%  | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

|   |   |             |         |         |                        |        |          |         |         |                  |        |          |         |         |
|---|---|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| 5                                       | In the past 30 days, how often have you talked on a hand-held cell phone while driving? |             |         |         |                        |        |          |         |         |                  |        |          |         |         |
| 900 Adults                              | All   | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
| Credibility Interval: +/-4.5 pct points |   | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Regularly                               | 6%  | 9%          | 6%      | 9%      | 36%                    | 27%    | 8%       | 1%      | 0%      | 41%              | 17%    | 17%      | 1%      | 0%      |
| Fairly Often                            | 7%  | 14%         | 7%      | 4%      | 36%                    | 27%    | 10%      | 2%      | 7%      | 13%              | 28%    | 13%      | 3%      | 27%     |
| Rarely                                  | 17%   | 12%         | 19%     | 4%      | 7%                     | 32%    | 35%      | 11%     | 24%     | 5%               | 22%    | 28%      | 14%     | 8%      |
| Just Once                               | 8%  | 3%          | 8%      | 8%      | 7%                     | 5%     | 14%      | 6%      | 5%      | 0%               | 8%     | 10%      | 7%      | 4%      |
| Never                                   | 61%   | 62%         | 60%     | 75%     | 11%                    | 9%     | 32%      | 80%     | 63%     | 40%              | 25%    | 30%      | 74%     | 61%     |
| Not Sure                                | 1%  | 0%          | 1%      | 1%      | 2%                     | 0%     | 1%       | 1%      | 0%      | 0%               | 0%     | 2%       | 0%      | 0%      |
| Total                                   | 100%  | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100%  | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
|   |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Regularly   | 6%   | 29%             | 11%    | 16%      | 1%      | 0%      | 7%                     | 24%    | 8%       | 5%      | 0%      | 11%                    | 18%    | 9%       | 5%      | 0%      |
| Fairly Often  | 7%   | 22%             | 16%    | 12%      | 3%      | 0%      | 19%                    | 22%    | 14%      | 4%      | 15%     | 3%                     | 19%    | 15%      | 4%      | 17%     |
| Rarely  | 17%  | 9%              | 33%    | 25%      | 13%     | 4%      | 10%                    | 16%    | 29%      | 15%     | 31%     | 23%                    | 14%    | 26%      | 16%     | 23%     |
| Just Once   | 8%   | 4%              | 6%     | 8%       | 8%      | 0%      | 4%                     | 7%     | 12%      | 7%      | 2%      | 11%                    | 6%     | 9%       | 7%      | 4%      |
| Never   | 61%  | 35%             | 35%    | 38%      | 74%     | 83%     | 54%                    | 31%    | 37%      | 69%     | 52%     | 49%                    | 43%    | 40%      | 67%     | 55%     |
| Not Sure  | 1%   | 0%              | 0%     | 1%       | 0%      | 13%     | 5%                     | 0%     | 0%       | 1%      | 0%      | 5%                     | 0%     | 0%       | 1%      | 0%      |
| Total   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Regularly   | 6%   | 4%                  | 17%    | 7%       | 6%      | 0%      | 7%                  | 16%    | 7%       | 6%      | 0%      | 5%             | 8%   | 4%             | 8%   | 4%             | 9%   |
| Fairly Often  | 7%   | 15%                 | 20%    | 15%      | 4%      | 7%      | 13%                 | 13%    | 15%      | 5%      | 9%      | 5%             | 9%   | 6%             | 8%   | 6%             | 8%   |
| Rarely  | 17%  | 9%                  | 31%    | 27%      | 15%     | 24%     | 19%                 | 34%    | 24%      | 15%     | 24%     | 16%            | 19%  | 14%            | 20%  | 18%            | 17%  |
| Just Once   | 8%   | 10%                 | 3%     | 10%      | 7%      | 7%      | 5%                  | 4%     | 11%      | 7%      | 11%     | 9%             | 6%   | 9%             | 6%   | 8%             | 7%   |
| Never   | 61%  | 59%                 | 30%    | 40%      | 67%     | 60%     | 53%                 | 31%    | 42%      | 67%     | 56%     | 65%            | 56%  | 67%            | 56%  | 64%            | 58%  |
| Not Sure  | 1%   | 3%                  | 0%     | 1%       | 0%      | 2%      | 2%                  | 2%     | 1%       | 0%      | 0%      | 0%             | 1%   | 0%             | 1%   | 0%             | 1%   |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|---|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 5                                       | In the past 30 days, how often have you talked on a hand-held cell phone while driving? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All   | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.5 pct points |   | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Regularly                               | 6%  | 4%              | 10%  | 7%           | 5%   | 3%           | 10%  | 4%               | 10%  | 3%            | 8%   | 3%             | 8%   | 5%            | 7%   | 3%              | 11%  |
| Fairly Often                            | 7%  | 7%              | 7%   | 5%           | 10%  | 6%           | 8%   | 5%               | 9%   | 3%            | 9%   | 6%             | 8%   | 5%            | 8%   | 6%              | 9%   |
| Rarely                                  | 17%   | 20%             | 14%  | 18%          | 17%  | 19%          | 16%  | 18%              | 17%  | 15%           | 18%  | 18%            | 17%  | 18%           | 17%  | 19%             | 16%  |
| Just Once                               | 8%  | 9%              | 6%   | 8%           | 7%   | 8%           | 7%   | 8%               | 7%   | 9%            | 7%   | 8%             | 8%   | 7%            | 8%   | 8%              | 6%   |
| Never                                   | 61%   | 61%             | 61%  | 61%          | 61%  | 63%          | 58%  | 65%              | 56%  | 71%           | 58%  | 65%            | 58%  | 64%           | 59%  | 64%             | 57%  |
| Not Sure                                | 1%  | 0%              | 1%   | 1%           | 1%   | 0%           | 1%   | 0%               | 1%   | 0%            | 1%   | 0%             | 1%   | 0%            | 1%   | 0%              | 1%   |
| Total                                   | 100%  | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%  | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

|   |   |                 |      |               |      |        |       |        |       |       |       |      |           |      |
|---|---|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| 5                                       | In the past 30 days, how often have you talked on a hand-held cell phone while driving? |                 |      |               |      |        |       |        |       |       |       |      |           |      |
| 900 Adults                              | All   | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
| Credibility Interval: +/-4.5 pct points |   | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Regularly                               | 6%  | 4%              | 10%  | 0%            | 7%   | 10%    | 2%    | 10%    | 7%    | 6%    | 10%   | 0%   | 6%        | 6%   |
| Fairly Often                            | 7%  | 6%              | 10%  | 2%            | 7%   | 8%     | 6%    | 12%    | 11%   | 7%    | 4%    | 3%   | 9%        | 4%   |
| Rarely                                  | 17%   | 19%             | 16%  | 6%            | 18%  | 16%    | 19%   | 0%     | 19%   | 22%   | 12%   | 14%  | 20%       | 13%  |
| Just Once                               | 8%  | 8%              | 6%   | 2%            | 8%   | 7%     | 9%    | 0%     | 8%    | 12%   | 3%    | 6%   | 10%       | 4%   |
| Never                                   | 61%   | 63%             | 58%  | 89%           | 60%  | 58%    | 64%   | 78%    | 54%   | 53%   | 69%   | 77%  | 54%       | 72%  |
| Not Sure                                | 1%  | 1%              | 1%   | 0%            | 1%   | 1%     | 1%    | 0%     | 1%    | 0%    | 1%    | 0%   | 1%        | 1%   |
| Total                                   | 100%  | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100%  | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Regularly                               | 6%   | 21%     | 13%   | 4%    | 5%    | 0%     | 33%    | 3%       | 0%    | 8%        | 4%     | 3%      | 14%     | 11%     | 2%      | 5%      | 9%      | 4%      |
| Fairly Often                            | 7%   | 5%      | 4%    | 8%    | 8%    | 0%     | 0%     | 9%       | 0%    | 7%        | 9%     | 6%      | 8%      | 4%      | 7%      | 5%      | 17%     | 4%      |
| Rarely                                  | 17%  | 9%      | 11%   | 22%   | 10%   | 7%     | 0%     | 12%      | 0%    | 11%       | 20%    | 20%     | 13%     | 9%      | 18%     | 21%     | 22%     | 22%     |
| Just Once                               | 8%   | 10%     | 5%    | 7%    | 9%    | 4%     | 8%     | 8%       | 0%    | 3%        | 9%     | 9%      | 5%      | 5%      | 11%     | 10%     | 4%      | 8%      |
| Never                                   | 61%  | 55%     | 67%   | 58%   | 66%   | 89%    | 58%    | 67%      | 94%   | 69%       | 59%    | 61%     | 58%     | 69%     | 61%     | 59%     | 48%     | 63%     |
| Not Sure                                | 1%   | 0%      | 0%    | 1%    | 1%    | 0%     | 0%     | 0%       | 6%    | 3%        | 0%     | 0%      | 0%      | 1%      | 1%      | 0%      | 0%      | 0%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

5 In the past 30 days, how often have you talked on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Regularly                               | 6%   | 7%     | 4%   | 0%      | 7%         | 6%     | 4%    |
| Fairly Often                            | 7%   | 8%     | 2%   | 0%      | 7%         | 8%     | 4%    |
| Rarely                                  | 17%  | 20%    | 4%   | 0%      | 20%        | 15%    | 18%   |
| Just Once                               | 8%   | 8%     | 4%   | 0%      | 7%         | 8%     | 7%    |
| Never                                   | 61%  | 57%    | 84%  | 100%    | 59%        | 62%    | 65%   |
| Not Sure                                | 1%   | 0%     | 2%   | 0%      | 0%         | 1%     | 2%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Regularly                               | 11%  | 15%                   | 6%   | 0%      | 18%     | 5%      | 4%   | 24%     | 14%     | 0%   | 21%     | 26%        | 21%      | 20%    | 3%      | 4%    | 8%      |
| Fairly Often                            | 23%  | 29%                   | 12%  | 22%     | 33%     | 31%     | 15%  | 12%     | 7%      | 23%  | 0%      | 32%        | 38%      | 30%    | 29%     | 15%   | 19%     |
| Rarely                                  | 21%  | 19%                   | 22%  | 46%     | 19%     | 49%     | 19%  | 15%     | 0%      | 14%  | 0%      | 16%        | 18%      | 26%    | 34%     | 19%   | 17%     |
| Just Once                               | 3%   | 3%                    | 4%   | 5%      | 3%      | 0%      | 6%   | 0%      | 0%      | 3%   | 0%      | 1%         | 2%       | 2%     | 11%     | 4%    | 0%      |
| Never                                   | 42%  | 34%                   | 57%  | 27%     | 26%     | 15%     | 55%  | 50%     | 72%     | 61%  | 79%     | 26%        | 20%      | 21%    | 21%     | 58%   | 40%     |
| Not Sure                                | 0%   | 0%                    | 0%   | 0%      | 0%      | 0%      | 0%   | 0%      | 7%      | 0%   | 0%      | 0%         | 1%       | 0%     | 2%      | 0%    | 16%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Regularly                               | 11%  | 31%     | 20%      | 20%    | 10%     | 6%    | 0%      | 37%                 | 30%      | 15%    | 9%      | 6%    | 19%     |
| Fairly Often                            | 23%  | 43%     | 42%      | 36%    | 45%     | 13%   | 20%     | 41%                 | 42%      | 25%    | 22%     | 18%   | 0%      |
| Rarely                                  | 21%  | 11%     | 17%      | 22%    | 24%     | 21%   | 40%     | 5%                  | 13%      | 36%    | 24%     | 18%   | 43%     |
| Just Once                               | 3%   | 1%      | 5%       | 2%     | 4%      | 4%    | 0%      | 1%                  | 0%       | 1%     | 16%     | 3%    | 0%      |
| Never                                   | 42%  | 15%     | 16%      | 21%    | 17%     | 55%   | 0%      | 15%                 | 16%      | 23%    | 28%     | 55%   | 17%     |
| Not Sure                                | 0%   | 0%      | 0%       | 0%     | 0%      | 0%    | 40%     | 0%                  | 0%       | 0%     | 1%      | 0%    | 21%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |   |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|---|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 6                                       | In the past 30 days, how often have you talked on a hands-free phone while driving? |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults                              | All   | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-4.6 pct points |   | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Regularly                               | 11%   | -                    | -        | -      | -       | -     | -       | 46%      | 15%      | 16%    | 28%     | 4%    | 23%     | 23%               | 13%     | 14%    | 8%     | 4%      |
| Fairly Often                            | 23%   | -                    | -        | -      | -       | -     | -       | 29%      | 46%      | 34%    | 20%     | 15%   | 13%     | 29%               | 44%     | 28%    | 11%    | 19%     |
| Rarely                                  | 21%   | -                    | -        | -      | -       | -     | -       | 9%       | 19%      | 28%    | 15%     | 21%   | 14%     | 3%                | 19%     | 22%    | 20%    | 26%     |
| Just Once                               | 3%  | -                    | -        | -      | -       | -     | -       | 0%       | 3%       | 2%     | 14%     | 4%    | 0%      | 0%                | 3%      | 3%     | 5%     | 3%      |
| Never                                   | 42%   | -                    | -        | -      | -       | -     | -       | 16%      | 16%      | 20%    | 22%     | 57%   | 31%     | 46%               | 20%     | 33%    | 57%    | 48%     |
| Not Sure                                | 0%  | -                    | -        | -      | -       | -     | -       | 0%       | 0%       | 0%     | 0%      | 0%    | 19%     | 0%                | 0%      | 1%     | 0%     | 0%      |
| Total                                   | 100%  |                      |          |        |         |       |         | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%  |                      |          |        |         |       |         | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

6

In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Regularly                               | 11%  | 27%                | 8%      | 8%     | 0%     | 4%      | 56%             | 20%     | 14%    | 7%     | 5%      | 35%             | 30%     | 17%    | 9%     | 0%      |  |
| Fairly Often                            | 23%  | 34%                | 26%     | 8%     | 4%     | 11%     | 23%             | 41%     | 34%    | 13%    | 26%     | 10%             | 30%     | 37%    | 17%    | 36%     |  |
| Rarely                                  | 21%  | 21%                | 25%     | 18%    | 4%     | 9%      | 0%              | 19%     | 22%    | 21%    | 14%     | 0%              | 27%     | 21%    | 21%    | 29%     |  |
| Just Once                               | 3%   | 2%                 | 5%      | 3%     | 2%     | 0%      | 0%              | 2%      | 3%     | 4%     | 17%     | 16%             | 0%      | 2%     | 4%     | 10%     |  |
| Never                                   | 42%  | 17%                | 35%     | 63%    | 91%    | 76%     | 21%             | 18%     | 27%    | 55%    | 27%     | 39%             | 13%     | 23%    | 50%    | 16%     |  |
| Not Sure                                | 0%   | 0%                 | 1%      | 0%     | 0%     | 0%      | 0%              | 0%      | 0%     | 0%     | 11%     | 0%              | 0%      | 0%     | 0%     | 9%      |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 11%  | 41%     | 23%     | 11%    | 6%     | 3%      | 11%            | 10%    | 16%     | 17%    | 6%      | 10%                     | 14%    | 28%     | 13%    | 0%      |
| Fairly Often                            | 23%  | 20%     | 33%     | 23%    | 18%    | 35%     | 12%            | 24%    | 37%     | 13%    | 36%     | 21%                     | 25%    | 27%     | 19%    | 38%     |
| Rarely                                  | 21%  | 11%     | 18%     | 24%    | 19%    | 33%     | 17%            | 23%    | 24%     | 4%     | 16%     | 21%                     | 22%    | 21%     | 18%    | 8%      |
| Just Once                               | 3%   | 4%      | 4%      | 3%     | 4%     | 0%      | 5%             | 3%     | 3%      | 0%     | 11%     | 4%                      | 3%     | 3%      | 0%     | 0%      |
| Never                                   | 42%  | 25%     | 22%     | 38%    | 53%    | 26%     | 55%            | 40%    | 20%     | 67%    | 27%     | 44%                     | 35%    | 21%     | 49%    | 53%     |
| Not Sure                                | 0%   | 0%      | 0%      | 0%     | 0%     | 3%      | 0%             | 0%     | 0%      | 0%     | 3%      | 0%                      | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 11%  | 11%                  | 13%    | 13%     | 0%     | 29%     | 12%               | 11%    | 13%     | 3%     | 0%      | 12%              | 11%    | 9%      | 0%     | 0%      |
| Fairly Often                            | 23%  | 22%                  | 20%    | 49%     | 30%    | 37%     | 23%               | 21%    | 24%     | 34%    | 39%     | 22%              | 22%    | 38%     | 9%     | 0%      |
| Rarely                                  | 21%  | 22%                  | 20%    | 8%      | 0%     | 19%     | 19%               | 24%    | 18%     | 3%     | 39%     | 20%              | 22%    | 11%     | 0%     | 100%    |
| Just Once                               | 3%   | 3%                   | 4%     | 5%      | 0%     | 0%      | 3%                | 4%     | 4%      | 4%     | 0%      | 4%               | 2%     | 3%      | 10%    | 0%      |
| Never                                   | 42%  | 42%                  | 43%    | 25%     | 70%    | 16%     | 43%               | 40%    | 42%     | 56%    | 21%     | 41%              | 42%    | 39%     | 81%    | 0%      |
| Not Sure                                | 0%   | 0%                   | 0%     | 0%      | 0%     | 0%      | 0%                | 1%     | 0%      | 0%     | 0%      | 0%               | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 11%  | 10%            | 16%    | 16%     | 0%     | 0%      | 11%            | 16%    | 27%     | 0%     | 0%      | 11%                    | 13%    | 0%      | 0%     | 100%    |
| Fairly Often                            | 23%  | 22%            | 21%    | 38%     | 16%    | 100%    | 23%            | 17%    | 52%     | 11%    | 0%      | 23%                    | 21%    | 42%     | 12%    | 0%      |
| Rarely                                  | 21%  | 21%            | 21%    | 0%      | 0%     | 0%      | 21%            | 21%    | 0%      | 0%     | 0%      | 21%                    | 16%    | 8%      | 0%     | 0%      |
| Just Once                               | 3%   | 3%             | 3%     | 7%      | 0%     | 0%      | 3%             | 5%     | 9%      | 0%     | 0%      | 3%                     | 5%     | 7%      | 0%     | 0%      |
| Never                                   | 42%  | 42%            | 39%    | 39%     | 84%    | 0%      | 42%            | 41%    | 12%     | 89%    | 0%      | 41%                    | 44%    | 43%     | 88%    | 0%      |
| Not Sure                                | 0%   | 0%             | 0%     | 0%      | 0%     | 0%      | 0%             | 0%     | 0%      | 0%     | 0%      | 0%                     | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Regularly                               | 11%  | 12%                     | 10%    | 12%     | 14%    | 16%     | 9%        | 10%    | 27%     | 14%    | 8%      | 14%           | 10%     | 13%     | 11%            | 11%     | 13%     |
| Fairly Often                            | 23%  | 20%                     | 24%    | 33%     | 26%    | 23%     | 22%       | 21%    | 26%     | 10%    | 34%     | 33%           | 22%     | 19%     | 22%            | 32%     | 21%     |
| Rarely                                  | 21%  | 22%                     | 19%    | 13%     | 9%     | 29%     | 16%       | 24%    | 25%     | 14%    | 29%     | 7%            | 23%     | 20%     | 22%            | 14%     | 15%     |
| Just Once                               | 3%   | 2%                      | 6%     | 4%      | 7%     | 0%      | 4%        | 3%     | 2%      | 0%     | 1%      | 3%            | 3%      | 5%      | 4%             | 0%      | 4%      |
| Never                                   | 42%  | 43%                     | 41%    | 39%     | 44%    | 32%     | 49%       | 42%    | 20%     | 62%    | 23%     | 44%           | 41%     | 42%     | 41%            | 44%     | 47%     |
| Not Sure                                | 0%   | 0%                      | 0%     | 0%      | 0%     | 0%      | 0%        | 0%     | 0%      | 0%     | 4%      | 0%            | 0%      | 1%      | 0%             | 0%      | 0%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
|---|---|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| 6                                       | In the past 30 days, how often have you talked on a hands-free phone while driving? |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
| 900 Adults                              | All   | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
| Credibility Interval: +/-4.6 pct points |   | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Regularly                               | 11%   | 12%                 | 11%     | 12%     | 12%                    | 12%     | 8%      | 19%                  | 10%     | 8%      | 12%      | 18%     | 7%      | 12%        | 13%     | 7%      |
| Fairly Often                            | 23%   | 30%                 | 22%     | 24%     | 38%                    | 20%     | 24%     | 40%                  | 19%     | 22%     | 27%      | 13%     | 19%     | 33%        | 20%     | 24%     |
| Rarely                                  | 21%   | 12%                 | 22%     | 13%     | 11%                    | 23%     | 19%     | 10%                  | 23%     | 23%     | 19%      | 18%     | 24%     | 17%        | 22%     | 21%     |
| Just Once                               | 3%  | 7%                  | 3%      | 1%      | 3%                     | 4%      | 2%      | 5%                   | 3%      | 2%      | 4%       | 2%      | 4%      | 2%         | 4%      | 3%      |
| Never                                   | 42%   | 40%                 | 41%     | 49%     | 35%                    | 42%     | 46%     | 25%                  | 45%     | 44%     | 38%      | 50%     | 45%     | 35%        | 42%     | 45%     |
| Not Sure                                | 0%  | 0%                  | 0%      | 1%      | 0%                     | 0%      | 0%      | 1%                   | 0%      | 1%      | 0%       | 0%      | 0%      | 1%         | 0%      | 0%      |
| Total                                   | 100%  | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%  | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

|   |   |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|---|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 6                                       | In the past 30 days, how often have you talked on a hands-free phone while driving? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                              | All   | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-4.6 pct points |   | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Regularly                               | 11%   | 11%               | 11%     | 11%     | 15%                     | 12%     | 7%      | 17%                     | 11%     | 7%      | 12%                  | 13%     | 7%      | 16%        | 11%     | 8%      |
| Fairly Often                            | 23%   | 33%               | 20%     | 18%     | 23%                     | 21%     | 26%     | 28%                     | 22%     | 20%     | 25%                  | 18%     | 11%     | 23%        | 24%     | 17%     |
| Rarely                                  | 21%   | 18%               | 21%     | 23%     | 17%                     | 21%     | 23%     | 17%                     | 21%     | 20%     | 22%                  | 17%     | 16%     | 20%        | 20%     | 25%     |
| Just Once                               | 3%  | 5%                | 3%      | 4%      | 5%                      | 3%      | 2%      | 3%                      | 4%      | 1%      | 4%                   | 2%      | 1%      | 3%         | 4%      | 3%      |
| Never                                   | 42%   | 33%               | 45%     | 43%     | 40%                     | 42%     | 41%     | 35%                     | 41%     | 52%     | 38%                  | 51%     | 64%     | 39%        | 41%     | 46%     |
| Not Sure                                | 0%  | 0%                | 0%      | 1%      | 0%                      | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                   | 0%      | 1%      | 0%         | 0%      | 1%      |
| Total                                   | 100%  | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%  | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Regularly                               | 11%  | 17%         | 11%     | 14%     | 31%                    | 21%    | 12%      | 9%      | 12%     | 20%              | 27%    | 18%      | 7%      | 10%     |
| Fairly Often                            | 23%  | 14%         | 24%     | 8%      | 17%                    | 39%    | 30%      | 18%     | 31%     | 10%              | 26%    | 41%      | 17%     | 0%      |
| Rarely                                  | 21%  | 14%         | 22%     | 7%      | 19%                    | 14%    | 30%      | 20%     | 0%      | 7%               | 17%    | 22%      | 21%     | 24%     |
| Just Once                               | 3%   | 3%          | 3%      | 4%      | 3%                     | 2%     | 2%       | 4%      | 9%      | 0%               | 6%     | 2%       | 4%      | 0%      |
| Never                                   | 42%  | 52%         | 40%     | 65%     | 28%                    | 24%    | 26%      | 50%     | 44%     | 63%              | 23%    | 16%      | 50%     | 66%     |
| Not Sure                                | 0%   | 0%          | 0%      | 1%      | 2%                     | 0%     | 0%       | 0%      | 4%      | 0%               | 1%     | 1%       | 0%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Regularly                               | 11%  | 27%             | 26%    | 16%      | 6%      | 0%      | 10%                    | 13%    | 16%      | 10%     | 2%      | 16%                    | 13%    | 17%      | 10%     | 2%      |
| Fairly Often                            | 23%  | 23%             | 32%    | 37%      | 16%     | 18%     | 25%                    | 38%    | 27%      | 20%     | 33%     | 28%                    | 39%    | 23%      | 21%     | 21%     |
| Rarely                                  | 21%  | 9%              | 19%    | 22%      | 20%     | 66%     | 19%                    | 6%     | 24%      | 21%     | 25%     | 13%                    | 19%    | 26%      | 20%     | 33%     |
| Just Once                               | 3%   | 4%              | 1%     | 2%       | 4%      | 0%      | 0%                     | 3%     | 4%       | 3%      | 3%      | 0%                     | 5%     | 1%       | 4%      | 0%      |
| Never                                   | 42%  | 37%             | 21%    | 22%      | 53%     | 11%     | 46%                    | 40%    | 29%      | 45%     | 36%     | 43%                    | 24%    | 33%      | 45%     | 42%     |
| Not Sure                                | 0%   | 0%              | 0%     | 0%       | 0%      | 4%      | 0%                     | 0%     | 0%       | 0%      | 2%      | 0%                     | 0%     | 0%       | 0%      | 2%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|---|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 6                                       | In the past 30 days, how often have you talked on a hands-free phone while driving? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All   | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.6 pct points |   | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Regularly                               | 11%   | 8%                  | 24%    | 12%      | 11%     | 7%      | 17%                 | 21%    | 11%      | 11%     | 10%     | 8%             | 14%  | 8%             | 14%  | 9%             | 14%  |
| Fairly Often                            | 23%   | 27%                 | 32%    | 31%      | 19%     | 33%     | 24%                 | 39%    | 33%      | 20%     | 26%     | 21%            | 24%  | 21%            | 24%  | 20%            | 25%  |
| Rarely                                  | 21%   | 6%                  | 20%    | 20%      | 21%     | 34%     | 11%                 | 18%    | 20%      | 21%     | 35%     | 24%            | 17%  | 23%            | 19%  | 24%            | 17%  |
| Just Once                               | 3%  | 4%                  | 5%     | 3%       | 4%      | 0%      | 2%                  | 1%     | 3%       | 4%      | 0%      | 3%             | 4%   | 4%             | 3%   | 3%             | 4%   |
| Never                                   | 42%   | 55%                 | 19%    | 33%      | 45%     | 23%     | 46%                 | 19%    | 33%      | 45%     | 28%     | 43%            | 40%  | 44%            | 40%  | 44%            | 39%  |
| Not Sure                                | 0%  | 0%                  | 0%     | 0%       | 0%      | 3%      | 0%                  | 2%     | 1%       | 0%      | 2%      | 0%             | 0%   | 0%             | 0%   | 0%             | 0%   |
| Total                                   | 100%  | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100%  | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|   |   |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|---|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 6                                       | In the past 30 days, how often have you talked on a hands-free phone while driving? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All   | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.6 pct points |   | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Regularly                               | 11%   | 12%             | 10%  | 8%           | 16%  | 9%           | 13%  | 10%              | 14%  | 7%            | 13%  | 12%            | 11%  | 9%            | 12%  | 9%              | 14%  |
| Fairly Often                            | 23%   | 25%             | 20%  | 20%          | 26%  | 18%          | 28%  | 20%              | 26%  | 17%           | 24%  | 21%            | 23%  | 19%           | 25%  | 19%             | 28%  |
| Rarely                                  | 21%   | 24%             | 16%  | 22%          | 19%  | 24%          | 17%  | 23%              | 17%  | 26%           | 19%  | 21%            | 20%  | 25%           | 18%  | 23%             | 17%  |
| Just Once                               | 3%  | 3%              | 4%   | 3%           | 5%   | 3%           | 4%   | 3%               | 5%   | 3%            | 4%   | 3%             | 4%   | 3%            | 4%   | 3%              | 4%   |
| Never                                   | 42%   | 36%             | 49%  | 47%          | 35%  | 46%          | 36%  | 45%              | 38%  | 47%           | 40%  | 42%            | 41%  | 44%           | 40%  | 46%             | 36%  |
| Not Sure                                | 0%  | 0%              | 0%   | 0%           | 0%   | 0%           | 0%   | 0%               | 0%   | 0%            | 0%   | 0%             | 0%   | 0%            | 0%   | 0%              | 0%   |
| Total                                   | 100%  | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%  | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Regularly                               | 11%  | 9%              | 15%  | 4%            | 12%  | 13%    | 9%    | 22%    | 16%   | 11%   | 11%   | 1%   | 14%       | 8%   |
| Fairly Often                            | 23%  | 20%             | 27%  | 16%           | 23%  | 23%    | 22%   | 18%    | 23%   | 27%   | 20%   | 15%  | 25%       | 18%  |
| Rarely                                  | 21%  | 22%             | 18%  | 10%           | 21%  | 18%    | 23%   | 35%    | 21%   | 20%   | 18%   | 26%  | 21%       | 21%  |
| Just Once                               | 3%   | 3%              | 5%   | 17%           | 3%   | 2%     | 5%    | 0%     | 4%    | 2%    | 3%    | 5%   | 3%        | 4%   |
| Never                                   | 42%  | 46%             | 35%  | 54%           | 41%  | 43%    | 41%   | 26%    | 36%   | 38%   | 47%   | 53%  | 37%       | 49%  |
| Not Sure                                | 0%   | 0%              | 0%   | 0%            | 0%   | 0%     | 0%    | 0%     | 0%    | 0%    | 0%    | 1%   | 0%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Regularly                               | 11%  | 6%      | 12%   | 13%   | 8%    | 9%     | 8%     | 7%       | 0%    | 10%       | 14%    | 13%     | 6%      | 7%      | 9%      | 13%     | 15%     | 18%     |
| Fairly Often                            | 23%  | 54%     | 14%   | 19%   | 22%   | 4%     | 0%     | 20%      | 66%   | 12%       | 16%    | 21%     | 41%     | 18%     | 18%     | 33%     | 26%     | 24%     |
| Rarely                                  | 21%  | 7%      | 23%   | 23%   | 19%   | 16%    | 0%     | 26%      | 25%   | 17%       | 23%    | 21%     | 19%     | 13%     | 24%     | 18%     | 29%     | 22%     |
| Just Once                               | 3%   | 1%      | 0%    | 3%    | 9%    | 4%     | 0%     | 0%       | 4%    | 3%        | 4%     | 5%      | 1%      | 3%      | 6%      | 4%      | 2%      | 1%      |
| Never                                   | 42%  | 32%     | 50%   | 41%   | 43%   | 67%    | 92%    | 47%      | 5%    | 58%       | 43%    | 40%     | 33%     | 59%     | 42%     | 32%     | 28%     | 35%     |
| Not Sure                                | 0%   | 0%      | 1%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    | 1%        | 0%     | 0%      | 0%      | 0%      | 1%      | 0%      | 0%      | 0%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 6 In the past 30 days, how often have you talked on a hands-free phone while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Regularly                               | 11%  | 13%    | 4%   | 0%      | 13%        | 11%    | 4%    |
| Fairly Often                            | 23%  | 25%    | 8%   | 46%     | 24%        | 22%    | 21%   |
| Rarely                                  | 21%  | 22%    | 15%  | 27%     | 20%        | 21%    | 20%   |
| Just Once                               | 3%   | 3%     | 4%   | 0%      | 3%         | 4%     | 4%    |
| Never                                   | 42%  | 37%    | 69%  | 27%     | 40%        | 42%    | 50%   |
| Not Sure                                | 0%   | 0%     | 0%   | 0%      | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

## 7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Regularly                               | 7%   | 10%                   | 3%   | 5%      | 12%     | 18%     | 4%   | 8%      | 10%     | 0%   | 0%      | 30%        | 15%      | 8%     | 2%      | 2%    | 0%      |
| Fairly Often                            | 11%  | 13%                   | 7%   | 0%      | 15%     | 24%     | 7%   | 15%     | 7%      | 6%   | 0%      | 30%        | 32%      | 15%    | 3%      | 2%    | 8%      |
| Rarely                                  | 17%  | 22%                   | 9%   | 19%     | 22%     | 9%      | 24%  | 18%     | 17%     | 28%  | 0%      | 16%        | 30%      | 37%    | 29%     | 7%    | 8%      |
| Just Once                               | 3%   | 3%                    | 4%   | 0%      | 2%      | 0%      | 5%   | 4%      | 6%      | 7%   | 0%      | 3%         | 5%       | 5%     | 9%      | 2%    | 0%      |
| Never                                   | 61%  | 51%                   | 77%  | 76%     | 49%     | 49%     | 60%  | 56%     | 45%     | 57%  | 42%     | 19%        | 16%      | 34%    | 56%     | 87%   | 67%     |
| Not Sure                                | 1%   | 1%                    | 0%   | 0%      | 1%      | 0%      | 1%   | 0%      | 15%     | 2%   | 58%     | 2%         | 2%       | 1%     | 0%      | 0%    | 16%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Regularly                               | 7%   | 42%     | 21%      | 10%    | 7%      | 2%    | 20%     | 37%                 | 27%      | 5%     | 5%      | 3%    | 0%      |
| Fairly Often                            | 11%  | 34%     | 47%      | 18%    | 4%      | 4%    | 0%      | 36%                 | 24%      | 13%    | 9%      | 6%    | 0%      |
| Rarely                                  | 17%  | 16%     | 16%      | 43%    | 22%     | 10%   | 0%      | 16%                 | 32%      | 34%    | 19%     | 11%   | 21%     |
| Just Once                               | 3%   | 1%      | 3%       | 3%     | 5%      | 3%    | 0%      | 1%                  | 2%       | 5%     | 5%      | 3%    | 10%     |
| Never                                   | 61%  | 4%      | 11%      | 26%    | 60%     | 81%   | 40%     | 6%                  | 15%      | 43%    | 59%     | 77%   | 26%     |
| Not Sure                                | 1%   | 4%      | 2%       | 1%     | 2%      | 0%    | 40%     | 3%                  | 1%       | 1%     | 2%      | 0%    | 43%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

## 7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Regularly                               | 7%   | 30%                  | 9%       | 3%     | 0%      | 3%    | 0%      | -        | -        | -      | -       | -     | -       | 25%               | 18%     | 7%     | 4%     | 3%      |
| Fairly Often                            | 11%  | 14%                  | 22%      | 10%    | 10%     | 4%    | 0%      | -        | -        | -      | -       | -     | -       | 17%               | 29%     | 9%     | 6%     | 16%     |
| Rarely                                  | 17%  | 25%                  | 26%      | 24%    | 9%      | 8%    | 0%      | -        | -        | -      | -       | -     | -       | 39%               | 15%     | 26%    | 7%     | 36%     |
| Just Once                               | 3%   | 8%                   | 3%       | 2%     | 13%     | 2%    | 0%      | -        | -        | -      | -       | -     | -       | 0%                | 2%      | 4%     | 2%     | 3%      |
| Never                                   | 61%  | 21%                  | 39%      | 61%    | 68%     | 83%   | 32%     | -        | -        | -      | -       | -     | -       | 10%               | 35%     | 53%    | 80%    | 37%     |
| Not Sure                                | 1%   | 2%                   | 1%       | 1%     | 0%      | 1%    | 68%     | -        | -        | -      | -       | -     | -       | 9%                | 1%      | 1%     | 1%     | 4%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    |          |          |        |         |       |         | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      |          |          |        |         |       |         | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Regularly                               | 7%   | 13%                | 6%      | 9%     | 2%     | 0%      | 61%             | 24%     | 10%    | 3%     | 5%      | 34%             | 46%     | 14%    | 4%     | 7%      |
| Fairly Often                            | 11%  | 12%                | 12%     | 6%     | 7%     | 3%      | 20%             | 17%     | 18%    | 5%     | 0%      | 13%             | 23%     | 19%    | 7%     | 7%      |
| Rarely                                  | 17%  | 25%                | 17%     | 13%    | 4%     | 19%     | 0%              | 38%     | 24%    | 11%    | 21%     | 5%              | 26%     | 28%    | 13%    | 47%     |
| Just Once                               | 3%   | 3%                 | 3%      | 4%     | 3%     | 0%      | 0%              | 3%      | 2%     | 4%     | 17%     | 5%              | 0%      | 3%     | 3%     | 0%      |
| Never                                   | 61%  | 45%                | 60%     | 67%    | 84%    | 74%     | 19%             | 13%     | 46%    | 76%    | 47%     | 27%             | 6%      | 36%    | 72%    | 30%     |
| Not Sure                                | 1%   | 2%                 | 1%      | 1%     | 0%     | 4%      | 0%              | 6%      | 1%     | 0%     | 11%     | 15%             | 0%      | 1%     | 1%     | 9%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 7%   | 52%     | 24%     | 5%     | 1%     | 0%      | 7%             | 7%     | 11%     | 6%     | 0%      | 5%                      | 14%    | 10%     | 26%    | 0%      |
| Fairly Often                            | 11%  | 26%     | 26%     | 8%     | 7%     | 14%     | 7%             | 11%    | 15%     | 16%    | 7%      | 10%                     | 12%    | 28%     | 21%    | 0%      |
| Rarely                                  | 17%  | 10%     | 23%     | 29%    | 7%     | 35%     | 10%            | 18%    | 25%     | 7%     | 43%     | 13%                     | 26%    | 38%     | 0%     | 73%     |
| Just Once                               | 3%   | 0%      | 5%      | 3%     | 3%     | 5%      | 2%             | 3%     | 4%      | 3%     | 9%      | 4%                      | 2%     | 3%      | 0%     | 0%      |
| Never                                   | 61%  | 7%      | 21%     | 55%    | 82%    | 44%     | 74%            | 60%    | 44%     | 60%    | 34%     | 68%                     | 45%    | 14%     | 54%    | 0%      |
| Not Sure                                | 1%   | 4%      | 1%      | 1%     | 1%     | 2%      | 0%             | 1%     | 1%      | 8%     | 6%      | 0%                      | 1%     | 7%      | 0%     | 27%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 7%   | 7%                   | 7%     | 15%     | 9%     | 0%      | 8%                | 5%     | 11%     | 7%     | 0%      | 7%               | 7%     | 25%     | 9%     | 0%      |
| Fairly Often                            | 11%  | 10%                  | 10%    | 16%     | 45%    | 25%     | 12%               | 9%     | 11%     | 19%    | 13%     | 10%              | 12%    | 7%      | 25%    | 0%      |
| Rarely                                  | 17%  | 13%                  | 26%    | 30%     | 0%     | 48%     | 13%               | 18%    | 24%     | 22%    | 39%     | 16%              | 20%    | 30%     | 10%    | 0%      |
| Just Once                               | 3%   | 4%                   | 1%     | 2%      | 0%     | 0%      | 3%                | 4%     | 2%      | 0%     | 0%      | 3%               | 3%     | 3%      | 0%     | 0%      |
| Never                                   | 61%  | 65%                  | 55%    | 36%     | 19%    | 16%     | 63%               | 64%    | 52%     | 43%    | 39%     | 63%              | 57%    | 36%     | 29%    | 100%    |
| Not Sure                                | 1%   | 1%                   | 1%     | 0%      | 27%    | 11%     | 0%                | 1%     | 0%      | 10%    | 9%      | 1%               | 1%     | 0%      | 28%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

## 7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Regularly                               | 7%   | 6%             | 10%    | 46%     | 16%    | 0%      | 7%             | 12%    | 52%     | 11%    | 0%      | 7%                     | 10%    | 42%     | 12%    | 0%      |
| Fairly Often                            | 11%  | 10%            | 13%    | 21%     | 0%     | 0%      | 10%            | 9%     | 30%     | 31%    | 0%      | 10%                    | 11%    | 9%      | 35%    | 0%      |
| Rarely                                  | 17%  | 17%            | 20%    | 4%      | 0%     | 100%    | 17%            | 27%    | 9%      | 0%     | 0%      | 17%                    | 22%    | 15%     | 0%     | 35%     |
| Just Once                               | 3%   | 3%             | 3%     | 3%      | 0%     | 0%      | 3%             | 0%     | 9%      | 0%     | 0%      | 3%                     | 6%     | 7%      | 0%     | 0%      |
| Never                                   | 61%  | 63%            | 53%    | 26%     | 35%    | 0%      | 62%            | 52%    | 0%      | 24%    | 0%      | 62%                    | 51%    | 26%     | 14%    | 65%     |
| Not Sure                                | 1%   | 1%             | 1%     | 0%      | 49%    | 0%      | 1%             | 0%     | 0%      | 34%    | 0%      | 1%                     | 0%     | 0%      | 39%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Regularly                               | 7%   | 7%                      | 7%     | 13%     | 12%    | 7%      | 5%        | 5%     | 26%     | 17%    | 3%      | 11%           | 7%      | 7%      | 8%             | 4%      | 8%      |
| Fairly Often                            | 11%  | 11%                     | 11%    | 3%      | 13%    | 11%     | 7%        | 9%     | 23%     | 46%    | 10%     | 27%           | 9%      | 8%      | 9%             | 28%     | 8%      |
| Rarely                                  | 17%  | 15%                     | 18%    | 30%     | 17%    | 35%     | 9%        | 21%    | 22%     | 18%    | 42%     | 17%           | 17%     | 17%     | 17%            | 14%     | 21%     |
| Just Once                               | 3%   | 4%                      | 2%     | 4%      | 7%     | 0%      | 3%        | 3%     | 6%      | 0%     | 5%      | 1%            | 3%      | 5%      | 4%             | 1%      | 1%      |
| Never                                   | 61%  | 63%                     | 62%    | 49%     | 50%    | 46%     | 76%       | 61%    | 23%     | 8%     | 34%     | 42%           | 64%     | 61%     | 62%            | 52%     | 62%     |
| Not Sure                                | 1%   | 1%                      | 1%     | 0%      | 0%     | 0%      | 0%        | 1%     | 0%      | 11%    | 7%      | 2%            | 1%      | 1%      | 1%             | 2%      | 1%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Regularly                               | 7%   | 7%                  | 8%      | 3%      | 13%                    | 7%      | 4%      | 16%                  | 5%      | 7%      | 8%       | 9%      | 5%      | 13%        | 7%      | 4%      |
| Fairly Often                            | 11%  | 25%                 | 8%      | 18%     | 23%                    | 9%      | 11%     | 20%                  | 9%      | 10%     | 13%      | 9%      | 7%      | 22%        | 8%      | 10%     |
| Rarely                                  | 17%  | 11%                 | 18%     | 13%     | 16%                    | 17%     | 20%     | 19%                  | 17%     | 19%     | 17%      | 14%     | 18%     | 16%        | 19%     | 15%     |
| Just Once                               | 3%   | 6%                  | 3%      | 3%      | 1%                     | 3%      | 5%      | 4%                   | 3%      | 2%      | 4%       | 1%      | 3%      | 0%         | 4%      | 4%      |
| Never                                   | 61%  | 50%                 | 62%     | 61%     | 45%                    | 63%     | 59%     | 39%                  | 65%     | 62%     | 57%      | 67%     | 66%     | 47%        | 61%     | 67%     |
| Not Sure                                | 1%   | 1%                  | 1%      | 3%      | 2%                     | 1%      | 1%      | 3%                   | 1%      | 0%      | 1%       | 0%      | 1%      | 2%         | 1%      | 1%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|---|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 7                                       | How often have you used any app on your cell phone other than the GPS system while driving? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                              | All   | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-4.5 pct points |   | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Regularly                               | 7%  | 10%               | 7%      | 5%      | 15%                     | 6%      | 5%      | 20%                     | 6%      | 4%      | 7%                   | 11%     | 5%      | 18%        | 6%      | 5%      |
| Fairly Often                            | 11%   | 24%               | 7%      | 7%      | 7%                      | 9%      | 18%     | 7%                      | 11%     | 10%     | 11%                  | 9%      | 9%      | 19%        | 9%      | 12%     |
| Rarely                                  | 17%   | 20%               | 16%     | 17%     | 17%                     | 16%     | 21%     | 18%                     | 18%     | 15%     | 18%                  | 16%     | 10%     | 19%        | 16%     | 19%     |
| Just Once                               | 3%  | 3%                | 3%      | 3%      | 4%                      | 3%      | 3%      | 0%                      | 3%      | 4%      | 4%                   | 3%      | 1%      | 3%         | 3%      | 2%      |
| Never                                   | 61%   | 42%               | 66%     | 65%     | 56%                     | 64%     | 53%     | 53%                     | 61%     | 64%     | 59%                  | 61%     | 72%     | 41%        | 65%     | 58%     |
| Not Sure                                | 1%  | 0%                | 1%      | 2%      | 1%                      | 1%      | 1%      | 2%                      | 1%      | 3%      | 1%                   | 0%      | 4%      | 0%         | 0%      | 3%      |
| Total                                   | 100%  | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%  | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

|   |   |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
|---|---|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| 7                                       | How often have you used any app on your cell phone other than the GPS system while driving? |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
| 900 Adults                              | All   | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
| Credibility Interval: +/-4.5 pct points |   | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Regularly                               | 7%  | 10%         | 7%      | 7%      | 40%                    | 18%    | 11%      | 3%      | 0%      | 43%              | 26%    | 14%      | 2%      | 0%      |  |
| Fairly Often                            | 11%   | 19%         | 11%     | 5%      | 17%                    | 34%    | 12%      | 5%      | 26%     | 6%               | 26%    | 21%      | 6%      | 7%      |  |
| Rarely                                  | 17%   | 16%         | 17%     | 20%     | 15%                    | 22%    | 33%      | 12%     | 13%     | 4%               | 28%    | 31%      | 12%     | 45%     |  |
| Just Once                               | 3%  | 0%          | 3%      | 3%      | 0%                     | 5%     | 6%       | 2%      | 7%      | 0%               | 7%     | 5%       | 2%      | 0%      |  |
| Never                                   | 61%   | 54%         | 61%     | 59%     | 25%                    | 19%    | 36%      | 76%     | 50%     | 40%              | 12%    | 28%      | 76%     | 48%     |  |
| Not Sure                                | 1%  | 0%          | 1%      | 6%      | 2%                     | 2%     | 1%       | 1%      | 4%      | 7%               | 1%     | 2%       | 1%      | 0%      |  |
| Total                                   | 100%  | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100%  | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Regularly                               | 7%   | 52%             | 21%    | 7%       | 2%      | 0%      | 23%                    | 27%    | 12%      | 4%      | 3%      | 24%                    | 29%    | 12%      | 4%      | 3%      |
| Fairly Often                            | 11%  | 16%             | 33%    | 22%      | 3%      | 0%      | 18%                    | 25%    | 10%      | 9%      | 24%     | 29%                    | 21%    | 13%      | 8%      | 23%     |
| Rarely                                  | 17%  | 9%              | 23%    | 40%      | 8%      | 72%     | 27%                    | 12%    | 29%      | 15%     | 14%     | 16%                    | 20%    | 31%      | 14%     | 29%     |
| Just Once                               | 3%   | 1%              | 7%     | 5%       | 2%      | 4%      | 0%                     | 9%     | 4%       | 3%      | 0%      | 0%                     | 5%     | 2%       | 3%      | 0%      |
| Never                                   | 61%  | 15%             | 16%    | 25%      | 85%     | 19%     | 32%                    | 26%    | 44%      | 68%     | 56%     | 32%                    | 26%    | 42%      | 69%     | 43%     |
| Not Sure                                | 1%   | 6%              | 1%     | 2%       | 0%      | 4%      | 0%                     | 0%     | 1%       | 1%      | 2%      | 0%                     | 0%     | 1%       | 1%      | 2%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Regularly                               | 7%   | 14%                 | 32%    | 12%      | 5%      | 7%      | 16%                 | 33%    | 15%      | 4%      | 4%      | 6%             | 8%   | 6%             | 8%   | 5%             | 10%  |
| Fairly Often                            | 11%  | 18%                 | 23%    | 12%      | 9%      | 9%      | 15%                 | 21%    | 13%      | 9%      | 16%     | 7%             | 14%  | 7%             | 14%  | 7%             | 14%  |
| Rarely                                  | 17%  | 13%                 | 17%    | 28%      | 14%     | 40%     | 12%                 | 14%    | 31%      | 15%     | 35%     | 17%            | 18%  | 17%            | 17%  | 19%            | 15%  |
| Just Once                               | 3%   | 2%                  | 3%     | 6%       | 3%      | 2%      | 4%                  | 3%     | 5%       | 3%      | 2%      | 3%             | 3%   | 3%             | 3%   | 3%             | 3%   |
| Never                                   | 61%  | 53%                 | 25%    | 41%      | 68%     | 38%     | 54%                 | 27%    | 34%      | 69%     | 41%     | 65%            | 56%  | 66%            | 57%  | 64%            | 57%  |
| Not Sure                                | 1%   | 0%                  | 0%     | 1%       | 1%      | 3%      | 0%                  | 2%     | 1%       | 1%      | 2%      | 1%             | 1%   | 1%             | 1%   | 1%             | 1%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Regularly   | 7%   | 7%              | 8%   | 6%           | 8%   | 5%           | 10%  | 5%               | 10%  | 3%            | 9%   | 7%             | 8%   | 5%            | 8%   | 6%              | 9%   |
| Fairly Often  | 11%  | 9%              | 13%  | 10%          | 11%  | 8%           | 14%  | 8%               | 14%  | 7%            | 12%  | 7%             | 13%  | 7%            | 13%  | 8%              | 15%  |
| Rarely  | 17%  | 19%             | 15%  | 16%          | 19%  | 17%          | 18%  | 16%              | 18%  | 14%           | 18%  | 17%            | 18%  | 18%           | 17%  | 17%             | 18%  |
| Just Once   | 3%   | 3%              | 4%   | 3%           | 3%   | 4%           | 2%   | 4%               | 2%   | 6%            | 2%   | 2%             | 4%   | 2%            | 4%   | 4%              | 2%   |
| Never   | 61%  | 63%             | 58%  | 63%          | 58%  | 65%          | 56%  | 66%              | 54%  | 69%           | 58%  | 66%            | 57%  | 66%           | 57%  | 64%             | 55%  |
| Not Sure  | 1%   | 1%              | 1%   | 1%           | 1%   | 1%           | 1%   | 1%               | 1%   | 1%            | 1%   | 1%             | 1%   | 1%            | 1%   | 1%              | 1%   |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
|   |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Regularly   | 7%   | 6%              | 9%   | 4%            | 7%   | 9%     | 6%    | 10%    | 13%   | 10%   | 1%    | 1%   | 11%       | 1%   |
| Fairly Often  | 11%  | 8%              | 14%  | 0%            | 11%  | 14%    | 7%    | 0%     | 12%   | 10%   | 13%   | 5%   | 11%       | 10%  |
| Rarely  | 17%  | 17%             | 17%  | 6%            | 18%  | 19%    | 15%   | 9%     | 23%   | 21%   | 12%   | 6%   | 22%       | 9%   |
| Just Once   | 3%   | 4%              | 2%   | 0%            | 3%   | 3%     | 4%    | 12%    | 4%    | 4%    | 2%    | 0%   | 4%        | 2%   |
| Never   | 61%  | 63%             | 57%  | 90%           | 60%  | 54%    | 68%   | 69%    | 46%   | 55%   | 71%   | 89%  | 50%       | 78%  |
| Not Sure  | 1%   | 1%              | 1%   | 0%            | 1%   | 1%     | 1%    | 0%     | 2%    | 0%    | 1%    | 0%   | 1%        | 0%   |
| Total   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                                 | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Regularly                               | 7%   | 1%      | 14%   | 8%    | 10%   | 4%     | 0%     | 5%       | 0%    | 7%        | 7%     | 6%      | 9%      | 6%      | 6%      | 8%      | 13%     | 4%      |
| Fairly Often                            | 11%  | 26%     | 8%    | 8%    | 17%   | 0%     | 0%     | 8%       | 0%    | 3%        | 10%    | 9%      | 19%     | 13%     | 9%      | 11%     | 8%      | 10%     |
| Rarely                                  | 17%  | 9%      | 18%   | 18%   | 19%   | 14%    | 0%     | 23%      | 0%    | 17%       | 19%    | 17%     | 16%     | 8%      | 16%     | 23%     | 21%     | 24%     |
| Just Once                               | 3%   | 7%      | 1%    | 3%    | 2%    | 0%     | 0%     | 2%       | 0%    | 2%        | 4%     | 3%      | 4%      | 2%      | 4%      | 1%      | 3%      | 7%      |
| Never                                   | 61%  | 57%     | 58%   | 62%   | 51%   | 82%    | 73%    | 61%      | 94%   | 69%       | 58%    | 64%     | 51%     | 68%     | 63%     | 55%     | 55%     | 54%     |
| Not Sure                                | 1%   | 0%      | 1%    | 1%    | 1%    | 0%     | 27%    | 0%       | 6%    | 3%        | 1%     | 1%      | 0%      | 1%      | 1%      | 1%      | 0%      | 1%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

7 How often have you used any app on your cell phone other than the GPS system while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Regularly                               | 7%   | 7%     | 7%   | 0%      | 11%        | 4%     | 7%    |
| Fairly Often                            | 11%  | 11%    | 6%   | 0%      | 8%         | 13%    | 8%    |
| Rarely                                  | 17%  | 19%    | 10%  | 0%      | 19%        | 16%    | 14%   |
| Just Once                               | 3%   | 3%     | 2%   | 27%     | 3%         | 3%     | 2%    |
| Never                                   | 61%  | 58%    | 75%  | 73%     | 57%        | 63%    | 67%   |
| Not Sure                                | 1%   | 1%     | 1%   | 0%      | 2%         | 0%     | 2%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 2%   | 3%                    | 1%   | 0%      | 4%      | 0%      | 0%   | 0%      | 0%      | 0%   | 58%     | 9%         | 2%       | 1%     | 0%      | 1%    | 0%      |
| Acceptable                              | 12%  | 15%                   | 7%   | 4%      | 18%     | 0%      | 8%   | 23%     | 10%     | 11%  | 0%      | 34%        | 22%      | 13%    | 17%     | 5%    | 21%     |
| Unacceptable                            | 43%  | 45%                   | 38%  | 40%     | 45%     | 45%     | 47%  | 45%     | 54%     | 49%  | 20%     | 38%        | 54%      | 62%    | 50%     | 34%   | 42%     |
| Completely Unacceptable                 | 41%  | 34%                   | 53%  | 52%     | 33%     | 55%     | 41%  | 23%     | 28%     | 40%  | 21%     | 16%        | 21%      | 22%    | 27%     | 59%   | 37%     |
| Not Sure                                | 2%   | 2%                    | 1%   | 5%      | 2%      | 0%      | 4%   | 9%      | 8%      | 0%   | 0%      | 2%         | 0%       | 2%     | 6%      | 2%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 2%   | 10%     | 3%       | 3%     | 0%      | 1%    | 0%      | 12%                 | 9%       | 0%     | 0%      | 1%    | 0%      |
| Acceptable                              | 12%  | 48%     | 21%      | 15%    | 13%     | 7%    | 20%     | 53%                 | 25%      | 19%    | 15%     | 5%    | 0%      |
| Unacceptable                            | 43%  | 33%     | 55%      | 62%    | 69%     | 35%   | 52%     | 32%                 | 54%      | 57%    | 52%     | 37%   | 78%     |
| Completely Unacceptable                 | 41%  | 8%      | 19%      | 18%    | 17%     | 55%   | 28%     | 3%                  | 12%      | 19%    | 28%     | 57%   | 22%     |
| Not Sure                                | 2%   | 1%      | 2%       | 2%     | 0%      | 2%    | 0%      | 0%                  | 0%       | 5%     | 5%      | 1%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                                 | 2%   | 4%                   | 3%       | 0%     | 0%      | 2%    | 0%      | 7%       | 3%       | 5%     | 0%      | 0%    | 19%     | -                 | -       | -      | -      | -       |
| Acceptable  | 12%  | 15%                  | 24%      | 12%    | 12%     | 6%    | 0%      | 30%      | 34%      | 11%    | 9%      | 7%    | 12%     | -                 | -       | -      | -      | -       |
| Unacceptable  | 43%  | 53%                  | 52%      | 46%    | 32%     | 34%   | 82%     | 40%      | 37%      | 64%    | 59%     | 37%   | 36%     | -                 | -       | -      | -      | -       |
| Completely Unacceptable                               | 41%  | 28%                  | 20%      | 40%    | 54%     | 56%   | 18%     | 22%      | 23%      | 17%    | 30%     | 55%   | 25%     | -                 | -       | -      | -      | -       |
| Not Sure  | 2%   | 1%                   | 2%       | 2%     | 2%      | 2%    | 0%      | 1%       | 3%       | 4%     | 2%      | 1%    | 8%      | -                 | -       | -      | -      | -       |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    |                   |         |        |        |         |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      |                   |         |        |        |         |

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
|   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                                 | 2%   | 8%                 | 0%      | 0%     | 0%     | 9%      | 45%             | 11%     | 1%     | 1%     | 0%      | 55%             | 13%     | 1%     | 1%     | 0%      |
| Acceptable  | 12%  | 26%                | 12%     | 2%     | 1%     | 0%      | 17%             | 28%     | 22%    | 4%     | 15%     | 21%             | 54%     | 25%    | 6%     | 36%     |
| Unacceptable  | 43%  | 40%                | 48%     | 53%    | 3%     | 25%     | 30%             | 51%     | 61%    | 29%    | 53%     | 24%             | 22%     | 64%    | 36%    | 31%     |
| Completely Unacceptable                               | 41%  | 24%                | 37%     | 45%    | 94%    | 43%     | 9%              | 6%      | 15%    | 64%    | 10%     | 0%              | 7%      | 8%     | 55%    | 0%      |
| Not Sure  | 2%   | 1%                 | 2%      | 0%     | 2%     | 23%     | 0%              | 4%      | 1%     | 2%     | 21%     | 0%              | 3%      | 2%     | 1%     | 33%     |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 2%   | 19%     | 3%      | 2%     | 0%     | 0%      | 2%             | 0%     | 5%      | 17%    | 0%      | 1%                      | 1%     | 4%      | 29%    | 40%     |
| Acceptable                              | 12%  | 19%     | 27%     | 10%    | 9%     | 10%     | 1%             | 11%    | 40%     | 15%    | 0%      | 10%                     | 19%    | 24%     | 12%    | 0%      |
| Unacceptable                            | 43%  | 47%     | 41%     | 66%    | 27%    | 39%     | 23%            | 55%    | 39%     | 22%    | 53%     | 39%                     | 52%    | 62%     | 51%    | 52%     |
| Completely Unacceptable                 | 41%  | 14%     | 26%     | 21%    | 61%    | 42%     | 73%            | 33%    | 15%     | 44%    | 16%     | 49%                     | 24%    | 10%     | 0%     | 8%      |
| Not Sure                                | 2%   | 1%      | 2%      | 1%     | 2%     | 9%      | 1%             | 2%     | 1%      | 2%     | 31%     | 1%                      | 4%     | 0%      | 8%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 2%   | 1%                   | 3%     | 0%      | 61%    | 0%      | 1%                | 1%     | 4%      | 35%    | 0%      | 2%               | 1%     | 13%     | 62%    | 0%      |
| Acceptable                              | 12%  | 10%                  | 17%    | 22%     | 30%    | 20%     | 10%               | 12%    | 18%     | 24%    | 0%      | 11%              | 15%    | 31%     | 9%     | 0%      |
| Unacceptable                            | 43%  | 40%                  | 48%    | 61%     | 0%     | 24%     | 36%               | 46%    | 48%     | 24%    | 54%     | 40%              | 49%    | 32%     | 9%     | 0%      |
| Completely Unacceptable                 | 41%  | 47%                  | 29%    | 14%     | 0%     | 38%     | 52%               | 39%    | 28%     | 10%    | 39%     | 47%              | 32%    | 17%     | 10%    | 100%    |
| Not Sure                                | 2%   | 1%                   | 3%     | 3%      | 10%    | 19%     | 2%                | 1%     | 3%      | 7%     | 7%      | 1%               | 3%     | 7%      | 10%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 2%   | 1%             | 2%     | 21%     | 67%    | 0%      | 2%             | 3%     | 0%      | 77%    | 0%      | 1%                     | 5%     | 0%      | 74%    | 0%      |
| Acceptable                              | 12%  | 11%            | 18%    | 33%     | 16%    | 0%      | 12%            | 13%    | 52%     | 11%    | 0%      | 11%                    | 20%    | 67%     | 12%    | 0%      |
| Unacceptable                            | 43%  | 41%            | 52%    | 39%     | 0%     | 0%      | 43%            | 38%    | 48%     | 0%     | 0%      | 43%                    | 44%    | 17%     | 0%     | 0%      |
| Completely Unacceptable                 | 41%  | 46%            | 25%    | 6%      | 0%     | 0%      | 42%            | 39%    | 0%      | 0%     | 0%      | 43%                    | 28%    | 9%      | 0%     | 100%    |
| Not Sure                                | 2%   | 2%             | 3%     | 0%      | 18%    | 100%    | 2%             | 7%     | 0%      | 12%    | 0%      | 2%                     | 4%     | 8%      | 14%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Completely Acceptable                   | 2%   | 2%                      | 1%     | 3%      | 10%    | 0%      | 1%        | 1%     | 4%      | 46%    | 0%      | 7%            | 2%      | 0%      | 2%             | 1%      | 4%      |
| Acceptable                              | 12%  | 11%                     | 11%    | 25%     | 26%    | 11%     | 10%       | 12%    | 25%     | 7%     | 8%      | 24%           | 12%     | 7%      | 11%            | 29%     | 3%      |
| Unacceptable                            | 43%  | 38%                     | 52%    | 47%     | 35%    | 52%     | 34%       | 48%    | 51%     | 32%    | 47%     | 47%           | 39%     | 52%     | 45%            | 29%     | 40%     |
| Completely Unacceptable                 | 41%  | 48%                     | 34%    | 21%     | 26%    | 37%     | 53%       | 38%    | 20%     | 3%     | 38%     | 22%           | 45%     | 39%     | 41%            | 37%     | 50%     |
| Not Sure                                | 2%   | 1%                      | 2%     | 4%      | 4%     | 0%      | 2%        | 2%     | 0%      | 11%    | 7%      | 0%            | 2%      | 2%      | 1%             | 5%      | 4%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
|---|--|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| 8                                       | How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving? |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
| Credibility Interval: +/-4.6 pct points |  | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Completely Acceptable                   | 2%   | 3%                  | 2%      | 1%      | 8%                     | 2%      | 0%      | 5%                   | 2%      | 0%      | 2%       | 3%      | 1%      | 7%         | 2%      | 0%      |
| Acceptable                              | 12%  | 31%                 | 9%      | 22%     | 24%                    | 10%     | 12%     | 25%                  | 10%     | 12%     | 14%      | 8%      | 11%     | 23%        | 11%     | 11%     |
| Unacceptable                            | 43%  | 34%                 | 44%     | 34%     | 34%                    | 43%     | 50%     | 50%                  | 38%     | 57%     | 45%      | 33%     | 43%     | 41%        | 41%     | 47%     |
| Completely Unacceptable                 | 41%  | 32%                 | 43%     | 39%     | 34%                    | 43%     | 36%     | 20%                  | 49%     | 28%     | 38%      | 53%     | 42%     | 30%        | 45%     | 40%     |
| Not Sure                                | 2%   | 1%                  | 2%      | 4%      | 0%                     | 2%      | 2%      | 0%                   | 2%      | 2%      | 1%       | 3%      | 3%      | 0%         | 2%      | 3%      |
| Total                                   | 100%   | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%   | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

|   |  |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|--|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 8                                       | How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-4.6 pct points |  | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Completely Acceptable                   | 2%   | 5%                | 2%      | 0%      | 3%                      | 2%      | 1%      | 5%                      | 2%      | 1%      | 2%                   | 3%      | 2%      | 5%         | 2%      | 1%      |
| Acceptable                              | 12%  | 17%               | 11%     | 11%     | 12%                     | 12%     | 15%     | 16%                     | 13%     | 7%      | 13%                  | 12%     | 5%      | 12%        | 14%     | 7%      |
| Unacceptable                            | 43%  | 41%               | 43%     | 43%     | 41%                     | 41%     | 49%     | 42%                     | 41%     | 52%     | 44%                  | 38%     | 35%     | 47%        | 42%     | 43%     |
| Completely Unacceptable                 | 41%  | 36%               | 43%     | 43%     | 43%                     | 43%     | 34%     | 37%                     | 43%     | 37%     | 39%                  | 44%     | 54%     | 35%        | 41%     | 47%     |
| Not Sure                                | 2%   | 1%                | 1%      | 4%      | 1%                      | 2%      | 1%      | 0%                      | 2%      | 2%      | 1%                   | 3%      | 5%      | 0%         | 2%      | 2%      |
| Total                                   | 100%   | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%   | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 2%   | 5%          | 1%      | 11%     | 30%                    | 4%     | 1%       | 1%      | 0%      | 24%              | 4%     | 1%       | 1%      | 27%     |
| Acceptable                              | 12%  | 10%         | 13%     | 6%      | 32%                    | 47%    | 16%      | 4%      | 41%     | 22%              | 23%    | 25%      | 7%      | 8%      |
| Unacceptable                            | 43%  | 34%         | 43%     | 36%     | 31%                    | 40%    | 65%      | 38%     | 16%     | 16%              | 60%    | 56%      | 38%     | 34%     |
| Completely Unacceptable                 | 41%  | 51%         | 41%     | 45%     | 7%                     | 5%     | 12%      | 57%     | 35%     | 38%              | 12%    | 15%      | 52%     | 31%     |
| Not Sure                                | 2%   | 0%          | 2%      | 2%      | 0%                     | 3%     | 6%       | 1%      | 7%      | 0%               | 1%     | 3%       | 2%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 2%   | 18%             | 2%     | 4%       | 0%      | 0%      | 26%                    | 3%     | 3%       | 1%      | 0%      | 6%                     | 4%     | 2%       | 2%      | 8%      |
| Acceptable                              | 12%  | 25%             | 23%    | 24%      | 6%      | 0%      | 9%                     | 31%    | 18%      | 10%     | 19%     | 27%                    | 21%    | 20%      | 10%     | 5%      |
| Unacceptable                            | 43%  | 29%             | 56%    | 49%      | 38%     | 72%     | 27%                    | 53%    | 57%      | 38%     | 65%     | 33%                    | 50%    | 55%      | 39%     | 63%     |
| Completely Unacceptable                 | 41%  | 25%             | 18%    | 19%      | 54%     | 28%     | 28%                    | 14%    | 19%      | 50%     | 14%     | 24%                    | 23%    | 21%      | 48%     | 24%     |
| Not Sure                                | 2%   | 3%              | 1%     | 4%       | 1%      | 0%      | 11%                    | 0%     | 4%       | 1%      | 3%      | 10%                    | 2%     | 3%       | 2%      | 0%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Completely Acceptable                   | 2%   | 10%                 | 7%     | 3%       | 1%      | 6%      | 4%                  | 6%     | 2%       | 2%      | 0%      | 2%             | 2%   | 2%             | 2%   | 2%             | 3%   |
| Acceptable                              | 12%  | 5%                  | 28%    | 15%      | 11%     | 10%     | 14%                 | 35%    | 17%      | 10%     | 11%     | 7%             | 17%  | 6%             | 17%  | 9%             | 16%  |
| Unacceptable                            | 43%  | 39%                 | 28%    | 61%      | 38%     | 62%     | 38%                 | 34%    | 59%      | 40%     | 65%     | 46%            | 39%  | 45%            | 40%  | 45%            | 40%  |
| Completely Unacceptable                 | 41%  | 39%                 | 32%    | 18%      | 48%     | 22%     | 38%                 | 21%    | 19%      | 47%     | 21%     | 44%            | 39%  | 45%            | 38%  | 42%            | 40%  |
| Not Sure                                | 2%   | 6%                  | 4%     | 3%       | 1%      | 0%      | 5%                  | 5%     | 3%       | 1%      | 2%      | 1%             | 2%   | 2%             | 2%   | 2%             | 2%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Completely Acceptable                   | 2%   | 2%              | 3%   | 2%           | 2%   | 1%           | 3%   | 1%               | 3%   | 1%            | 2%   | 1%             | 3%   | 1%            | 3%   | 1%              | 3%   |
| Acceptable                              | 12%  | 11%             | 14%  | 11%          | 14%  | 8%           | 18%  | 7%               | 19%  | 3%            | 15%  | 9%             | 14%  | 7%            | 15%  | 9%              | 17%  |
| Unacceptable                            | 43%  | 47%             | 36%  | 42%          | 44%  | 44%          | 40%  | 45%              | 39%  | 41%           | 43%  | 44%            | 41%  | 45%           | 41%  | 45%             | 39%  |
| Completely Unacceptable                 | 41%  | 39%             | 44%  | 44%          | 38%  | 45%          | 37%  | 45%              | 36%  | 53%           | 37%  | 44%            | 39%  | 45%           | 39%  | 43%             | 39%  |
| Not Sure                                | 2%   | 2%              | 2%   | 2%           | 2%   | 2%           | 2%   | 2%               | 2%   | 1%            | 2%   | 1%             | 2%   | 1%            | 2%   | 2%              | 2%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Completely Acceptable                   | 2%   | 1%              | 3%   | 0%            | 2%   | 3%     | 1%    | 0%     | 2%    | 4%    | 1%    | 1%   | 3%        | 1%   |
| Acceptable                              | 12%  | 11%             | 14%  | 5%            | 13%  | 15%    | 10%   | 10%    | 15%   | 12%   | 12%   | 7%   | 14%       | 10%  |
| Unacceptable                            | 43%  | 44%             | 40%  | 28%           | 43%  | 38%    | 47%   | 28%    | 49%   | 47%   | 37%   | 29%  | 48%       | 34%  |
| Completely Unacceptable                 | 41%  | 42%             | 40%  | 64%           | 40%  | 42%    | 40%   | 62%    | 32%   | 35%   | 49%   | 62%  | 33%       | 54%  |
| Not Sure                                | 2%   | 2%              | 2%   | 2%            | 2%   | 2%     | 2%    | 0%     | 2%    | 3%    | 1%    | 1%   | 2%        | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Completely Acceptable                   | 2%   | 4%      | 1%    | 2%    | 0%    | 0%     | 19%    | 0%       | 0%    | 2%        | 1%     | 2%      | 4%      | 1%      | 2%      | 3%      | 5%      | 1%      |
| Acceptable                              | 12%  | 22%     | 13%   | 12%   | 11%   | 0%     | 14%    | 7%       | 0%    | 9%        | 12%    | 10%     | 18%     | 16%     | 9%      | 12%     | 17%     | 6%      |
| Unacceptable                            | 43%  | 48%     | 47%   | 40%   | 51%   | 16%    | 14%    | 43%      | 66%   | 43%       | 40%    | 44%     | 42%     | 34%     | 40%     | 52%     | 41%     | 52%     |
| Completely Unacceptable                 | 41%  | 26%     | 35%   | 44%   | 38%   | 80%    | 44%    | 46%      | 34%   | 45%       | 45%    | 41%     | 35%     | 47%     | 47%     | 32%     | 34%     | 39%     |
| Not Sure                                | 2%   | 0%      | 4%    | 2%    | 0%    | 4%     | 8%     | 4%       | 0%    | 1%        | 2%     | 2%      | 2%      | 3%      | 2%      | 1%      | 2%      | 1%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

8 How acceptable or unacceptable do you feel it is for a driver to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Completely Acceptable                   | 2%   | 2%     | 2%   | 0%      | 2%         | 2%     | 2%    |
| Acceptable                              | 12%  | 14%    | 4%   | 0%      | 12%        | 12%    | 16%   |
| Unacceptable                            | 43%  | 42%    | 46%  | 54%     | 46%        | 40%    | 36%   |
| Completely Unacceptable                 | 41%  | 41%    | 45%  | 46%     | 38%        | 43%    | 42%   |
| Not Sure                                | 2%   | 2%     | 2%   | 0%      | 1%         | 2%     | 4%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 20%  | 25%                   | 14%  | 5%      | 28%     | 33%     | 14%  | 30%     | 0%      | 10%  | 58%     | 23%        | 37%      | 23%    | 20%     | 17%   | 21%     |
| Acceptable                              | 53%  | 51%                   | 57%  | 85%     | 51%     | 62%     | 49%  | 58%     | 53%     | 43%  | 42%     | 53%        | 44%      | 59%    | 65%     | 52%   | 52%     |
| Unacceptable                            | 14%  | 15%                   | 14%  | 5%      | 12%     | 5%      | 27%  | 7%      | 33%     | 26%  | 0%      | 11%        | 16%      | 14%    | 9%      | 15%   | 19%     |
| Completely Unacceptable                 | 9%   | 8%                    | 13%  | 0%      | 7%      | 0%      | 9%   | 5%      | 6%      | 21%  | 0%      | 11%        | 3%       | 3%     | 3%      | 13%   | 8%      |
| Not Sure                                | 2%   | 2%                    | 3%   | 5%      | 2%      | 0%      | 2%   | 0%      | 8%      | 0%   | 0%      | 2%         | 0%       | 1%     | 3%      | 3%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 20%  | 21%     | 36%      | 27%    | 37%     | 16%   | 0%      | 30%                 | 33%      | 24%    | 19%     | 17%   | 9%      |
| Acceptable                              | 53%  | 65%     | 48%      | 55%    | 36%     | 53%   | 80%     | 56%                 | 46%      | 60%    | 63%     | 51%   | 61%     |
| Unacceptable                            | 14%  | 13%     | 11%      | 15%    | 20%     | 14%   | 20%     | 14%                 | 14%      | 11%    | 11%     | 16%   | 30%     |
| Completely Unacceptable                 | 9%   | 1%      | 4%       | 2%     | 1%      | 14%   | 0%      | 1%                  | 4%       | 3%     | 2%      | 14%   | 0%      |
| Not Sure                                | 2%   | 0%      | 2%       | 1%     | 5%      | 3%    | 0%      | 0%                  | 3%       | 2%     | 5%      | 2%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                   | 20%  | 49%                  | 30%      | 21%    | 9%      | 8%    | 0%      | 37%      | 23%      | 30%    | 17%     | 15%   | 47%     | 78%               | 44%     | 19%    | 12%    | 14%     |
| Acceptable                              | 53%  | 40%                  | 62%      | 64%    | 75%     | 45%   | 100%    | 43%      | 62%      | 54%    | 57%     | 53%   | 31%     | 12%               | 54%     | 61%    | 48%    | 44%     |
| Unacceptable                            | 14%  | 11%                  | 5%       | 12%    | 11%     | 22%   | 0%      | 18%      | 8%       | 11%    | 16%     | 16%   | 14%     | 0%                | 2%      | 18%    | 16%    | 3%      |
| Completely Unacceptable                 | 9%   | 0%                   | 2%       | 2%     | 4%      | 21%   | 0%      | 2%       | 6%       | 2%     | 10%     | 13%   | 0%      | 0%                | 1%      | 1%     | 22%    | 12%     |
| Not Sure                                | 2%   | 1%                   | 1%       | 1%     | 0%      | 4%    | 0%      | 0%       | 1%       | 3%     | 0%      | 3%    | 8%      | 10%               | 0%      | 1%     | 2%     | 27%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                   | 20%  | -                  | -       | -      | -      | -       | 50%             | 28%     | 27%    | 14%    | 41%     | 50%             | 20%     | 25%    | 18%    | 32%     |
| Acceptable                              | 53%  | -                  | -       | -      | -      | -       | 38%             | 57%     | 55%    | 53%    | 49%     | 31%             | 77%     | 53%    | 53%    | 49%     |
| Unacceptable                            | 14%  | -                  | -       | -      | -      | -       | 12%             | 7%      | 16%    | 14%    | 0%      | 19%             | 3%      | 19%    | 13%    | 10%     |
| Completely Unacceptable                 | 9%   | -                  | -       | -      | -      | -       | 0%              | 1%      | 0%     | 17%    | 5%      | 0%              | 0%      | 0%     | 13%    | 0%      |
| Not Sure                                | 2%   | -                  | -       | -      | -      | -       | 0%              | 6%      | 1%     | 2%     | 5%      | 0%              | 0%      | 1%     | 3%     | 8%      |
| Total                                   | 100% |                    |         |        |        |         | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% |                    |         |        |        |         | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 20%  | 47%     | 34%     | 23%    | 14%    | 15%     | 16%            | 17%    | 38%     | 38%    | 15%     | 20%                     | 21%    | 38%     | 29%    | 19%     |
| Acceptable                              | 53%  | 40%     | 50%     | 55%    | 52%    | 76%     | 43%            | 61%    | 54%     | 11%    | 64%     | 53%                     | 55%    | 48%     | 18%    | 52%     |
| Unacceptable                            | 14%  | 13%     | 13%     | 19%    | 13%    | 3%      | 21%            | 14%    | 6%      | 11%    | 7%      | 15%                     | 12%    | 14%     | 26%    | 8%      |
| Completely Unacceptable                 | 9%   | 0%      | 3%      | 2%     | 18%    | 0%      | 18%            | 6%     | 1%      | 38%    | 0%      | 10%                     | 10%    | 0%      | 0%     | 0%      |
| Not Sure                                | 2%   | 0%      | 1%      | 2%     | 3%     | 6%      | 3%             | 2%     | 1%      | 2%     | 14%     | 2%                      | 2%     | 0%      | 27%    | 21%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 20%  | 19%                  | 21%    | 24%     | 61%    | 48%     | 18%               | 20%    | 22%     | 72%    | 0%      | 21%              | 18%    | 31%     | 73%    | 0%      |
| Acceptable                              | 53%  | 54%                  | 53%    | 57%     | 21%    | 24%     | 49%               | 58%    | 56%     | 7%     | 76%     | 53%              | 57%    | 34%     | 9%     | 100%    |
| Unacceptable                            | 14%  | 15%                  | 13%    | 13%     | 9%     | 11%     | 16%               | 14%    | 13%     | 3%     | 17%     | 14%              | 16%    | 19%     | 9%     | 0%      |
| Completely Unacceptable                 | 9%   | 10%                  | 9%     | 3%      | 0%     | 17%     | 15%               | 7%     | 6%      | 3%     | 0%      | 11%              | 7%     | 3%      | 0%     | 0%      |
| Not Sure                                | 2%   | 2%                   | 4%     | 4%      | 10%    | 0%      | 2%                | 2%     | 2%      | 15%    | 7%      | 2%               | 2%     | 14%     | 10%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 20%  | 20%            | 22%    | 9%      | 67%    | 100%    | 21%            | 14%    | 0%      | 77%    | 0%      | 21%                    | 16%    | 17%     | 74%    | 35%     |
| Acceptable                              | 53%  | 53%            | 59%    | 57%     | 0%     | 0%      | 53%            | 63%    | 71%     | 0%     | 0%      | 54%                    | 54%    | 66%     | 0%     | 65%     |
| Unacceptable                            | 14%  | 15%            | 10%    | 31%     | 16%    | 0%      | 14%            | 10%    | 29%     | 11%    | 0%      | 14%                    | 14%    | 17%     | 12%    | 0%      |
| Completely Unacceptable                 | 9%   | 11%            | 4%     | 3%      | 0%     | 0%      | 10%            | 9%     | 0%      | 0%     | 0%      | 9%                     | 11%    | 0%      | 0%     | 0%      |
| Not Sure                                | 2%   | 2%             | 5%     | 0%      | 18%    | 0%      | 2%             | 4%     | 0%      | 12%    | 0%      | 2%                     | 5%     | 0%      | 14%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
|---|---|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| 9                                       | How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving? |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
| 900 Adults                              | All   | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
| Credibility Interval: +/-4.6 pct points |   | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Completely Acceptable                   | 20%   | 18%                     | 25%    | 18%     | 48%    | 28%     | 18%       | 17%    | 40%     | 45%    | 18%     | 18%           | 23%     | 13%     | 22%            | 11%     | 16%     |  |
| Acceptable                              | 53%   | 54%                     | 51%    | 66%     | 30%    | 37%     | 46%       | 61%    | 45%     | 24%    | 73%     | 59%           | 49%     | 62%     | 55%            | 54%     | 43%     |  |
| Unacceptable                            | 14%   | 14%                     | 17%    | 11%     | 4%     | 8%      | 18%       | 13%    | 12%     | 15%    | 6%      | 19%           | 13%     | 17%     | 14%            | 8%      | 22%     |  |
| Completely Unacceptable                 | 9%  | 12%                     | 4%     | 3%      | 14%    | 20%     | 15%       | 8%     | 1%      | 0%     | 0%      | 2%            | 12%     | 6%      | 7%             | 24%     | 13%     |  |
| Not Sure                                | 2%  | 2%                      | 3%     | 3%      | 4%     | 7%      | 2%        | 2%     | 1%      | 16%    | 3%      | 2%            | 2%      | 2%      | 2%             | 3%      | 6%      |  |
| Total                                   | 100%  | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults                   | 100%  | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

9

How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Completely Acceptable                   | 20%  | 12%                 | 21%     | 25%     | 20%                    | 21%     | 20%     | 30%                  | 18%     | 19%     | 22%      | 26%     | 15%     | 26%        | 20%     | 19%     |  |
| Acceptable                              | 53%  | 65%                 | 53%     | 40%     | 57%                    | 54%     | 47%     | 51%                  | 53%     | 56%     | 56%      | 39%     | 56%     | 51%        | 54%     | 53%     |  |
| Unacceptable                            | 14%  | 9%                  | 15%     | 15%     | 8%                     | 15%     | 20%     | 14%                  | 14%     | 17%     | 12%      | 20%     | 17%     | 11%        | 14%     | 17%     |  |
| Completely Unacceptable                 | 9%   | 14%                 | 9%      | 11%     | 13%                    | 9%      | 11%     | 4%                   | 12%     | 4%      | 9%       | 13%     | 9%      | 11%        | 10%     | 7%      |  |
| Not Sure                                | 2%   | 0%                  | 2%      | 10%     | 2%                     | 2%      | 3%      | 1%                   | 2%      | 3%      | 1%       | 2%      | 4%      | 0%         | 2%      | 3%      |  |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Completely Acceptable                   | 20%  | 24%               | 21%     | 16%     | 26%                     | 21%     | 13%     | 27%                     | 20%     | 15%     | 24%                  | 6%      | 7%      | 30%        | 19%     | 19%     |
| Acceptable                              | 53%  | 51%               | 51%     | 62%     | 50%                     | 53%     | 57%     | 56%                     | 54%     | 47%     | 57%                  | 39%     | 41%     | 54%        | 53%     | 55%     |
| Unacceptable                            | 14%  | 15%               | 14%     | 14%     | 8%                      | 15%     | 18%     | 9%                      | 13%     | 24%     | 10%                  | 26%     | 34%     | 10%        | 15%     | 15%     |
| Completely Unacceptable                 | 9%   | 7%                | 13%     | 5%      | 15%                     | 9%      | 8%      | 7%                      | 10%     | 9%      | 7%                   | 27%     | 14%     | 6%         | 11%     | 7%      |
| Not Sure                                | 2%   | 2%                | 2%      | 3%      | 1%                      | 2%      | 4%      | 1%                      | 2%      | 5%      | 2%                   | 2%      | 4%      | 1%         | 2%      | 4%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 20%  | 28%         | 20%     | 21%     | 26%                    | 32%    | 18%      | 18%     | 46%     | 27%              | 25%    | 24%      | 19%     | 16%     |
| Acceptable                              | 53%  | 29%         | 55%     | 40%     | 49%                    | 57%    | 60%      | 52%     | 31%     | 32%              | 48%    | 60%      | 53%     | 22%     |
| Unacceptable                            | 14%  | 8%          | 14%     | 25%     | 15%                    | 9%     | 15%      | 15%     | 0%      | 5%               | 25%    | 11%      | 15%     | 27%     |
| Completely Unacceptable                 | 9%   | 36%         | 9%      | 8%      | 0%                     | 1%     | 4%       | 13%     | 16%     | 35%              | 3%     | 3%       | 11%     | 8%      |
| Not Sure                                | 2%   | 0%          | 2%      | 6%      | 9%                     | 1%     | 3%       | 2%      | 7%      | 0%               | 0%     | 1%       | 2%      | 27%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 20%  | 37%             | 31%    | 29%      | 15%     | 8%      | 38%                    | 25%    | 21%      | 20%     | 11%     | 43%                    | 27%    | 23%      | 19%     | 2%      |
| Acceptable                              | 53%  | 47%             | 49%    | 55%      | 53%     | 88%     | 22%                    | 47%    | 63%      | 52%     | 57%     | 24%                    | 52%    | 60%      | 53%     | 62%     |
| Unacceptable                            | 14%  | 11%             | 17%    | 10%      | 16%     | 0%      | 12%                    | 25%    | 14%      | 13%     | 23%     | 15%                    | 19%    | 15%      | 14%     | 20%     |
| Completely Unacceptable                 | 9%   | 5%              | 1%     | 4%       | 13%     | 4%      | 18%                    | 3%     | 2%       | 12%     | 7%      | 18%                    | 2%     | 3%       | 11%     | 7%      |
| Not Sure                                | 2%   | 0%              | 1%     | 3%       | 2%      | 0%      | 10%                    | 0%     | 0%       | 3%      | 3%      | 0%                     | 0%     | 0%       | 3%      | 8%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Completely Acceptable                   | 20%  | 22%                 | 31%    | 20%      | 20%     | 24%     | 27%                 | 32%    | 20%      | 20%     | 15%     | 19%            | 22%  | 20%            | 21%  | 20%            | 21%  |
| Acceptable                              | 53%  | 32%                 | 52%    | 63%      | 52%     | 67%     | 38%                 | 49%    | 61%      | 53%     | 72%     | 54%            | 53%  | 52%            | 55%  | 53%            | 54%  |
| Unacceptable                            | 14%  | 27%                 | 7%     | 13%      | 15%     | 9%      | 22%                 | 10%    | 15%      | 14%     | 13%     | 17%            | 12%  | 18%            | 12%  | 17%            | 12%  |
| Completely Unacceptable                 | 9%   | 20%                 | 1%     | 4%       | 11%     | 0%      | 14%                 | 4%     | 4%       | 11%     | 0%      | 9%             | 10%  | 9%             | 10%  | 9%             | 10%  |
| Not Sure                                | 2%   | 0%                  | 9%     | 1%       | 2%      | 0%      | 0%                  | 4%     | 0%       | 3%      | 0%      | 2%             | 3%   | 2%             | 2%   | 2%             | 2%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

| 9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving? |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 900 Adults<br>Credibility Interval: +/-4.6 pct points   | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Completely Acceptable   | 20%  | 25%             | 15%  | 16%          | 27%  | 17%          | 24%  | 19%              | 22%  | 12%           | 23%  | 22%            | 19%  | 20%           | 20%  | 20%             | 21%  |
| Acceptable  | 53%  | 56%             | 51%  | 55%          | 52%  | 53%          | 54%  | 54%              | 53%  | 55%           | 53%  | 53%            | 54%  | 52%           | 54%  | 52%             | 56%  |
| Unacceptable  | 14%  | 13%             | 16%  | 16%          | 12%  | 18%          | 10%  | 16%              | 12%  | 20%           | 13%  | 16%            | 13%  | 16%           | 13%  | 16%             | 11%  |
| Completely Unacceptable   | 9%   | 4%              | 16%  | 10%          | 8%   | 9%           | 10%  | 9%               | 10%  | 10%           | 9%   | 7%             | 11%  | 8%            | 10%  | 10%             | 9%   |
| Not Sure  | 2%   | 2%              | 3%   | 2%           | 2%   | 2%           | 2%   | 2%               | 2%   | 3%            | 2%   | 2%             | 2%   | 2%            | 2%   | 2%              | 3%   |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

| 9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving? |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| 900 Adults<br>Credibility Interval: +/-4.6 pct points   | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|   |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Completely Acceptable   | 20%  | 21%             | 20%  | 10%           | 21%  | 22%    | 19%   | 10%    | 25%   | 22%   | 17%   | 11%  | 24%       | 15%  |
| Acceptable  | 53%  | 52%             | 56%  | 53%           | 54%  | 47%    | 59%   | 90%    | 50%   | 55%   | 56%   | 56%  | 52%       | 56%  |
| Unacceptable  | 14%  | 16%             | 12%  | 20%           | 14%  | 14%    | 15%   | 0%     | 15%   | 14%   | 13%   | 15%  | 15%       | 14%  |
| Completely Unacceptable   | 9%   | 9%              | 10%  | 13%           | 9%   | 13%    | 6%    | 0%     | 8%    | 7%    | 11%   | 15%  | 7%        | 13%  |
| Not Sure  | 2%   | 2%              | 3%   | 5%            | 2%   | 3%     | 2%    | 0%     | 2%    | 2%    | 3%    | 3%   | 2%        | 3%   |
| Total   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
|   |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Completely Acceptable                                 | 20%  | 23%     | 30%   | 22%   | 11%   | 22%    | 33%    | 18%      | 4%    | 21%       | 21%    | 21%     | 20%     | 14%     | 21%     | 28%     | 21%     | 22%     |
| Acceptable  | 53%  | 56%     | 47%   | 52%   | 62%   | 25%    | 44%    | 53%      | 85%   | 49%       | 54%    | 54%     | 54%     | 52%     | 51%     | 53%     | 60%     | 56%     |
| Unacceptable  | 14%  | 4%      | 11%   | 16%   | 16%   | 12%    | 14%    | 20%      | 6%    | 19%       | 11%    | 15%     | 14%     | 15%     | 14%     | 13%     | 16%     | 13%     |
| Completely Unacceptable                               | 9%   | 16%     | 12%   | 8%    | 10%   | 41%    | 0%     | 9%       | 5%    | 10%       | 12%    | 8%      | 10%     | 17%     | 12%     | 6%      | 0%      | 6%      |
| Not Sure  | 2%   | 0%      | 0%    | 3%    | 2%    | 0%     | 8%     | 1%       | 0%    | 1%        | 2%     | 2%      | 2%      | 2%      | 2%      | 0%      | 3%      | 3%      |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

9 How acceptable or unacceptable do you feel it is for a driver to talk on a hands-free cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
|   |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Completely Acceptable                                 | 20%  | 22%    | 13%  | 46%     | 22%        | 20%    | 14%   |
| Acceptable  | 53%  | 55%    | 43%  | 27%     | 54%        | 52%    | 57%   |
| Unacceptable  | 14%  | 13%    | 22%  | 27%     | 14%        | 14%    | 17%   |
| Completely Unacceptable                               | 9%   | 8%     | 18%  | 0%      | 8%         | 11%    | 9%    |
| Not Sure  | 2%   | 2%     | 4%   | 0%      | 2%         | 2%     | 3%    |
| Total   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 1%   | 2%                    | 1%   | 0%      | 2%      | 0%      | 1%   | 0%      | 0%      | 0%   | 0%      | 9%         | 0%       | 1%     | 0%      | 1%    | 0%      |
| Acceptable                              | 5%   | 6%                    | 2%   | 4%      | 7%      | 7%      | 3%   | 3%      | 8%      | 2%   | 58%     | 19%        | 10%      | 6%     | 3%      | 1%    | 0%      |
| Unacceptable                            | 38%  | 45%                   | 26%  | 16%     | 49%     | 45%     | 36%  | 64%     | 30%     | 25%  | 0%      | 48%        | 70%      | 53%    | 59%     | 23%   | 55%     |
| Completely Unacceptable                 | 55%  | 45%                   | 69%  | 80%     | 42%     | 49%     | 57%  | 33%     | 55%     | 73%  | 42%     | 25%        | 19%      | 38%    | 33%     | 75%   | 35%     |
| Not Sure                                | 1%   | 1%                    | 1%   | 0%      | 1%      | 0%      | 2%   | 0%      | 7%      | 0%   | 0%      | 0%         | 2%       | 2%     | 5%      | 1%    | 10%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 1%   | 8%      | 6%       | 1%     | 4%      | 0%    | 0%      | 11%                 | 5%       | 0%     | 0%      | 1%    | 0%      |
| Acceptable                              | 5%   | 17%     | 18%      | 9%     | 3%      | 1%    | 0%      | 16%                 | 14%      | 5%     | 8%      | 2%    | 0%      |
| Unacceptable                            | 38%  | 59%     | 66%      | 57%    | 66%     | 26%   | 66%     | 60%                 | 59%      | 53%    | 32%     | 30%   | 40%     |
| Completely Unacceptable                 | 55%  | 16%     | 9%       | 31%    | 28%     | 71%   | 11%     | 13%                 | 22%      | 40%    | 58%     | 67%   | 39%     |
| Not Sure                                | 1%   | 0%      | 1%       | 1%     | 0%      | 1%    | 23%     | 0%                  | 0%       | 2%     | 3%      | 1%    | 21%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                   | 1%   | 7%                   | 1%       | 0%     | 0%      | 1%    | 0%      | 12%      | 3%       | 0%     | 0%      | 0%    | 0%      | 31%               | 2%      | 1%     | 0%     | 0%      |
| Acceptable                              | 5%   | 8%                   | 8%       | 4%     | 2%      | 2%    | 0%      | 15%      | 7%       | 10%    | 4%      | 1%    | 27%     | 25%               | 11%     | 5%     | 1%     | 11%     |
| Unacceptable                            | 38%  | 49%                  | 57%      | 41%    | 28%     | 25%   | 18%     | 52%      | 63%      | 52%    | 20%     | 29%   | 38%     | 15%               | 68%     | 55%    | 13%    | 25%     |
| Completely Unacceptable                 | 55%  | 35%                  | 32%      | 54%    | 63%     | 72%   | 32%     | 20%      | 27%      | 36%    | 69%     | 69%   | 21%     | 29%               | 18%     | 37%    | 85%    | 50%     |
| Not Sure                                | 1%   | 1%                   | 1%       | 1%     | 6%      | 1%    | 50%     | 1%       | 0%       | 2%     | 7%      | 1%    | 14%     | 0%                | 2%      | 2%     | 0%     | 14%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                   | 1%   | 4%                 | 1%      | 1%     | 0%     | 0%      | -               | -       | -      | -      | -       | 49%             | 29%     | 1%     | 0%     | 0%      |
| Acceptable                              | 5%   | 6%                 | 5%      | 2%     | 1%     | 13%     | -               | -       | -      | -      | -       | 24%             | 50%     | 10%    | 1%     | 10%     |
| Unacceptable                            | 38%  | 51%                | 39%     | 43%    | 0%     | 24%     | -               | -       | -      | -      | -       | 27%             | 17%     | 84%    | 22%    | 33%     |
| Completely Unacceptable                 | 55%  | 37%                | 54%     | 53%    | 98%    | 59%     | -               | -       | -      | -      | -       | 0%              | 0%      | 4%     | 76%    | 0%      |
| Not Sure                                | 1%   | 3%                 | 1%      | 0%     | 1%     | 3%      | -               | -       | -      | -      | -       | 0%              | 3%      | 1%     | 1%     | 57%     |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    |                 |         |        |        |         | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      |                 |         |        |        |         | 1%              | 2%      | 25%    | 71%    | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 1%   | 28%     | 0%      | 0%     | 0%     | 0%      | 2%             | 1%     | 3%      | 8%     | 0%      | 1%                      | 3%     | 7%      | 29%    | 0%      |
| Acceptable                              | 5%   | 13%     | 17%     | 5%     | 0%     | 4%      | 2%             | 5%     | 8%      | 9%     | 0%      | 2%                      | 10%    | 17%     | 0%     | 40%     |
| Unacceptable                            | 38%  | 46%     | 45%     | 64%    | 19%    | 30%     | 20%            | 45%    | 52%     | 27%    | 31%     | 31%                     | 58%    | 52%     | 44%    | 22%     |
| Completely Unacceptable                 | 55%  | 12%     | 37%     | 29%    | 80%    | 55%     | 75%            | 49%    | 34%     | 54%    | 48%     | 65%                     | 27%    | 24%     | 19%    | 38%     |
| Not Sure                                | 1%   | 1%      | 1%      | 1%     | 0%     | 11%     | 1%             | 0%     | 3%      | 2%     | 20%     | 1%                      | 2%     | 0%      | 8%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 1%   | 1%                   | 1%     | 5%      | 34%    | 0%      | 1%                | 0%     | 3%      | 13%    | 0%      | 1%               | 1%     | 0%      | 35%    | 0%      |
| Acceptable                              | 5%   | 4%                   | 5%     | 15%     | 48%    | 20%     | 4%                | 4%     | 5%      | 25%    | 0%      | 4%               | 5%     | 18%     | 28%    | 0%      |
| Unacceptable                            | 38%  | 33%                  | 50%    | 42%     | 9%     | 35%     | 32%               | 38%    | 50%     | 34%    | 49%     | 33%              | 48%    | 51%     | 9%     | 0%      |
| Completely Unacceptable                 | 55%  | 61%                  | 43%    | 38%     | 0%     | 17%     | 62%               | 56%    | 39%     | 21%    | 51%     | 61%              | 44%    | 21%     | 19%    | 100%    |
| Not Sure                                | 1%   | 1%                   | 1%     | 0%      | 10%    | 28%     | 1%                | 1%     | 3%      | 7%     | 0%      | 1%               | 1%     | 10%     | 10%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 1%   | 1%             | 1%     | 30%     | 18%    | 0%      | 1%             | 1%     | 18%     | 43%    | 0%      | 1%                     | 5%     | 0%      | 35%    | 0%      |
| Acceptable                              | 5%   | 3%             | 11%    | 7%      | 49%    | 0%      | 4%             | 13%    | 0%      | 34%    | 0%      | 4%                     | 11%    | 15%     | 39%    | 35%     |
| Unacceptable                            | 38%  | 35%            | 53%    | 49%     | 16%    | 0%      | 37%            | 51%    | 82%     | 11%    | 0%      | 38%                    | 41%    | 59%     | 12%    | 0%      |
| Completely Unacceptable                 | 55%  | 61%            | 33%    | 14%     | 0%     | 0%      | 57%            | 34%    | 0%      | 0%     | 0%      | 57%                    | 43%    | 26%     | 0%     | 65%     |
| Not Sure                                | 1%   | 1%             | 2%     | 0%      | 18%    | 100%    | 1%             | 0%     | 0%      | 12%    | 0%      | 1%                     | 0%     | 0%      | 14%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Completely Acceptable                   | 1%   | 1%                      | 0%     | 3%      | 10%    | 0%      | 1%        | 0%     | 4%      | 13%    | 0%      | 4%            | 1%      | 1%      | 2%             | 0%      | 2%      |
| Acceptable                              | 5%   | 4%                      | 5%     | 10%     | 15%    | 3%      | 1%        | 4%     | 15%     | 26%    | 8%      | 10%           | 4%      | 4%      | 4%             | 6%      | 7%      |
| Unacceptable                            | 38%  | 34%                     | 48%    | 37%     | 29%    | 25%     | 30%       | 43%    | 48%     | 39%    | 34%     | 56%           | 35%     | 37%     | 37%            | 49%     | 31%     |
| Completely Unacceptable                 | 55%  | 59%                     | 47%    | 49%     | 41%    | 58%     | 67%       | 51%    | 33%     | 14%    | 52%     | 30%           | 59%     | 55%     | 56%            | 44%     | 55%     |
| Not Sure                                | 1%   | 1%                      | 1%     | 1%      | 4%     | 15%     | 0%        | 2%     | 1%      | 7%     | 6%      | 1%            | 1%      | 3%      | 1%             | 1%      | 4%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Completely Acceptable                   | 1%   | 3%                  | 1%      | 1%      | 4%                     | 1%      | 0%      | 2%                   | 2%      | 0%      | 1%       | 5%      | 0%      | 2%         | 2%      | 0%      |
| Acceptable                              | 5%   | 4%                  | 5%      | 5%      | 10%                    | 4%      | 4%      | 9%                   | 4%      | 4%      | 5%       | 4%      | 5%      | 6%         | 4%      | 5%      |
| Unacceptable                            | 38%  | 46%                 | 37%     | 40%     | 40%                    | 37%     | 39%     | 55%                  | 34%     | 41%     | 41%      | 29%     | 36%     | 45%        | 36%     | 38%     |
| Completely Unacceptable                 | 55%  | 45%                 | 56%     | 50%     | 44%                    | 56%     | 55%     | 32%                  | 60%     | 52%     | 52%      | 61%     | 57%     | 46%        | 56%     | 56%     |
| Not Sure                                | 1%   | 2%                  | 1%      | 4%      | 1%                     | 1%      | 2%      | 1%                   | 1%      | 3%      | 1%       | 1%      | 1%      | 0%         | 1%      | 2%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Completely Acceptable                   | 1%   | 4%                | 1%      | 0%      | 2%                      | 1%      | 1%      | 3%                      | 1%      | 1%      | 1%                   | 5%      | 0%      | 3%         | 1%      | 1%      |
| Acceptable                              | 5%   | 7%                | 4%      | 5%      | 7%                      | 4%      | 4%      | 9%                      | 4%      | 5%      | 5%                   | 4%      | 5%      | 3%         | 4%      | 6%      |
| Unacceptable                            | 38%  | 44%               | 36%     | 37%     | 39%                     | 36%     | 45%     | 41%                     | 37%     | 38%     | 40%                  | 27%     | 30%     | 45%        | 38%     | 35%     |
| Completely Unacceptable                 | 55%  | 43%               | 59%     | 56%     | 49%                     | 58%     | 48%     | 46%                     | 56%     | 53%     | 52%                  | 63%     | 65%     | 47%        | 56%     | 56%     |
| Not Sure                                | 1%   | 2%                | 1%      | 2%      | 2%                      | 1%      | 2%      | 1%                      | 1%      | 3%      | 1%                   | 1%      | 1%      | 2%         | 1%      | 3%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 1%   | 9%          | 1%      | 2%      | 27%                    | 3%     | 1%       | 0%      | 0%      | 22%              | 5%     | 1%       | 0%      | 0%      |
| Acceptable                              | 5%   | 2%          | 4%      | 13%     | 18%                    | 13%    | 8%       | 2%      | 5%      | 17%              | 9%     | 11%      | 2%      | 27%     |
| Unacceptable                            | 38%  | 30%         | 39%     | 24%     | 41%                    | 65%    | 54%      | 29%     | 30%     | 17%              | 68%    | 65%      | 28%     | 23%     |
| Completely Unacceptable                 | 55%  | 55%         | 54%     | 58%     | 12%                    | 19%    | 35%      | 68%     | 65%     | 44%              | 16%    | 21%      | 69%     | 50%     |
| Not Sure                                | 1%   | 4%          | 1%      | 2%      | 2%                     | 1%     | 3%       | 1%      | 0%      | 0%               | 2%     | 2%       | 1%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 1%   | 19%             | 0%     | 2%       | 0%      | 0%      | 22%                    | 3%     | 1%       | 1%      | 0%      | 12%                    | 5%     | 1%       | 1%      | 0%      |
| Acceptable                              | 5%   | 15%             | 10%    | 7%       | 2%      | 8%      | 14%                    | 16%    | 7%       | 3%      | 2%      | 5%                     | 15%    | 6%       | 3%      | 10%     |
| Unacceptable                            | 38%  | 33%             | 65%    | 59%      | 27%     | 52%     | 24%                    | 59%    | 53%      | 33%     | 60%     | 34%                    | 61%    | 56%      | 32%     | 65%     |
| Completely Unacceptable                 | 55%  | 31%             | 25%    | 31%      | 70%     | 35%     | 40%                    | 22%    | 36%      | 62%     | 39%     | 48%                    | 15%    | 36%      | 63%     | 25%     |
| Not Sure                                | 1%   | 1%              | 0%     | 1%       | 1%      | 4%      | 0%                     | 0%     | 3%       | 1%      | 0%      | 0%                     | 5%     | 1%       | 1%      | 0%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Completely Acceptable                   | 1%   | 12%                 | 3%     | 1%       | 1%      | 0%      | 8%                  | 5%     | 1%       | 1%      | 0%      | 1%             | 2%   | 0%             | 2%   | 1%             | 2%   |
| Acceptable                              | 5%   | 4%                  | 18%    | 5%       | 4%      | 7%      | 5%                  | 11%    | 7%       | 4%      | 13%     | 5%             | 4%   | 5%             | 4%   | 4%             | 6%   |
| Unacceptable                            | 38%  | 45%                 | 44%    | 53%      | 33%     | 64%     | 51%                 | 49%    | 56%      | 32%     | 73%     | 37%            | 39%  | 36%            | 40%  | 38%            | 38%  |
| Completely Unacceptable                 | 55%  | 38%                 | 34%    | 36%      | 62%     | 26%     | 35%                 | 33%    | 32%      | 63%     | 14%     | 57%            | 52%  | 58%            | 52%  | 57%            | 52%  |
| Not Sure                                | 1%   | 2%                  | 0%     | 4%       | 1%      | 2%      | 1%                  | 2%     | 4%       | 1%      | 0%      | 1%             | 2%   | 0%             | 2%   | 0%             | 2%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Completely Acceptable                   | 1%   | 1%              | 2%   | 1%           | 2%   | 1%           | 2%   | 1%               | 2%   | 1%            | 2%   | 1%             | 1%   | 0%            | 2%   | 1%              | 2%   |
| Acceptable                              | 5%   | 4%              | 5%   | 4%           | 6%   | 3%           | 6%   | 4%               | 6%   | 3%            | 5%   | 3%             | 6%   | 3%            | 6%   | 4%              | 6%   |
| Unacceptable                            | 38%  | 40%             | 36%  | 36%          | 41%  | 35%          | 41%  | 35%              | 42%  | 28%           | 41%  | 40%            | 36%  | 36%           | 39%  | 37%             | 39%  |
| Completely Unacceptable                 | 55%  | 54%             | 56%  | 58%          | 50%  | 60%          | 49%  | 60%              | 47%  | 68%           | 50%  | 56%            | 54%  | 60%           | 52%  | 57%             | 51%  |
| Not Sure                                | 1%   | 1%              | 2%   | 1%           | 2%   | 1%           | 2%   | 1%               | 2%   | 1%            | 1%   | 0%             | 2%   | 1%            | 2%   | 1%              | 2%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Completely Acceptable                   | 1%   | 1%              | 3%   | 0%            | 1%   | 3%     | 0%    | 0%     | 1%    | 3%    | 2%    | 0%   | 2%        | 1%   |
| Acceptable                              | 5%   | 4%              | 6%   | 2%            | 5%   | 7%     | 2%    | 0%     | 9%    | 5%    | 1%    | 1%   | 7%        | 1%   |
| Unacceptable                            | 38%  | 38%             | 38%  | 19%           | 39%  | 37%    | 39%   | 31%    | 43%   | 36%   | 40%   | 27%  | 40%       | 35%  |
| Completely Unacceptable                 | 55%  | 56%             | 52%  | 79%           | 54%  | 52%    | 57%   | 56%    | 46%   | 55%   | 57%   | 71%  | 50%       | 62%  |
| Not Sure                                | 1%   | 1%              | 1%   | 0%            | 1%   | 1%     | 1%    | 13%    | 2%    | 2%    | 1%    | 0%   | 2%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Completely Acceptable                   | 1%   | 0%      | 4%    | 1%    | 2%    | 0%     | 0%     | 3%       | 0%    | 0%        | 2%     | 1%      | 2%      | 1%      | 1%      | 2%      | 4%      | 0%      |
| Acceptable                              | 5%   | 0%      | 6%    | 5%    | 7%    | 0%     | 27%    | 0%       | 0%    | 3%        | 4%     | 5%      | 5%      | 3%      | 4%      | 5%      | 6%      | 8%      |
| Unacceptable                            | 38%  | 50%     | 32%   | 36%   | 39%   | 27%    | 9%     | 45%      | 81%   | 41%       | 29%    | 36%     | 50%     | 39%     | 33%     | 43%     | 35%     | 42%     |
| Completely Unacceptable                 | 55%  | 50%     | 56%   | 57%   | 50%   | 73%    | 64%    | 49%      | 19%   | 53%       | 63%    | 57%     | 42%     | 57%     | 62%     | 49%     | 50%     | 51%     |
| Not Sure                                | 1%   | 0%      | 3%    | 1%    | 2%    | 0%     | 0%     | 3%       | 0%    | 2%        | 2%     | 1%      | 1%      | 1%      | 1%      | 1%      | 5%      | 0%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

10 How acceptable or unacceptable do you feel it is for a driver to read a text message or email while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Completely Acceptable                   | 1%   | 1%     | 3%   | 0%      | 2%         | 1%     | 0%    |
| Acceptable                              | 5%   | 5%     | 2%   | 0%      | 6%         | 4%     | 1%    |
| Unacceptable                            | 38%  | 39%    | 34%  | 0%      | 41%        | 36%    | 31%   |
| Completely Unacceptable                 | 55%  | 54%    | 59%  | 100%    | 49%        | 58%    | 67%   |
| Not Sure                                | 1%   | 1%     | 2%   | 0%      | 1%         | 2%     | 1%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.2 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 1%   | 1%                    | 1%   | 0%      | 1%      | 0%      | 0%   | 3%      | 6%      | 0%   | 58%     | 5%         | 1%       | 1%     | 0%      | 1%    | 0%      |
| Acceptable                              | 2%   | 3%                    | 1%   | 0%      | 3%      | 0%      | 2%   | 0%      | 0%      | 0%   | 0%      | 9%         | 5%       | 1%     | 3%      | 0%    | 0%      |
| Unacceptable                            | 25%  | 32%                   | 15%  | 4%      | 34%     | 35%     | 27%  | 21%     | 32%     | 25%  | 0%      | 49%        | 55%      | 34%    | 27%     | 13%   | 15%     |
| Completely Unacceptable                 | 71%  | 63%                   | 83%  | 96%     | 60%     | 65%     | 70%  | 76%     | 55%     | 75%  | 42%     | 36%        | 40%      | 63%    | 67%     | 86%   | 67%     |
| Not Sure                                | 1%   | 1%                    | 1%   | 0%      | 1%      | 0%      | 1%   | 0%      | 7%      | 0%   | 0%      | 1%         | 0%       | 1%     | 3%      | 0%    | 18%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.2 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 1%   | 7%      | 5%       | 0%     | 4%      | 1%    | 0%      | 8%                  | 4%       | 0%     | 3%      | 0%    | 10%     |
| Acceptable                              | 2%   | 11%     | 11%      | 2%     | 2%      | 0%    | 0%      | 9%                  | 9%       | 2%     | 0%      | 0%    | 0%      |
| Unacceptable                            | 25%  | 59%     | 52%      | 48%    | 27%     | 13%   | 37%     | 63%                 | 43%      | 35%    | 18%     | 18%   | 17%     |
| Completely Unacceptable                 | 71%  | 22%     | 33%      | 49%    | 63%     | 86%   | 40%     | 17%                 | 44%      | 60%    | 79%     | 81%   | 62%     |
| Not Sure                                | 1%   | 2%      | 0%       | 1%     | 4%      | 0%    | 23%     | 2%                  | 0%       | 2%     | 0%      | 0%    | 11%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                   | 1%   | 4%                   | 1%       | 0%     | 6%      | 1%    | 0%      | 6%       | 2%       | 0%     | 2%      | 1%    | 19%     | 34%               | 2%      | 1%     | 0%     | 0%      |
| Acceptable                              | 2%   | 5%                   | 3%       | 2%     | 0%      | 1%    | 0%      | 12%      | 4%       | 3%     | 0%      | 0%    | 0%      | 12%               | 8%      | 1%     | 0%     | 3%      |
| Unacceptable                            | 25%  | 37%                  | 42%      | 26%    | 15%     | 14%   | 18%     | 47%      | 46%      | 41%    | 22%     | 15%   | 19%     | 15%               | 51%     | 38%    | 5%     | 29%     |
| Completely Unacceptable                 | 71%  | 54%                  | 54%      | 71%    | 77%     | 84%   | 57%     | 34%      | 48%      | 54%    | 75%     | 84%   | 55%     | 39%               | 36%     | 60%    | 95%    | 53%     |
| Not Sure                                | 1%   | 0%                   | 1%       | 1%     | 2%      | 0%    | 25%     | 1%       | 1%       | 2%     | 0%      | 0%    | 7%      | 0%                | 2%      | 1%     | 0%     | 14%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                   | 1%   | 3%                 | 1%      | 2%     | 0%     | 0%      | 43%             | 7%      | 1%     | 0%     | 0%      | -               | -       | -      | -      | -       |
| Acceptable                              | 2%   | 2%                 | 3%      | 0%     | 0%     | 0%      | 38%             | 21%     | 1%     | 0%     | 5%      | -               | -       | -      | -      | -       |
| Unacceptable                            | 25%  | 31%                | 25%     | 34%    | 1%     | 16%     | 9%              | 55%     | 56%    | 2%     | 17%     | -               | -       | -      | -      | -       |
| Completely Unacceptable                 | 71%  | 62%                | 70%     | 63%    | 99%    | 81%     | 9%              | 16%     | 41%    | 98%    | 42%     | -               | -       | -      | -      | -       |
| Not Sure                                | 1%   | 1%                 | 1%      | 1%     | 0%     | 3%      | 0%              | 2%      | 1%     | 0%     | 36%     | -               | -       | -      | -      | -       |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |                 |         |        |        |         |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      |                 |         |        |        |         |

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 1%   | 23%     | 1%      | 0%     | 0%     | 0%      | 2%             | 0%     | 2%      | 14%    | 0%      | 1%                      | 1%     | 0%      | 29%    | 19%     |
| Acceptable                              | 2%   | 19%     | 6%      | 1%     | 0%     | 0%      | 1%             | 1%     | 7%      | 0%     | 0%      | 1%                      | 5%     | 17%     | 0%     | 0%      |
| Unacceptable                            | 25%  | 24%     | 39%     | 47%    | 8%     | 24%     | 11%            | 29%    | 39%     | 15%    | 33%     | 17%                     | 47%    | 69%     | 44%    | 14%     |
| Completely Unacceptable                 | 71%  | 32%     | 52%     | 52%    | 92%    | 69%     | 86%            | 69%    | 51%     | 68%    | 58%     | 81%                     | 45%    | 14%     | 19%    | 68%     |
| Not Sure                                | 1%   | 1%      | 2%      | 0%     | 0%     | 7%      | 1%             | 0%     | 1%      | 2%     | 9%      | 0%                      | 2%     | 0%      | 8%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 1%   | 1%                   | 1%     | 0%      | 61%    | 0%      | 1%                | 0%     | 2%      | 23%    | 0%      | 1%               | 0%     | 3%      | 62%    | 0%      |
| Acceptable                              | 2%   | 1%                   | 2%     | 16%     | 21%    | 20%     | 1%                | 1%     | 4%      | 3%     | 0%      | 1%               | 4%     | 3%      | 0%     | 0%      |
| Unacceptable                            | 25%  | 22%                  | 34%    | 43%     | 9%     | 25%     | 24%               | 26%    | 28%     | 17%    | 15%     | 22%              | 32%    | 43%     | 19%    | 0%      |
| Completely Unacceptable                 | 71%  | 76%                  | 62%    | 41%     | 0%     | 29%     | 73%               | 72%    | 65%     | 49%    | 85%     | 76%              | 63%    | 44%     | 9%     | 100%    |
| Not Sure                                | 1%   | 0%                   | 1%     | 0%      | 10%    | 27%     | 0%                | 0%     | 2%      | 7%     | 0%      | 0%               | 1%     | 7%      | 10%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 1%   | 1%             | 0%     | 12%     | 67%    | 0%      | 1%             | 3%     | 0%      | 77%    | 0%      | 1%                     | 3%     | 0%      | 74%    | 0%      |
| Acceptable                              | 2%   | 1%             | 5%     | 22%     | 0%     | 0%      | 2%             | 6%     | 18%     | 0%     | 0%      | 1%                     | 9%     | 15%     | 0%     | 0%      |
| Unacceptable                            | 25%  | 23%            | 37%    | 40%     | 16%    | 0%      | 24%            | 40%    | 73%     | 11%    | 0%      | 24%                    | 34%    | 59%     | 12%    | 0%      |
| Completely Unacceptable                 | 71%  | 75%            | 56%    | 22%     | 0%     | 0%      | 73%            | 50%    | 9%      | 0%     | 0%      | 73%                    | 54%    | 26%     | 0%     | 100%    |
| Not Sure                                | 1%   | 0%             | 2%     | 4%      | 18%    | 100%    | 1%             | 2%     | 0%      | 12%    | 0%      | 1%                     | 1%     | 0%      | 14%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Completely Acceptable                   | 1%   | 1%                      | 1%     | 1%      | 10%    | 0%      | 2%        | 0%     | 0%      | 24%    | 0%      | 4%            | 1%      | 0%      | 1%             | 1%      | 0%      |
| Acceptable                              | 2%   | 1%                      | 2%     | 6%      | 0%     | 0%      | 1%        | 1%     | 8%      | 4%     | 3%      | 5%            | 1%      | 2%      | 2%             | 2%      | 2%      |
| Unacceptable                            | 25%  | 22%                     | 27%    | 41%     | 43%    | 27%     | 19%       | 28%    | 40%     | 11%    | 29%     | 43%           | 23%     | 23%     | 23%            | 41%     | 28%     |
| Completely Unacceptable                 | 71%  | 74%                     | 69%    | 51%     | 43%    | 73%     | 78%       | 70%    | 50%     | 54%    | 64%     | 45%           | 74%     | 74%     | 73%            | 56%     | 68%     |
| Not Sure                                | 1%   | 1%                      | 1%     | 1%      | 4%     | 0%      | 0%        | 0%     | 2%      | 7%     | 4%      | 3%            | 0%      | 1%      | 1%             | 0%      | 2%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Completely Acceptable                   | 1%   | 4%                  | 1%      | 1%      | 5%                     | 1%      | 0%      | 3%                   | 1%      | 0%      | 2%       | 2%      | 0%      | 3%         | 1%      | 0%      |
| Acceptable                              | 2%   | 0%                  | 2%      | 4%      | 2%                     | 2%      | 2%      | 3%                   | 2%      | 2%      | 2%       | 5%      | 1%      | 1%         | 2%      | 1%      |
| Unacceptable                            | 25%  | 34%                 | 25%     | 23%     | 33%                    | 25%     | 20%     | 39%                  | 23%     | 22%     | 26%      | 15%     | 27%     | 35%        | 25%     | 22%     |
| Completely Unacceptable                 | 71%  | 60%                 | 72%     | 68%     | 59%                    | 71%     | 78%     | 54%                  | 74%     | 74%     | 69%      | 77%     | 71%     | 60%        | 71%     | 76%     |
| Not Sure                                | 1%   | 2%                  | 0%      | 4%      | 2%                     | 1%      | 1%      | 1%                   | 1%      | 1%      | 1%       | 1%      | 0%      | 1%         | 1%      | 1%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Completely Acceptable                   | 1%   | 3%                | 1%      | 0%      | 1%                      | 2%      | 0%      | 2%                      | 1%      | 1%      | 1%                   | 2%      | 2%      | 3%         | 1%      | 1%      |
| Acceptable                              | 2%   | 4%                | 1%      | 2%      | 5%                      | 2%      | 1%      | 7%                      | 1%      | 1%      | 1%                   | 6%      | 1%      | 3%         | 2%      | 0%      |
| Unacceptable                            | 25%  | 33%               | 22%     | 26%     | 26%                     | 22%     | 34%     | 30%                     | 24%     | 30%     | 27%                  | 20%     | 21%     | 24%        | 25%     | 27%     |
| Completely Unacceptable                 | 71%  | 59%               | 75%     | 71%     | 66%                     | 74%     | 64%     | 60%                     | 73%     | 66%     | 70%                  | 72%     | 76%     | 70%        | 71%     | 70%     |
| Not Sure                                | 1%   | 2%                | 0%      | 1%      | 1%                      | 1%      | 1%      | 1%                      | 1%      | 1%      | 1%                   | 1%      | 1%      | 1%         | 1%      | 1%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 1%   | 7%          | 1%      | 3%      | 15%                    | 4%     | 0%       | 1%      | 0%      | 22%              | 1%     | 1%       | 0%      | 0%      |
| Acceptable                              | 2%   | 4%          | 2%      | 1%      | 22%                    | 6%     | 1%       | 0%      | 0%      | 19%              | 10%    | 2%       | 1%      | 0%      |
| Unacceptable                            | 25%  | 18%         | 26%     | 15%     | 28%                    | 57%    | 42%      | 15%     | 18%     | 15%              | 65%    | 54%      | 14%     | 15%     |
| Completely Unacceptable                 | 71%  | 66%         | 70%     | 78%     | 33%                    | 31%    | 55%      | 83%     | 82%     | 44%              | 21%    | 41%      | 85%     | 85%     |
| Not Sure                                | 1%   | 6%          | 1%      | 2%      | 3%                     | 2%     | 2%       | 0%      | 0%      | 0%               | 2%     | 2%       | 0%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 1%   | 12%             | 1%     | 1%       | 1%      | 0%      | 7%                     | 3%     | 1%       | 1%      | 0%      | 9%                     | 1%     | 1%       | 1%      | 0%      |
| Acceptable                              | 2%   | 19%             | 2%     | 1%       | 1%      | 0%      | 9%                     | 8%     | 1%       | 1%      | 2%      | 3%                     | 9%     | 2%       | 1%      | 2%      |
| Unacceptable                            | 25%  | 19%             | 54%    | 48%      | 14%     | 18%     | 29%                    | 50%    | 42%      | 19%     | 35%     | 32%                    | 59%    | 43%      | 19%     | 30%     |
| Completely Unacceptable                 | 71%  | 48%             | 43%    | 48%      | 84%     | 82%     | 55%                    | 38%    | 54%      | 77%     | 64%     | 57%                    | 29%    | 52%      | 78%     | 68%     |
| Not Sure                                | 1%   | 3%              | 0%     | 2%       | 0%      | 0%      | 0%                     | 2%     | 2%       | 0%      | 0%      | 0%                     | 1%     | 2%       | 1%      | 0%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.2 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Completely Acceptable                   | 1%   | 5%                  | 2%     | 1%       | 1%      | 0%      | 4%                  | 1%     | 1%       | 1%      | 0%      | 1%             | 1%   | 2%             | 1%   | 1%             | 1%   |
| Acceptable                              | 2%   | 5%                  | 3%     | 3%       | 1%      | 4%      | 5%                  | 6%     | 3%       | 1%      | 0%      | 1%             | 3%   | 1%             | 2%   | 1%             | 2%   |
| Unacceptable                            | 25%  | 33%                 | 43%    | 44%      | 19%     | 48%     | 33%                 | 50%    | 54%      | 18%     | 48%     | 21%            | 29%  | 22%            | 28%  | 23%            | 28%  |
| Completely Unacceptable                 | 71%  | 57%                 | 50%    | 50%      | 78%     | 48%     | 56%                 | 40%    | 40%      | 79%     | 52%     | 75%            | 66%  | 75%            | 67%  | 74%            | 67%  |
| Not Sure                                | 1%   | 0%                  | 2%     | 2%       | 0%      | 0%      | 2%                  | 2%     | 2%       | 0%      | 0%      | 0%             | 1%   | 0%             | 1%   | 0%             | 1%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.2 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Completely Acceptable                   | 1%   | 1%              | 1%   | 1%           | 2%   | 1%           | 2%   | 1%               | 2%   | 1%            | 1%   | 2%             | 1%   | 1%            | 1%   | 1%              | 1%   |
| Acceptable                              | 2%   | 1%              | 3%   | 2%           | 2%   | 1%           | 3%   | 1%               | 4%   | 0%            | 2%   | 1%             | 3%   | 0%            | 3%   | 1%              | 3%   |
| Unacceptable                            | 25%  | 24%             | 27%  | 23%          | 29%  | 21%          | 30%  | 21%              | 31%  | 15%           | 29%  | 22%            | 28%  | 18%           | 30%  | 22%             | 31%  |
| Completely Unacceptable                 | 71%  | 74%             | 67%  | 75%          | 66%  | 77%          | 63%  | 77%              | 62%  | 83%           | 66%  | 75%            | 67%  | 80%           | 65%  | 76%             | 63%  |
| Not Sure                                | 1%   | 0%              | 2%   | 0%           | 2%   | 0%           | 2%   | 0%               | 2%   | 0%            | 1%   | 0%             | 1%   | 0%            | 1%   | 1%              | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.2 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Completely Acceptable                   | 1%   | 1%              | 1%   | 0%            | 1%   | 2%     | 0%    | 0%     | 1%    | 1%    | 2%    | 0%   | 1%        | 1%   |
| Acceptable                              | 2%   | 1%              | 3%   | 0%            | 2%   | 3%     | 1%    | 0%     | 4%    | 2%    | 0%    | 0%   | 3%        | 0%   |
| Unacceptable                            | 25%  | 23%             | 30%  | 12%           | 26%  | 27%    | 24%   | 10%    | 34%   | 23%   | 26%   | 11%  | 29%       | 20%  |
| Completely Unacceptable                 | 71%  | 75%             | 64%  | 88%           | 70%  | 67%    | 74%   | 77%    | 60%   | 73%   | 71%   | 89%  | 66%       | 78%  |
| Not Sure                                | 1%   | 1%              | 1%   | 0%            | 1%   | 1%     | 0%    | 13%    | 2%    | 1%    | 0%    | 0%   | 1%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
|   |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Completely Acceptable                                 | 1%   | 0%      | 1%    | 2%    | 0%    | 0%     | 19%    | 0%       | 0%    | 2%        | 1%     | 1%      | 2%      | 1%      | 0%      | 2%      | 2%      | 3%      |
| Acceptable  | 2%   | 0%      | 4%    | 2%    | 4%    | 0%     | 0%     | 0%       | 0%    | 2%        | 3%     | 1%      | 2%      | 2%      | 1%      | 2%      | 4%      | 0%      |
| Unacceptable  | 25%  | 33%     | 31%   | 23%   | 27%   | 27%    | 17%    | 28%      | 33%   | 27%       | 18%    | 28%     | 28%     | 29%     | 22%     | 25%     | 23%     | 27%     |
| Completely Unacceptable                               | 71%  | 66%     | 64%   | 73%   | 69%   | 73%    | 64%    | 69%      | 67%   | 68%       | 78%    | 69%     | 67%     | 67%     | 75%     | 71%     | 69%     | 70%     |
| Not Sure  | 1%   | 0%      | 0%    | 1%    | 1%    | 0%     | 0%     | 3%       | 0%    | 2%        | 1%     | 0%      | 1%      | 1%      | 1%      | 0%      | 2%      | 0%      |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

11 How acceptable or unacceptable do you feel it is for a driver to type a text message or email while driving?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
|   |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Completely Acceptable                                 | 1%   | 1%     | 1%   | 0%      | 2%         | 1%     | 4%    |
| Acceptable  | 2%   | 2%     | 3%   | 0%      | 3%         | 1%     | 3%    |
| Unacceptable  | 25%  | 26%    | 24%  | 0%      | 28%        | 25%    | 15%   |
| Completely Unacceptable                               | 71%  | 71%    | 70%  | 100%    | 67%        | 73%    | 77%   |
| Not Sure  | 1%   | 1%     | 1%   | 0%      | 1%         | 1%     | 1%    |
| Total   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 5%   | 6%                    | 3%   | 5%      | 7%      | 7%      | 2%   | 3%      | 0%      | 0%   | 58%     | 16%        | 11%      | 6%     | 3%      | 1%    | 0%      |
| Acceptable                              | 12%  | 14%                   | 9%   | 4%      | 14%     | 23%     | 14%  | 31%     | 18%     | 5%   | 0%      | 18%        | 25%      | 14%    | 12%     | 8%    | 8%      |
| Unacceptable                            | 31%  | 33%                   | 27%  | 53%     | 32%     | 22%     | 34%  | 41%     | 47%     | 27%  | 0%      | 23%        | 44%      | 46%    | 47%     | 24%   | 44%     |
| Completely Unacceptable                 | 47%  | 43%                   | 56%  | 26%     | 43%     | 44%     | 47%  | 16%     | 29%     | 46%  | 21%     | 42%        | 17%      | 28%    | 26%     | 62%   | 30%     |
| Not Sure                                | 5%   | 5%                    | 6%   | 13%     | 4%      | 4%      | 3%   | 9%      | 7%      | 21%  | 20%     | 1%         | 3%       | 7%     | 11%     | 5%    | 18%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Completely Acceptable                   | 5%   | 18%     | 17%      | 6%     | 4%      | 2%    | 20%     | 18%                 | 13%      | 4%     | 8%      | 2%    | 0%      |
| Acceptable                              | 12%  | 22%     | 27%      | 19%    | 12%     | 7%    | 0%      | 16%                 | 28%      | 14%    | 15%     | 9%    | 21%     |
| Unacceptable                            | 31%  | 19%     | 43%      | 44%    | 33%     | 27%   | 45%     | 24%                 | 41%      | 38%    | 38%     | 28%   | 40%     |
| Completely Unacceptable                 | 47%  | 41%     | 11%      | 26%    | 44%     | 57%   | 11%     | 42%                 | 19%      | 36%    | 33%     | 56%   | 29%     |
| Not Sure                                | 5%   | 0%      | 1%       | 5%     | 9%      | 6%    | 23%     | 0%                  | 0%       | 8%     | 6%      | 6%    | 11%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                                 | 5%   | 17%                  | 4%       | 2%     | 6%      | 3%    | 0%      | 33%      | 12%      | 3%     | 0%      | 1%    | 19%     | 43%               | 7%      | 5%     | 2%     | 3%      |
| Acceptable  | 12%  | 24%                  | 17%      | 10%    | 14%     | 6%    | 0%      | 38%      | 30%      | 16%    | 18%     | 4%    | 14%     | 18%               | 26%     | 11%    | 7%     | 15%     |
| Unacceptable  | 31%  | 31%                  | 32%      | 36%    | 31%     | 28%   | 18%     | 21%      | 22%      | 52%    | 30%     | 28%   | 25%     | 33%               | 26%     | 48%    | 16%    | 11%     |
| Completely Unacceptable                               | 47%  | 27%                  | 38%      | 43%    | 50%     | 59%   | 25%     | 8%       | 30%      | 18%    | 43%     | 63%   | 29%     | 6%                | 36%     | 30%    | 70%    | 46%     |
| Not Sure  | 5%   | 2%                   | 8%       | 9%     | 0%      | 3%    | 57%     | 0%       | 7%       | 11%    | 8%      | 4%    | 13%     | 0%                | 4%      | 5%     | 6%     | 25%     |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
|   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Completely Acceptable                                 | 5%   | 11%                | 3%      | 4%     | 0%     | 0%      | 91%             | 13%     | 6%     | 1%     | 5%      | 85%             | 46%     | 4%     | 2%     | 7%      |
| Acceptable  | 12%  | 20%                | 11%     | 11%    | 4%     | 4%      | 0%              | 43%     | 14%    | 8%     | 11%     | 10%             | 37%     | 18%    | 9%     | 25%     |
| Unacceptable  | 31%  | 34%                | 32%     | 40%    | 5%     | 25%     | 0%              | 36%     | 52%    | 17%    | 27%     | 5%              | 17%     | 57%    | 23%    | 10%     |
| Completely Unacceptable                               | 47%  | 31%                | 46%     | 44%    | 91%    | 57%     | 9%              | 4%      | 23%    | 69%    | 10%     | 0%              | 0%      | 15%    | 61%    | 7%      |
| Not Sure  | 5%   | 4%                 | 8%      | 1%     | 0%     | 15%     | 0%              | 4%      | 4%     | 5%     | 47%     | 0%              | 0%      | 5%     | 5%     | 50%     |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 5%   | -       | -       | -      | -      | -       | 3%             | 5%     | 6%      | 21%    | 0%      | 3%                      | 8%     | 7%      | 42%    | 19%     |
| Acceptable                              | 12%  | -       | -       | -      | -      | -       | 7%             | 12%    | 23%     | 7%     | 6%      | 9%                      | 18%    | 41%     | 30%    | 0%      |
| Unacceptable                            | 31%  | -       | -       | -      | -      | -       | 20%            | 36%    | 41%     | 10%    | 28%     | 26%                     | 45%    | 49%     | 0%     | 43%     |
| Completely Unacceptable                 | 47%  | -       | -       | -      | -      | -       | 66%            | 44%    | 24%     | 58%    | 21%     | 57%                     | 23%    | 0%      | 19%    | 0%      |
| Not Sure                                | 5%   | -       | -       | -      | -      | -       | 5%             | 4%     | 7%      | 4%     | 45%     | 5%                      | 7%     | 4%      | 8%     | 38%     |
| Total                                   | 100% |         |         |        |        |         | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% |         |         |        |        |         | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 5%   | 4%                   | 3%     | 12%     | 69%    | 20%     | 4%                | 2%     | 10%     | 30%    | 0%      | 4%               | 6%     | 0%      | 71%    | 0%      |
| Acceptable                              | 12%  | 10%                  | 16%    | 20%     | 21%    | 27%     | 8%                | 13%    | 16%     | 30%    | 0%      | 10%              | 14%    | 35%     | 9%     | 0%      |
| Unacceptable                            | 31%  | 27%                  | 43%    | 29%     | 0%     | 36%     | 21%               | 37%    | 37%     | 22%    | 23%     | 26%              | 41%    | 37%     | 10%    | 100%    |
| Completely Unacceptable                 | 47%  | 55%                  | 31%    | 20%     | 0%     | 17%     | 63%               | 42%    | 34%     | 15%    | 0%      | 55%              | 32%    | 28%     | 0%     | 0%      |
| Not Sure                                | 5%   | 4%                   | 7%     | 19%     | 10%    | 0%      | 4%                | 6%     | 3%      | 4%     | 77%     | 5%               | 7%     | 0%      | 10%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Completely Acceptable                   | 5%   | 3%             | 6%     | 39%     | 82%    | 0%      | 4%             | 7%     | 27%     | 88%    | 0%      | 4%                     | 8%     | 0%      | 86%    | 0%      |
| Acceptable                              | 12%  | 10%            | 18%    | 24%     | 0%     | 100%    | 11%            | 26%    | 52%     | 0%     | 0%      | 11%                    | 18%    | 50%     | 0%     | 35%     |
| Unacceptable                            | 31%  | 28%            | 47%    | 24%     | 0%     | 0%      | 31%            | 37%    | 20%     | 0%     | 0%      | 31%                    | 32%    | 33%     | 0%     | 0%      |
| Completely Unacceptable                 | 47%  | 52%            | 26%    | 14%     | 0%     | 0%      | 49%            | 21%    | 0%      | 0%     | 0%      | 49%                    | 34%    | 17%     | 0%     | 65%     |
| Not Sure                                | 5%   | 6%             | 4%     | 0%      | 18%    | 0%      | 5%             | 9%     | 0%      | 12%    | 0%      | 5%                     | 7%     | 0%      | 14%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Completely Acceptable                   | 5%   | 4%                      | 5%     | 7%      | 17%    | 0%      | 4%        | 1%     | 16%     | 53%    | 3%      | 14%           | 4%      | 3%      | 5%             | 1%      | 3%      |
| Acceptable                              | 12%  | 9%                      | 16%    | 15%     | 26%    | 3%      | 2%        | 10%    | 58%     | 25%    | 13%     | 13%           | 11%     | 14%     | 12%            | 8%      | 15%     |
| Unacceptable                            | 31%  | 29%                     | 31%    | 48%     | 10%    | 40%     | 17%       | 50%    | 18%     | 18%    | 13%     | 31%           | 31%     | 31%     | 31%            | 27%     | 32%     |
| Completely Unacceptable                 | 47%  | 53%                     | 39%    | 28%     | 38%    | 43%     | 77%       | 36%    | 4%      | 0%     | 6%      | 38%           | 49%     | 45%     | 46%            | 63%     | 39%     |
| Not Sure                                | 5%   | 4%                      | 9%     | 2%      | 8%     | 14%     | 0%        | 3%     | 4%      | 4%     | 66%     | 3%            | 5%      | 7%      | 5%             | 1%      | 11%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Completely Acceptable                   | 5%   | 4%                  | 5%      | 6%      | 8%                     | 5%      | 0%      | 8%                   | 3%      | 7%      | 6%       | 8%      | 1%      | 9%         | 5%      | 1%      |
| Acceptable                              | 12%  | 12%                 | 11%     | 23%     | 15%                    | 11%     | 15%     | 19%                  | 11%     | 10%     | 13%      | 13%     | 9%      | 12%        | 11%     | 13%     |
| Unacceptable                            | 31%  | 27%                 | 32%     | 21%     | 22%                    | 31%     | 38%     | 27%                  | 32%     | 33%     | 29%      | 27%     | 37%     | 26%        | 32%     | 31%     |
| Completely Unacceptable                 | 47%  | 53%                 | 47%     | 36%     | 49%                    | 48%     | 39%     | 43%                  | 49%     | 41%     | 47%      | 50%     | 46%     | 52%        | 47%     | 45%     |
| Not Sure                                | 5%   | 4%                  | 5%      | 14%     | 5%                     | 5%      | 8%      | 3%                   | 5%      | 9%      | 5%       | 1%      | 8%      | 2%         | 4%      | 10%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Completely Acceptable                   | 5%   | 9%                | 4%      | 3%      | 8%                      | 5%      | 3%      | 9%                      | 4%      | 3%      | 4%                   | 8%      | 4%      | 14%        | 3%      | 4%      |
| Acceptable                              | 12%  | 16%               | 10%     | 12%     | 15%                     | 11%     | 12%     | 16%                     | 11%     | 11%     | 13%                  | 10%     | 6%      | 27%        | 8%      | 16%     |
| Unacceptable                            | 31%  | 30%               | 32%     | 30%     | 34%                     | 30%     | 32%     | 33%                     | 31%     | 32%     | 32%                  | 24%     | 29%     | 33%        | 30%     | 32%     |
| Completely Unacceptable                 | 47%  | 42%               | 51%     | 43%     | 40%                     | 50%     | 43%     | 42%                     | 49%     | 42%     | 45%                  | 54%     | 53%     | 25%        | 56%     | 29%     |
| Not Sure                                | 5%   | 3%                | 4%      | 11%     | 4%                      | 4%      | 11%     | 1%                      | 5%      | 11%     | 5%                   | 4%      | 8%      | 1%         | 2%      | 18%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 5%   | 9%          | 4%      | 6%      | 29%                    | 14%    | 5%       | 2%      | 0%      | 34%              | 15%    | 7%       | 2%      | 0%      |
| Acceptable                              | 12%  | 15%         | 12%     | 12%     | 23%                    | 15%    | 18%      | 9%      | 30%     | 13%              | 26%    | 16%      | 9%      | 10%     |
| Unacceptable                            | 31%  | 21%         | 32%     | 27%     | 29%                    | 32%    | 47%      | 27%     | 25%     | 5%               | 46%    | 43%      | 27%     | 35%     |
| Completely Unacceptable                 | 47%  | 49%         | 47%     | 48%     | 19%                    | 35%    | 24%      | 57%     | 45%     | 48%              | 11%    | 30%      | 55%     | 55%     |
| Not Sure                                | 5%   | 6%          | 5%      | 6%      | 0%                     | 5%     | 6%       | 6%      | 0%      | 0%               | 2%     | 4%       | 6%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Completely Acceptable                   | 5%   | 38%             | 11%    | 3%       | 2%      | 0%      | 23%                    | 9%     | 4%       | 4%      | 2%      | 9%                     | 13%    | 3%       | 4%      | 10%     |
| Acceptable                              | 12%  | 24%             | 30%    | 19%      | 6%      | 8%      | 13%                    | 31%    | 14%      | 10%     | 11%     | 34%                    | 22%    | 18%      | 10%     | 0%      |
| Unacceptable                            | 31%  | 18%             | 38%    | 48%      | 25%     | 34%     | 33%                    | 46%    | 47%      | 26%     | 35%     | 27%                    | 43%    | 48%      | 26%     | 45%     |
| Completely Unacceptable                 | 47%  | 17%             | 13%    | 27%      | 63%     | 12%     | 32%                    | 14%    | 29%      | 54%     | 39%     | 30%                    | 16%    | 25%      | 55%     | 40%     |
| Not Sure                                | 5%   | 3%              | 7%     | 3%       | 5%      | 46%     | 0%                     | 0%     | 6%       | 5%      | 13%     | 0%                     | 5%     | 7%       | 5%      | 5%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Completely Acceptable                   | 5%   | 13%                 | 20%    | 1%       | 4%      | 6%      | 14%                 | 15%    | 3%       | 4%      | 3%      | 4%             | 5%   | 4%             | 5%   | 4%             | 6%   |
| Acceptable                              | 12%  | 19%                 | 30%    | 14%      | 11%     | 4%      | 14%                 | 33%    | 16%      | 10%     | 2%      | 11%            | 12%  | 11%            | 13%  | 9%             | 15%  |
| Unacceptable                            | 31%  | 29%                 | 23%    | 51%      | 26%     | 56%     | 28%                 | 29%    | 51%      | 27%     | 49%     | 30%            | 32%  | 31%            | 31%  | 33%            | 29%  |
| Completely Unacceptable                 | 47%  | 39%                 | 26%    | 27%      | 54%     | 27%     | 43%                 | 21%    | 21%      | 54%     | 36%     | 49%            | 45%  | 50%            | 45%  | 49%            | 45%  |
| Not Sure                                | 5%   | 0%                  | 0%     | 7%       | 6%      | 7%      | 0%                  | 2%     | 8%       | 5%      | 10%     | 6%             | 5%   | 5%             | 6%   | 5%             | 5%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Completely Acceptable                   | 5%   | 4%              | 5%   | 4%           | 6%   | 3%           | 7%   | 3%               | 7%   | 4%            | 5%   | 5%             | 4%   | 3%            | 6%   | 3%              | 7%   |
| Acceptable                              | 12%  | 12%             | 11%  | 7%           | 18%  | 9%           | 16%  | 9%               | 16%  | 6%            | 14%  | 8%             | 14%  | 7%            | 15%  | 10%             | 15%  |
| Unacceptable                            | 31%  | 34%             | 27%  | 32%          | 30%  | 34%          | 28%  | 32%              | 30%  | 26%           | 33%  | 34%            | 29%  | 29%           | 32%  | 33%             | 29%  |
| Completely Unacceptable                 | 47%  | 42%             | 54%  | 52%          | 41%  | 49%          | 44%  | 51%              | 42%  | 58%           | 43%  | 47%            | 47%  | 55%           | 42%  | 49%             | 44%  |
| Not Sure                                | 5%   | 7%              | 3%   | 5%           | 6%   | 5%           | 5%   | 6%               | 5%   | 5%            | 5%   | 6%             | 5%   | 6%            | 5%   | 5%              | 6%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Completely Acceptable                   | 5%   | 3%              | 7%   | 2%            | 5%   | 7%     | 3%    | 0%     | 7%    | 6%    | 2%    | 0%   | 7%        | 2%   |
| Acceptable                              | 12%  | 11%             | 13%  | 5%            | 12%  | 15%    | 9%    | 0%     | 19%   | 12%   | 9%    | 0%   | 16%       | 5%   |
| Unacceptable                            | 31%  | 32%             | 29%  | 16%           | 32%  | 28%    | 33%   | 69%    | 32%   | 38%   | 29%   | 19%  | 35%       | 25%  |
| Completely Unacceptable                 | 47%  | 48%             | 46%  | 75%           | 46%  | 45%    | 50%   | 9%     | 36%   | 39%   | 57%   | 70%  | 38%       | 62%  |
| Not Sure                                | 5%   | 5%              | 6%   | 2%            | 6%   | 6%     | 5%    | 22%    | 6%    | 4%    | 3%    | 11%  | 5%        | 6%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Completely Acceptable                   | 5%   | 0%      | 5%    | 5%    | 5%    | 0%     | 19%    | 3%       | 0%    | 5%        | 4%     | 4%      | 6%      | 3%      | 3%      | 3%      | 13%     | 4%      |
| Acceptable                              | 12%  | 9%      | 8%    | 12%   | 16%   | 22%    | 8%     | 5%       | 0%    | 14%       | 10%    | 13%     | 10%     | 10%     | 11%     | 13%     | 11%     | 15%     |
| Unacceptable                            | 31%  | 34%     | 33%   | 29%   | 36%   | 16%    | 9%     | 37%      | 40%   | 34%       | 31%    | 34%     | 23%     | 30%     | 30%     | 32%     | 32%     | 35%     |
| Completely Unacceptable                 | 47%  | 56%     | 52%   | 47%   | 39%   | 62%    | 64%    | 42%      | 42%   | 44%       | 49%    | 45%     | 52%     | 52%     | 51%     | 47%     | 41%     | 37%     |
| Not Sure                                | 5%   | 1%      | 3%    | 6%    | 4%    | 0%     | 0%     | 12%      | 19%   | 3%        | 7%     | 4%      | 9%      | 5%      | 5%      | 4%      | 4%      | 9%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

12 How acceptable or unacceptable do you feel it is to use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Completely Acceptable                   | 5%   | 4%     | 6%   | 0%      | 7%         | 3%     | 6%    |
| Acceptable                              | 12%  | 12%    | 12%  | 0%      | 15%        | 9%     | 10%   |
| Unacceptable                            | 31%  | 31%    | 33%  | 27%     | 31%        | 33%    | 22%   |
| Completely Unacceptable                 | 47%  | 47%    | 44%  | 73%     | 41%        | 51%    | 55%   |
| Not Sure                                | 5%   | 6%     | 5%   | 0%      | 6%         | 5%     | 7%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 28%  | 23%                   | 37%  | 33%     | 22%     | 31%     | 26%  | 18%     | 39%     | 36%  | 21%     | 19%        | 19%      | 16%    | 19%     | 38%   | 8%      |
| Threat                                  | 51%  | 52%                   | 49%  | 58%     | 52%     | 64%     | 58%  | 63%     | 24%     | 45%  | 20%     | 51%        | 49%      | 56%    | 57%     | 49%   | 54%     |
| Not a Threat                            | 15%  | 18%                   | 11%  | 4%      | 20%     | 0%      | 9%   | 10%     | 30%     | 8%   | 0%      | 15%        | 29%      | 23%    | 13%     | 10%   | 29%     |
| Not At All a Threat                     | 3%   | 4%                    | 1%   | 0%      | 5%      | 5%      | 1%   | 0%      | 0%      | 0%   | 58%     | 14%        | 1%       | 2%     | 2%      | 1%    | 0%      |
| Not Sure                                | 2%   | 3%                    | 2%   | 5%      | 1%      | 0%      | 6%   | 9%      | 7%      | 10%  | 0%      | 1%         | 2%       | 3%     | 9%      | 2%    | 10%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
|   |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                                   | 28%  | 14%     | 21%      | 19%    | 10%     | 35%   | 20%     | 17%                 | 17%      | 17%    | 19%     | 36%   | 18%     |
| Threat  | 51%  | 64%     | 55%      | 47%    | 63%     | 50%   | 45%     | 61%                 | 44%      | 56%    | 50%     | 50%   | 37%     |
| Not a Threat  | 15%  | 14%     | 21%      | 29%    | 26%     | 10%   | 0%      | 14%                 | 35%      | 20%    | 23%     | 10%   | 21%     |
| Not At All a Threat                                   | 3%   | 7%      | 3%       | 2%     | 1%      | 3%    | 11%     | 7%                  | 4%       | 1%     | 3%      | 3%    | 0%      |
| Not Sure  | 2%   | 1%      | 0%       | 4%     | 0%      | 2%    | 23%     | 0%                  | 0%       | 6%     | 6%      | 1%    | 24%     |
| Total   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                                 | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                                   | 28%  | 27%                  | 16%      | 24%    | 38%     | 37%   | 0%      | 26%      | 19%      | 17%    | 19%     | 35%   | 6%      | 33%               | 3%      | 15%    | 50%    | 8%      |
| Threat  | 51%  | 46%                  | 54%      | 57%    | 42%     | 49%   | 50%     | 49%      | 54%      | 54%    | 53%     | 50%   | 41%     | 6%                | 44%     | 66%    | 40%    | 42%     |
| Not a Threat  | 15%  | 21%                  | 24%      | 17%    | 12%     | 7%    | 25%     | 22%      | 21%      | 22%    | 19%     | 11%   | 13%     | 38%               | 49%     | 14%    | 5%     | 7%      |
| Not At All a Threat                                   | 3%   | 4%                   | 2%       | 1%     | 0%      | 5%    | 0%      | 2%       | 4%       | 1%     | 3%      | 3%    | 25%     | 24%               | 4%      | 2%     | 3%     | 4%      |
| Not Sure  | 2%   | 1%                   | 4%       | 2%     | 8%      | 2%    | 25%     | 0%       | 2%       | 6%     | 7%      | 1%    | 15%     | 0%                | 0%      | 3%     | 1%     | 40%     |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 28%  | 22%                | 23%     | 41%    | 53%    | 38%     | 36%             | 15%     | 15%    | 39%    | 19%     | 35%             | 15%     | 13%    | 35%    | 22%     |
| Threat                                  | 51%  | 43%                | 59%     | 49%    | 34%    | 36%     | 18%             | 53%     | 61%    | 46%    | 5%      | 10%             | 33%     | 59%    | 50%    | 18%     |
| Not a Threat                            | 15%  | 28%                | 15%     | 7%     | 1%     | 7%      | 30%             | 26%     | 21%    | 9%     | 32%     | 21%             | 52%     | 23%    | 11%    | 26%     |
| Not At All a Threat                     | 3%   | 6%                 | 1%      | 2%     | 12%    | 3%      | 17%             | 6%      | 2%     | 3%     | 5%      | 34%             | 0%      | 2%     | 3%     | 8%      |
| Not Sure                                | 2%   | 2%                 | 3%      | 1%     | 0%     | 15%     | 0%              | 0%      | 2%     | 2%     | 39%     | 0%              | 0%      | 3%     | 2%     | 26%     |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 28%  | 18%     | 17%     | 18%    | 40%    | 24%     | -              | -      | -       | -      | -       | 38%                     | 3%     | 0%      | 12%    | 21%     |
| Threat                                  | 51%  | 51%     | 51%     | 59%    | 48%    | 34%     | -              | -      | -       | -      | -       | 49%                     | 62%    | 27%     | 0%     | 0%      |
| Not a Threat                            | 15%  | 18%     | 29%     | 20%    | 8%     | 20%     | -              | -      | -       | -      | -       | 9%                      | 28%    | 69%     | 37%    | 14%     |
| Not At All a Threat                     | 3%   | 13%     | 2%      | 1%     | 4%     | 2%      | -              | -      | -       | -      | -       | 2%                      | 2%     | 4%      | 51%    | 19%     |
| Not Sure                                | 2%   | 0%      | 1%      | 2%     | 1%     | 20%     | -              | -      | -       | -      | -       | 1%                      | 4%     | 0%      | 0%     | 47%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    |                |        |         |        |         | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      |                |        |         |        |         | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 28%  | 35%                  | 16%    | 3%      | 30%    | 17%     | 43%               | 24%    | 12%     | 22%    | 6%      | 35%              | 16%    | 16%     | 19%    | 0%      |
| Threat                                  | 51%  | 51%                  | 54%    | 55%     | 0%     | 8%      | 45%               | 55%    | 58%     | 35%    | 37%     | 48%              | 58%    | 57%     | 9%     | 100%    |
| Not a Threat                            | 15%  | 10%                  | 26%    | 21%     | 0%     | 35%     | 7%                | 18%    | 24%     | 16%    | 0%      | 12%              | 22%    | 17%     | 0%     | 0%      |
| Not At All a Threat                     | 3%   | 3%                   | 1%     | 0%      | 70%    | 0%      | 4%                | 2%     | 2%      | 27%    | 0%      | 3%               | 2%     | 0%      | 72%    | 0%      |
| Not Sure                                | 2%   | 1%                   | 3%     | 21%     | 0%     | 39%     | 1%                | 2%     | 4%      | 0%     | 57%     | 2%               | 2%     | 10%     | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 28%  | 33%            | 10%    | 12%     | 16%    | 0%      | 30%            | 13%    | 0%      | 11%    | 0%      | 30%                    | 15%    | 0%      | 12%    | 0%      |
| Threat                                  | 51%  | 49%            | 61%    | 51%     | 0%     | 0%      | 50%            | 68%    | 80%     | 0%     | 0%      | 51%                    | 55%    | 68%     | 0%     | 0%      |
| Not a Threat                            | 15%  | 13%            | 25%    | 28%     | 0%     | 0%      | 15%            | 13%    | 20%     | 0%     | 0%      | 14%                    | 24%    | 32%     | 0%     | 35%     |
| Not At All a Threat                     | 3%   | 3%             | 2%     | 9%      | 84%    | 0%      | 3%             | 1%     | 0%      | 89%    | 0%      | 3%                     | 3%     | 0%      | 88%    | 0%      |
| Not Sure                                | 2%   | 2%             | 3%     | 0%      | 0%     | 100%    | 2%             | 4%     | 0%      | 0%     | 0%      | 2%                     | 3%     | 0%      | 0%     | 65%     |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                     | 28%  | 34%                     | 19%    | 16%     | 26%    | 37%     | 47%       | 18%    | 10%     | 15%    | 16%     | 23%           | 30%     | 27%     | 28%            | 29%     | 36%     |
| Threat                                  | 51%  | 49%                     | 59%    | 51%     | 43%    | 31%     | 42%       | 63%    | 48%     | 30%    | 36%     | 60%           | 49%     | 54%     | 51%            | 57%     | 49%     |
| Not a Threat                            | 15%  | 12%                     | 17%    | 31%     | 16%    | 28%     | 6%        | 17%    | 37%     | 27%    | 20%     | 13%           | 15%     | 16%     | 16%            | 12%     | 10%     |
| Not At All a Threat                     | 3%   | 4%                      | 2%     | 0%      | 16%    | 0%      | 3%        | 2%     | 4%      | 28%    | 1%      | 4%            | 4%      | 0%      | 3%             | 1%      | 3%      |
| Not Sure                                | 2%   | 2%                      | 4%     | 2%      | 0%     | 5%      | 1%        | 1%     | 1%      | 0%     | 25%     | 0%            | 3%      | 3%      | 3%             | 1%      | 2%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 28%  | 17%                 | 30%     | 31%     | 21%                    | 30%     | 28%     | 17%                  | 32%     | 23%     | 24%      | 47%     | 30%     | 31%        | 27%     | 29%     |
| Threat                                  | 51%  | 57%                 | 51%     | 44%     | 48%                    | 52%     | 52%     | 63%                  | 48%     | 55%     | 54%      | 38%     | 51%     | 53%        | 51%     | 50%     |
| Not a Threat                            | 15%  | 11%                 | 15%     | 18%     | 16%                    | 14%     | 17%     | 15%                  | 14%     | 19%     | 15%      | 12%     | 16%     | 11%        | 15%     | 16%     |
| Not At All a Threat                     | 3%   | 13%                 | 2%      | 6%      | 15%                    | 1%      | 3%      | 5%                   | 3%      | 2%      | 4%       | 3%      | 1%      | 5%         | 3%      | 2%      |
| Not Sure                                | 2%   | 2%                  | 3%      | 2%      | 0%                     | 3%      | 0%      | 0%                   | 3%      | 2%      | 3%       | 1%      | 2%      | 0%         | 3%      | 3%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

13

How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 28%  | 28%               | 30%     | 26%     | 29%                     | 27%     | 32%     | 35%                     | 26%     | 35%     | 26%                  | 38%     | 41%     | 22%        | 30%     | 27%     |
| Threat                                  | 51%  | 44%               | 54%     | 51%     | 42%                     | 52%     | 54%     | 47%                     | 53%     | 47%     | 53%                  | 43%     | 46%     | 49%        | 51%     | 54%     |
| Not a Threat                            | 15%  | 17%               | 13%     | 18%     | 17%                     | 16%     | 11%     | 15%                     | 15%     | 13%     | 16%                  | 14%     | 6%      | 24%        | 14%     | 12%     |
| Not At All a Threat                     | 3%   | 8%                | 1%      | 1%      | 9%                      | 2%      | 2%      | 3%                      | 3%      | 3%      | 3%                   | 2%      | 5%      | 4%         | 3%      | 3%      |
| Not Sure                                | 2%   | 3%                | 2%      | 4%      | 3%                      | 3%      | 2%      | 1%                      | 3%      | 1%      | 3%                   | 3%      | 1%      | 2%         | 2%      | 4%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

|   |  |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
|---|--|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| 13                                      | How much of a threat do you personally find it if other drivers are talking on a cell phone? |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
| Credibility Interval: +/-4.6 pct points |  | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Very Serious Threat                     | 28%  | 22%         | 28%     | 42%     | 22%                    | 12%    | 11%      | 37%     | 20%     | 10%              | 12%    | 13%      | 35%     | 63%     |  |
| Threat                                  | 51%  | 29%         | 53%     | 35%     | 24%                    | 60%    | 63%      | 48%     | 39%     | 23%              | 55%    | 62%      | 49%     | 18%     |  |
| Not a Threat                            | 15%  | 16%         | 15%     | 16%     | 41%                    | 24%    | 18%      | 11%     | 34%     | 19%              | 31%    | 19%      | 12%     | 15%     |  |
| Not At All a Threat                     | 3%   | 33%         | 2%      | 5%      | 13%                    | 2%     | 1%       | 3%      | 7%      | 48%              | 2%     | 3%       | 1%      | 4%      |  |
| Not Sure                                | 2%   | 0%          | 3%      | 1%      | 0%                     | 2%     | 6%       | 2%      | 0%      | 0%               | 0%     | 2%       | 3%      | 0%      |  |
| Total                                   | 100%   | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100%   | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 28%  | 10%             | 23%    | 12%      | 37%     | 0%      | 42%                    | 34%    | 13%      | 32%     | 22%     | 38%                    | 31%    | 15%      | 30%     | 33%     |
| Threat                                  | 51%  | 50%             | 41%    | 63%      | 48%     | 80%     | 34%                    | 37%    | 59%      | 51%     | 50%     | 33%                    | 47%    | 54%      | 51%     | 55%     |
| Not a Threat                            | 15%  | 28%             | 29%    | 20%      | 10%     | 16%     | 24%                    | 24%    | 22%      | 12%     | 22%     | 23%                    | 20%    | 27%      | 12%     | 8%      |
| Not At All a Threat                     | 3%   | 9%              | 4%     | 2%       | 3%      | 0%      | 0%                     | 5%     | 2%       | 3%      | 0%      | 7%                     | 0%     | 1%       | 4%      | 0%      |
| Not Sure                                | 2%   | 3%              | 3%     | 4%       | 2%      | 4%      | 0%                     | 0%     | 4%       | 2%      | 6%      | 0%                     | 1%     | 3%       | 3%      | 3%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                     | 28%  | 51%                 | 22%    | 10%      | 32%     | 22%     | 44%                 | 8%     | 15%      | 31%     | 22%     | 32%            | 25%  | 33%            | 24%  | 30%            | 27%  |
| Threat                                  | 51%  | 19%                 | 66%    | 59%      | 50%     | 54%     | 28%                 | 61%    | 54%      | 51%     | 66%     | 52%            | 50%  | 51%            | 51%  | 53%            | 49%  |
| Not a Threat                            | 15%  | 26%                 | 10%    | 24%      | 12%     | 21%     | 20%                 | 29%    | 25%      | 12%     | 9%      | 11%            | 19%  | 10%            | 19%  | 13%            | 17%  |
| Not At All a Threat                     | 3%   | 4%                  | 0%     | 0%       | 4%      | 0%      | 6%                  | 0%     | 0%       | 4%      | 0%      | 2%             | 4%   | 2%             | 4%   | 1%             | 5%   |
| Not Sure                                | 2%   | 0%                  | 2%     | 6%       | 2%      | 3%      | 2%                  | 2%     | 5%       | 2%      | 4%      | 3%             | 2%   | 3%             | 2%   | 2%             | 2%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|--|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 13                                      | How much of a threat do you personally find it if other drivers are talking on a cell phone? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.6 pct points |  | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                     | 28%  | 27%             | 31%  | 29%          | 28%  | 31%          | 25%  | 29%              | 27%  | 36%           | 26%  | 32%            | 26%  | 31%           | 27%  | 27%             | 30%  |
| Threat                                  | 51%  | 53%             | 49%  | 55%          | 46%  | 52%          | 50%  | 55%              | 46%  | 49%           | 52%  | 53%            | 50%  | 54%           | 49%  | 55%             | 45%  |
| Not a Threat                            | 15%  | 15%             | 14%  | 11%          | 20%  | 12%          | 19%  | 11%              | 20%  | 9%            | 17%  | 10%            | 19%  | 11%           | 17%  | 14%             | 16%  |
| Not At All a Threat                     | 3%   | 2%              | 4%   | 2%           | 4%   | 2%           | 4%   | 2%               | 5%   | 3%            | 3%   | 2%             | 4%   | 2%            | 3%   | 2%              | 5%   |
| Not Sure                                | 2%   | 2%              | 2%   | 2%           | 3%   | 2%           | 2%   | 3%               | 2%   | 3%            | 2%   | 3%             | 2%   | 1%            | 3%   | 2%              | 3%   |
| Total                                   | 100%   | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%   | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

13

How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Serious Threat                     | 28%  | 26%             | 32%  | 48%           | 28%  | 34%    | 23%   | 33%    | 20%   | 26%   | 33%   | 45%  | 23%       | 38%  |
| Threat                                  | 51%  | 54%             | 46%  | 44%           | 51%  | 46%    | 56%   | 45%    | 51%   | 51%   | 54%   | 45%  | 51%       | 51%  |
| Not a Threat                            | 15%  | 15%             | 15%  | 6%            | 15%  | 16%    | 14%   | 22%    | 19%   | 18%   | 9%    | 9%   | 19%       | 9%   |
| Not At All a Threat                     | 3%   | 2%              | 4%   | 0%            | 3%   | 4%     | 2%    | 0%     | 6%    | 3%    | 2%    | 0%   | 4%        | 1%   |
| Not Sure                                | 2%   | 2%              | 3%   | 2%            | 2%   | 1%     | 4%    | 0%     | 4%    | 3%    | 2%    | 1%   | 3%        | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
|   |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                                   | 28%  | 8%      | 38%   | 30%   | 36%   | 18%    | 6%     | 33%      | 10%   | 35%       | 30%    | 29%     | 21%     | 36%     | 33%     | 18%     | 24%     | 24%     |
| Threat  | 51%  | 65%     | 21%   | 51%   | 47%   | 73%    | 67%    | 52%      | 83%   | 45%       | 50%    | 51%     | 57%     | 49%     | 47%     | 61%     | 46%     | 56%     |
| Not a Threat  | 15%  | 17%     | 30%   | 15%   | 14%   | 9%     | 0%     | 10%      | 0%    | 16%       | 14%    | 16%     | 14%     | 11%     | 12%     | 18%     | 24%     | 15%     |
| Not At All a Threat                                   | 3%   | 11%     | 5%    | 2%    | 1%    | 0%     | 19%    | 0%       | 0%    | 2%        | 1%     | 2%      | 7%      | 2%      | 6%      | 1%      | 3%      | 2%      |
| Not Sure  | 2%   | 0%      | 6%    | 2%    | 2%    | 0%     | 9%     | 5%       | 6%    | 2%        | 4%     | 2%      | 1%      | 3%      | 2%      | 2%      | 2%      | 4%      |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

13 How much of a threat do you personally find it if other drivers are talking on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
|   |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                                   | 28%  | 27%    | 37%  | 27%     | 29%        | 29%    | 22%   |
| Threat  | 51%  | 52%    | 48%  | 27%     | 52%        | 49%    | 62%   |
| Not a Threat  | 15%  | 16%    | 10%  | 0%      | 15%        | 16%    | 13%   |
| Not At All a Threat                                   | 3%   | 3%     | 4%   | 0%      | 1%         | 5%     | 2%    |
| Not Sure  | 2%   | 2%     | 2%   | 46%     | 3%         | 2%     | 2%    |
| Total   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.1 pct points | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
|   |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                                   | 72%  | 67%                   | 80%  | 96%     | 66%     | 87%     | 68%  | 65%     | 68%     | 72%  | 42%     | 58%        | 54%      | 60%    | 76%     | 83%   | 48%     |
| Threat  | 24%  | 29%                   | 18%  | 4%      | 30%     | 13%     | 28%  | 35%     | 15%     | 18%  | 0%      | 32%        | 40%      | 37%    | 21%     | 15%   | 52%     |
| Not a Threat  | 2%   | 2%                    | 1%   | 0%      | 2%      | 0%      | 3%   | 0%      | 7%      | 0%   | 0%      | 4%         | 4%       | 1%     | 1%      | 1%    | 0%      |
| Not At All a Threat                                   | 1%   | 1%                    | 1%   | 0%      | 0%      | 0%      | 2%   | 0%      | 10%     | 0%   | 0%      | 2%         | 0%       | 0%     | 2%      | 1%    | 0%      |
| Not Sure  | 1%   | 1%                    | 0%   | 0%      | 1%      | 0%      | 0%   | 0%      | 0%      | 10%  | 58%     | 3%         | 3%       | 2%     | 0%      | 0%    | 0%      |
| Total   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                                 | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.1 pct points | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
|   |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                                   | 72%  | 59%     | 50%      | 51%    | 76%     | 81%   | 49%     | 59%                 | 50%      | 67%    | 78%     | 77%   | 56%     |
| Threat  | 24%  | 32%     | 40%      | 43%    | 20%     | 17%   | 51%     | 30%                 | 41%      | 28%    | 20%     | 21%   | 31%     |
| Not a Threat  | 2%   | 4%      | 7%       | 2%     | 1%      | 1%    | 0%      | 4%                  | 4%       | 1%     | 2%      | 2%    | 0%      |
| Not At All a Threat                                   | 1%   | 2%      | 3%       | 1%     | 3%      | 0%    | 0%      | 4%                  | 0%       | 1%     | 0%      | 0%    | 0%      |
| Not Sure  | 1%   | 3%      | 0%       | 4%     | 0%      | 0%    | 0%      | 3%                  | 5%       | 2%     | 0%      | 0%    | 13%     |
| Total   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                                 | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.1 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                                   | 72%  | 64%                  | 68%      | 72%    | 78%     | 76%   | 57%     | 49%      | 66%      | 55%    | 82%     | 81%   | 35%     | 50%               | 59%     | 66%    | 85%    | 45%     |
| Threat  | 24%  | 31%                  | 27%      | 25%    | 20%     | 21%   | 43%     | 46%      | 28%      | 37%    | 16%     | 18%   | 26%     | 16%               | 37%     | 30%    | 14%    | 51%     |
| Not a Threat  | 2%   | 4%                   | 2%       | 2%     | 2%      | 1%    | 0%      | 2%       | 5%       | 4%     | 2%      | 0%    | 12%     | 3%                | 3%      | 3%     | 0%     | 0%      |
| Not At All a Threat                                   | 1%   | 1%                   | 1%       | 1%     | 0%      | 1%    | 0%      | 3%       | 2%       | 0%     | 0%      | 1%    | 0%      | 12%               | 1%      | 1%     | 0%     | 4%      |
| Not Sure  | 1%   | 0%                   | 2%       | 0%     | 0%      | 1%    | 0%      | 0%       | 0%       | 4%     | 0%      | 0%    | 27%     | 19%               | 0%      | 1%     | 0%     | 0%      |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.1 pct points | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
|   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                                   | 72%  | 70%                | 72%     | 76%    | 74%    | 58%     | 30%             | 33%     | 59%    | 86%    | 56%     | 56%             | 24%     | 48%    | 83%    | 22%     |
| Threat  | 24%  | 25%                | 25%     | 20%    | 26%    | 22%     | 45%             | 52%     | 37%    | 12%    | 39%     | 11%             | 60%     | 45%    | 16%    | 70%     |
| Not a Threat  | 2%   | 3%                 | 2%      | 2%     | 0%     | 0%      | 8%              | 6%      | 2%     | 1%     | 0%      | 0%              | 16%     | 5%     | 0%     | 0%      |
| Not At All a Threat                                   | 1%   | 1%                 | 0%      | 1%     | 0%     | 10%     | 17%             | 0%      | 1%     | 0%     | 5%      | 19%             | 0%      | 1%     | 0%     | 8%      |
| Not Sure  | 1%   | 1%                 | 1%      | 1%     | 0%     | 9%      | 0%              | 9%      | 1%     | 1%     | 0%      | 15%             | 0%      | 1%     | 1%     | 0%      |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 72%  | 45%     | 56%     | 60%    | 88%    | 60%     | 96%            | 69%    | 44%     | 60%    | 38%     | -                       | -      | -       | -      | -       |
| Threat                                  | 24%  | 40%     | 36%     | 35%    | 12%    | 30%     | 3%             | 30%    | 45%     | 18%    | 42%     | -                       | -      | -       | -      | -       |
| Not a Threat                            | 2%   | 3%      | 6%      | 3%     | 0%     | 1%      | 0%             | 1%     | 8%      | 2%     | 0%      | -                       | -      | -       | -      | -       |
| Not At All a Threat                     | 1%   | 7%      | 2%      | 0%     | 0%     | 1%      | 0%             | 0%     | 2%      | 14%    | 0%      | -                       | -      | -       | -      | -       |
| Not Sure                                | 1%   | 4%      | 0%      | 1%     | 0%     | 7%      | 1%             | 0%     | 1%      | 6%     | 19%     | -                       | -      | -       | -      | -       |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    |                         |        |         |        |         |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      |                         |        |         |        |         |

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 72%  | 82%                  | 53%    | 41%     | 30%    | 17%     | 83%               | 70%    | 60%     | 51%    | 43%     | 80%              | 59%    | 32%     | 28%    | 100%    |
| Threat                                  | 24%  | 17%                  | 43%    | 29%     | 0%     | 56%     | 16%               | 26%    | 38%     | 10%    | 15%     | 18%              | 36%    | 52%     | 0%     | 0%      |
| Not a Threat                            | 2%   | 1%                   | 3%     | 13%     | 0%     | 16%     | 0%                | 3%     | 2%      | 0%     | 0%      | 1%               | 4%     | 6%      | 0%     | 0%      |
| Not At All a Threat                     | 1%   | 1%                   | 0%     | 0%      | 44%    | 0%      | 1%                | 0%     | 0%      | 17%    | 0%      | 1%               | 0%     | 0%      | 45%    | 0%      |
| Not Sure                                | 1%   | 0%                   | 1%     | 17%     | 27%    | 11%     | 0%                | 0%     | 0%      | 22%    | 42%     | 1%               | 0%     | 10%     | 28%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 72%  | 78%            | 50%    | 23%     | 16%    | 0%      | 75%            | 31%    | 0%      | 11%    | 0%      | 75%                    | 49%    | 26%     | 12%    | 100%    |
| Threat                                  | 24%  | 20%            | 42%    | 61%     | 0%     | 100%    | 22%            | 59%    | 61%     | 0%     | 0%      | 22%                    | 41%    | 58%     | 0%     | 0%      |
| Not a Threat                            | 2%   | 1%             | 6%     | 7%      | 0%     | 0%      | 1%             | 9%     | 39%     | 0%     | 0%      | 1%                     | 7%     | 17%     | 0%     | 0%      |
| Not At All a Threat                     | 1%   | 0%             | 1%     | 9%      | 35%    | 0%      | 1%             | 0%     | 0%      | 55%    | 0%      | 1%                     | 0%     | 0%      | 49%    | 0%      |
| Not Sure                                | 1%   | 1%             | 2%     | 0%      | 49%    | 0%      | 1%             | 1%     | 0%      | 34%    | 0%      | 1%                     | 3%     | 0%      | 39%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                     | 72%  | 77%                     | 67%    | 52%     | 70%    | 81%     | 93%       | 62%    | 50%     | 38%    | 52%     | 55%           | 76%     | 70%     | 72%            | 75%     | 70%     |
| Threat                                  | 24%  | 20%                     | 30%    | 43%     | 16%    | 5%      | 6%        | 37%    | 36%     | 22%    | 35%     | 35%           | 21%     | 27%     | 25%            | 21%     | 24%     |
| Not a Threat                            | 2%   | 1%                      | 3%     | 3%      | 0%     | 14%     | 1%        | 1%     | 10%     | 0%     | 1%      | 5%            | 1%      | 1%      | 1%             | 3%      | 3%      |
| Not At All a Threat                     | 1%   | 1%                      | 1%     | 0%      | 14%    | 0%      | 0%        | 0%     | 4%      | 17%    | 0%      | 0%            | 1%      | 1%      | 1%             | 0%      | 1%      |
| Not Sure                                | 1%   | 1%                      | 0%     | 3%      | 0%     | 0%      | 0%        | 0%     | 0%      | 22%    | 12%     | 5%            | 1%      | 0%      | 1%             | 1%      | 3%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
|---|--|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| 14                                      | How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone? |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
| Credibility Interval: +/-4.1 pct points |  | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 72%  | 80%                 | 71%     | 73%     | 64%                    | 73%     | 74%     | 62%                  | 73%     | 77%     | 72%      | 79%     | 70%     | 69%        | 70%     | 78%     |
| Threat                                  | 24%  | 17%                 | 25%     | 26%     | 29%                    | 23%     | 25%     | 33%                  | 23%     | 20%     | 25%      | 17%     | 27%     | 27%        | 25%     | 21%     |
| Not a Threat                            | 2%   | 1%                  | 2%      | 0%      | 1%                     | 2%      | 0%      | 2%                   | 2%      | 0%      | 2%       | 3%      | 1%      | 2%         | 2%      | 0%      |
| Not At All a Threat                     | 1%   | 2%                  | 1%      | 1%      | 2%                     | 1%      | 1%      | 1%                   | 1%      | 2%      | 1%       | 1%      | 0%      | 1%         | 1%      | 0%      |
| Not Sure                                | 1%   | 0%                  | 1%      | 0%      | 3%                     | 1%      | 0%      | 1%                   | 1%      | 1%      | 1%       | 0%      | 1%      | 1%         | 1%      | 1%      |
| Total                                   | 100%   | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%   | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

|   |  |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|--|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 14                                      | How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-4.1 pct points |  | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 72%  | 64%               | 73%     | 78%     | 63%                     | 73%     | 76%     | 60%                     | 73%     | 77%     | 72%                  | 67%     | 75%     | 54%        | 76%     | 71%     |
| Threat                                  | 24%  | 30%               | 24%     | 19%     | 34%                     | 23%     | 20%     | 39%                     | 23%     | 18%     | 25%                  | 26%     | 20%     | 39%        | 22%     | 23%     |
| Not a Threat                            | 2%   | 3%                | 1%      | 2%      | 2%                      | 2%      | 1%      | 0%                      | 2%      | 1%      | 2%                   | 2%      | 1%      | 3%         | 1%      | 4%      |
| Not At All a Threat                     | 1%   | 1%                | 1%      | 0%      | 1%                      | 1%      | 0%      | 1%                      | 1%      | 2%      | 1%                   | 2%      | 1%      | 4%         | 0%      | 0%      |
| Not Sure                                | 1%   | 1%                | 1%      | 1%      | 0%                      | 1%      | 2%      | 0%                      | 1%      | 2%      | 1%                   | 3%      | 3%      | 0%         | 1%      | 1%      |
| Total                                   | 100%   | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%   | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 72%  | 62%         | 72%     | 74%     | 53%                    | 62%    | 56%      | 79%     | 68%     | 65%              | 40%    | 54%      | 81%     | 36%     |
| Threat                                  | 24%  | 34%         | 24%     | 17%     | 30%                    | 31%    | 42%      | 18%     | 32%     | 18%              | 52%    | 43%      | 16%     | 37%     |
| Not a Threat                            | 2%   | 4%          | 2%      | 1%      | 4%                     | 4%     | 2%       | 1%      | 0%      | 4%               | 4%     | 2%       | 2%      | 0%      |
| Not At All a Threat                     | 1%   | 0%          | 1%      | 1%      | 6%                     | 0%     | 1%       | 1%      | 0%      | 6%               | 2%     | 0%       | 1%      | 0%      |
| Not Sure                                | 1%   | 0%          | 1%      | 7%      | 7%                     | 3%     | 0%       | 1%      | 0%      | 7%               | 2%     | 1%       | 0%      | 27%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 72%  | 33%             | 58%    | 63%      | 82%     | 32%     | 59%                    | 48%    | 55%      | 78%     | 64%     | 70%                    | 56%    | 49%      | 78%     | 69%     |
| Threat                                  | 24%  | 51%             | 36%    | 34%      | 16%     | 68%     | 20%                    | 42%    | 42%      | 19%     | 31%     | 15%                    | 39%    | 49%      | 19%     | 17%     |
| Not a Threat                            | 2%   | 9%              | 4%     | 1%       | 1%      | 0%      | 11%                    | 7%     | 2%       | 1%      | 0%      | 10%                    | 6%     | 2%       | 1%      | 0%      |
| Not At All a Threat                     | 1%   | 3%              | 1%     | 1%       | 1%      | 0%      | 0%                     | 2%     | 1%       | 1%      | 0%      | 4%                     | 0%     | 0%       | 1%      | 0%      |
| Not Sure                                | 1%   | 4%              | 1%     | 2%       | 1%      | 0%      | 10%                    | 0%     | 0%       | 1%      | 5%      | 0%                     | 0%     | 0%       | 1%      | 14%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.1 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                     | 72%  | 70%                 | 41%    | 56%      | 78%     | 70%     | 76%                 | 30%    | 50%      | 78%     | 78%     | 76%            | 69%  | 76%            | 69%  | 75%            | 69%  |
| Threat                                  | 24%  | 24%                 | 46%    | 43%      | 19%     | 18%     | 18%                 | 65%    | 49%      | 18%     | 17%     | 21%            | 28%  | 20%            | 28%  | 22%            | 27%  |
| Not a Threat                            | 2%   | 6%                  | 8%     | 0%       | 1%      | 7%      | 6%                  | 6%     | 0%       | 2%      | 0%      | 2%             | 2%   | 2%             | 2%   | 1%             | 2%   |
| Not At All a Threat                     | 1%   | 0%                  | 0%     | 1%       | 1%      | 0%      | 0%                  | 0%     | 1%       | 1%      | 0%      | 1%             | 1%   | 1%             | 1%   | 1%             | 1%   |
| Not Sure                                | 1%   | 0%                  | 5%     | 0%       | 1%      | 4%      | 0%                  | 0%     | 0%       | 1%      | 6%      | 1%             | 1%   | 1%             | 1%   | 1%             | 1%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.1 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                     | 72%  | 77%             | 66%  | 75%          | 68%  | 76%          | 68%  | 74%              | 70%  | 79%           | 70%  | 76%            | 70%  | 78%           | 69%  | 74%             | 70%  |
| Threat                                  | 24%  | 21%             | 28%  | 22%          | 28%  | 21%          | 28%  | 23%              | 26%  | 15%           | 27%  | 22%            | 26%  | 19%           | 27%  | 24%             | 25%  |
| Not a Threat                            | 2%   | 0%              | 4%   | 1%           | 3%   | 1%           | 3%   | 1%               | 2%   | 2%            | 2%   | 0%             | 3%   | 0%            | 3%   | 1%              | 3%   |
| Not At All a Threat                     | 1%   | 1%              | 1%   | 1%           | 1%   | 1%           | 1%   | 0%               | 1%   | 1%            | 1%   | 1%             | 1%   | 1%            | 1%   | 1%              | 1%   |
| Not Sure                                | 1%   | 1%              | 1%   | 2%           | 0%   | 1%           | 1%   | 1%               | 1%   | 3%            | 0%   | 1%             | 1%   | 2%            | 1%   | 1%              | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.1 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Serious Threat                     | 72%  | 72%             | 72%  | 86%           | 72%  | 69%    | 75%   | 69%    | 61%   | 69%   | 83%   | 85%  | 65%       | 84%  |
| Threat                                  | 24%  | 25%             | 23%  | 12%           | 25%  | 25%    | 23%   | 31%    | 33%   | 27%   | 15%   | 14%  | 30%       | 15%  |
| Not a Threat                            | 2%   | 1%              | 3%   | 0%            | 2%   | 3%     | 1%    | 0%     | 3%    | 2%    | 1%    | 0%   | 2%        | 1%   |
| Not At All a Threat                     | 1%   | 1%              | 1%   | 0%            | 1%   | 1%     | 1%    | 0%     | 1%    | 1%    | 0%    | 0%   | 1%        | 0%   |
| Not Sure                                | 1%   | 1%              | 2%   | 2%            | 1%   | 1%     | 1%    | 0%     | 2%    | 0%    | 0%    | 1%   | 1%        | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                     | 72%  | 83%     | 60%   | 73%   | 67%   | 46%    | 64%    | 68%      | 89%   | 68%       | 74%    | 70%     | 78%     | 73%     | 78%     | 69%     | 70%     | 67%     |
| Threat                                  | 24%  | 17%     | 34%   | 24%   | 26%   | 54%    | 17%    | 28%      | 5%    | 27%       | 24%    | 26%     | 19%     | 24%     | 20%     | 27%     | 25%     | 29%     |
| Not a Threat                            | 2%   | 0%      | 4%    | 1%    | 4%    | 0%     | 0%     | 4%       | 0%    | 2%        | 1%     | 2%      | 1%      | 2%      | 1%      | 4%      | 1%      | 1%      |
| Not At All a Threat                     | 1%   | 0%      | 2%    | 1%    | 2%    | 0%     | 0%     | 0%       | 0%    | 1%        | 0%     | 1%      | 1%      | 1%      | 1%      | 0%      | 3%      | 0%      |
| Not Sure                                | 1%   | 0%      | 0%    | 1%    | 1%    | 0%     | 19%    | 0%       | 6%    | 2%        | 1%     | 1%      | 0%      | 1%      | 1%      | 0%      | 1%      | 3%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

14 How much of a threat do you personally find it if other drivers are texting or emailing on a cell phone?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.1 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                     | 72%  | 74%    | 62%  | 100%    | 65%        | 76%    | 85%   |
| Threat                                  | 24%  | 23%    | 32%  | 0%      | 30%        | 21%    | 13%   |
| Not a Threat                            | 2%   | 2%     | 2%   | 0%      | 2%         | 1%     | 2%    |
| Not At All a Threat                     | 1%   | 0%     | 4%   | 0%      | 1%         | 0%     | 1%    |
| Not Sure                                | 1%   | 1%     | 0%   | 0%      | 1%         | 1%     | 0%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.2 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 69%  | 65%                   | 74%  | 62%     | 66%     | 74%     | 67%  | 62%     | 68%     | 60%  | 42%     | 77%        | 58%      | 59%    | 70%     | 72%   | 48%     |
| Threat                                  | 28%  | 30%                   | 23%  | 33%     | 31%     | 26%     | 31%  | 38%     | 25%     | 24%  | 0%      | 16%        | 34%      | 37%    | 26%     | 25%   | 44%     |
| Not a Threat                            | 2%   | 3%                    | 1%   | 5%      | 3%      | 0%      | 2%   | 0%      | 7%      | 16%  | 0%      | 2%         | 5%       | 3%     | 5%      | 2%    | 0%      |
| Not At All a Threat                     | 1%   | 1%                    | 1%   | 0%      | 0%      | 0%      | 0%   | 0%      | 0%      | 0%   | 58%     | 4%         | 2%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 1%   | 1%                    | 1%   | 0%      | 1%      | 0%      | 0%   | 0%      | 0%      | 0%   | 0%      | 1%         | 1%       | 2%     | 0%      | 0%    | 8%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.2 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 69%  | 76%     | 52%      | 62%    | 61%     | 71%   | 63%     | 72%                 | 49%      | 59%    | 60%     | 75%   | 50%     |
| Threat                                  | 28%  | 17%     | 31%      | 32%    | 34%     | 27%   | 16%     | 19%                 | 41%      | 37%    | 37%     | 23%   | 21%     |
| Not a Threat                            | 2%   | 4%      | 8%       | 3%     | 3%      | 1%    | 0%      | 4%                  | 4%       | 4%     | 3%      | 1%    | 17%     |
| Not At All a Threat                     | 1%   | 3%      | 6%       | 0%     | 0%      | 0%    | 20%     | 6%                  | 2%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 1%   | 0%      | 3%       | 2%     | 1%      | 0%    | 0%      | 0%                  | 4%       | 1%     | 0%      | 0%    | 13%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 69%  | 64%                  | 68%      | 72%    | 65%     | 69%   | 82%     | 67%      | 65%      | 53%    | 86%     | 73%   | 54%     | 40%               | 55%     | 65%    | 79%    | 44%     |
| Threat                                  | 28%  | 31%                  | 25%      | 27%    | 31%     | 29%   | 18%     | 28%      | 27%      | 41%    | 12%     | 25%   | 19%     | 39%               | 38%     | 31%    | 20%    | 41%     |
| Not a Threat                            | 2%   | 3%                   | 5%       | 1%     | 4%      | 1%    | 0%      | 5%       | 3%       | 4%     | 2%      | 1%    | 0%      | 0%                | 4%      | 3%     | 1%     | 3%      |
| Not At All a Threat                     | 1%   | 0%                   | 1%       | 0%     | 0%      | 1%    | 0%      | 1%       | 3%       | 0%     | 0%      | 0%    | 19%     | 21%               | 2%      | 0%     | 0%     | 4%      |
| Not Sure                                | 1%   | 2%                   | 1%       | 1%     | 0%      | 0%    | 0%      | 0%       | 2%       | 2%     | 0%      | 0%    | 8%      | 0%                | 1%      | 0%     | 1%     | 8%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 69%  | 64%                | 69%     | 72%    | 73%    | 48%     | 53%             | 54%     | 60%    | 77%    | 51%     | 39%             | 39%     | 58%    | 74%    | 38%     |
| Threat                                  | 28%  | 29%                | 28%     | 25%    | 25%    | 45%     | 22%             | 28%     | 37%    | 22%    | 27%     | 27%             | 26%     | 37%    | 24%    | 29%     |
| Not a Threat                            | 2%   | 3%                 | 2%      | 2%     | 1%     | 4%      | 8%              | 8%      | 3%     | 2%     | 0%      | 0%              | 19%     | 4%     | 1%     | 0%      |
| Not At All a Threat                     | 1%   | 2%                 | 0%      | 0%     | 0%     | 3%      | 17%             | 7%      | 0%     | 0%     | 5%      | 34%             | 8%      | 0%     | 0%     | 8%      |
| Not Sure                                | 1%   | 2%                 | 0%      | 1%     | 1%     | 0%      | 0%              | 3%      | 1%     | 0%     | 17%     | 0%              | 8%      | 1%     | 0%     | 25%     |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 69%  | 61%     | 55%     | 59%    | 81%    | 56%     | 83%            | 68%    | 47%     | 71%    | 35%     | 78%                     | 47%    | 20%     | 63%    | 0%      |
| Threat                                  | 28%  | 20%     | 38%     | 38%    | 18%    | 34%     | 15%            | 29%    | 48%     | 13%    | 33%     | 20%                     | 49%    | 55%     | 0%     | 35%     |
| Not a Threat                            | 2%   | 6%      | 4%      | 2%     | 1%     | 8%      | 0%             | 3%     | 3%      | 0%     | 20%     | 1%                      | 3%     | 18%     | 0%     | 38%     |
| Not At All a Threat                     | 1%   | 10%     | 1%      | 0%     | 0%     | 1%      | 1%             | 0%     | 0%      | 17%    | 0%      | 0%                      | 0%     | 0%      | 37%    | 19%     |
| Not Sure                                | 1%   | 3%      | 2%      | 1%     | 0%     | 0%      | 0%             | 0%     | 2%      | 0%     | 12%     | 0%                      | 2%     | 7%      | 0%     | 8%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 69%  | -                    | -      | -       | -      | -       | 93%               | 65%    | 36%     | 28%    | 12%     | 82%              | 46%    | 25%     | 10%    | 100%    |
| Threat                                  | 28%  | -                    | -      | -       | -      | -       | 6%                | 34%    | 56%     | 32%    | 40%     | 17%              | 49%    | 46%     | 0%     | 0%      |
| Not a Threat                            | 2%   | -                    | -      | -       | -      | -       | 1%                | 1%     | 6%      | 10%    | 39%     | 1%               | 4%     | 19%     | 9%     | 0%      |
| Not At All a Threat                     | 1%   | -                    | -      | -       | -      | -       | 0%                | 0%     | 0%      | 30%    | 0%      | 0%               | 0%     | 0%      | 81%    | 0%      |
| Not Sure                                | 1%   | -                    | -      | -       | -      | -       | 1%                | 0%     | 2%      | 0%     | 9%      | 0%               | 1%     | 10%     | 0%     | 0%      |
| Total                                   | 100% |                      |        |         |        |         | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% |                      |        |         |        |         | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 69%  | 74%            | 47%    | 35%     | 0%     | 0%      | 72%            | 20%    | 0%      | 0%     | 0%      | 73%                    | 41%    | 0%      | 0%     | 65%     |
| Threat                                  | 28%  | 23%            | 46%    | 50%     | 0%     | 0%      | 25%            | 73%    | 61%     | 0%     | 0%      | 25%                    | 52%    | 68%     | 0%     | 0%      |
| Not a Threat                            | 2%   | 2%             | 4%     | 7%      | 0%     | 0%      | 2%             | 2%     | 39%     | 0%     | 0%      | 2%                     | 5%     | 32%     | 0%     | 35%     |
| Not At All a Threat                     | 1%   | 0%             | 1%     | 9%      | 100%   | 0%      | 0%             | 3%     | 0%      | 100%   | 0%      | 0%                     | 1%     | 0%      | 100%   | 0%      |
| Not Sure                                | 1%   | 0%             | 2%     | 0%      | 0%     | 100%    | 1%             | 2%     | 0%      | 0%     | 0%      | 1%                     | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

15

How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                     | 69%  | 76%                     | 56%    | 58%     | 49%    | 49%     | 84%       | 60%    | 57%     | 35%    | 51%     | 74%           | 70%     | 63%     | 68%            | 75%     | 65%     |
| Threat                                  | 28%  | 21%                     | 39%    | 36%     | 22%    | 41%     | 14%       | 38%    | 36%     | 34%    | 32%     | 20%           | 27%     | 33%     | 28%            | 20%     | 29%     |
| Not a Threat                            | 2%   | 1%                      | 3%     | 4%      | 12%    | 3%      | 1%        | 1%     | 6%      | 4%     | 10%     | 3%            | 2%      | 3%      | 2%             | 3%      | 3%      |
| Not At All a Threat                     | 1%   | 0%                      | 1%     | 0%      | 17%    | 0%      | 0%        | 0%     | 0%      | 28%    | 0%      | 2%            | 1%      | 0%      | 1%             | 0%      | 1%      |
| Not Sure                                | 1%   | 0%                      | 1%     | 2%      | 0%     | 8%      | 0%        | 0%     | 2%      | 0%     | 7%      | 1%            | 0%      | 2%      | 0%             | 2%      | 2%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

15

How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.2 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Very Serious Threat                     | 69%  | 76%                 | 67%     | 73%     | 73%                    | 69%     | 63%     | 71%                  | 68%     | 69%     | 69%      | 71%     | 67%     | 70%        | 69%     | 67%     |  |
| Threat                                  | 28%  | 19%                 | 29%     | 19%     | 23%                    | 28%     | 31%     | 24%                  | 29%     | 26%     | 27%      | 25%     | 31%     | 27%        | 27%     | 29%     |  |
| Not a Threat                            | 2%   | 3%                  | 2%      | 1%      | 0%                     | 2%      | 4%      | 2%                   | 2%      | 3%      | 3%       | 1%      | 2%      | 1%         | 2%      | 3%      |  |
| Not At All a Threat                     | 1%   | 2%                  | 0%      | 1%      | 3%                     | 0%      | 1%      | 1%                   | 1%      | 0%      | 1%       | 2%      | 0%      | 1%         | 1%      | 0%      |  |
| Not Sure                                | 1%   | 0%                  | 1%      | 5%      | 1%                     | 1%      | 1%      | 2%                   | 1%      | 1%      | 1%       | 1%      | 1%      | 1%         | 1%      | 1%      |  |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

15

How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 69%  | 72%               | 69%     | 66%     | 64%                     | 69%     | 70%     | 63%                     | 69%     | 68%     | 68%                  | 65%     | 74%     | 61%        | 71%     | 65%     |
| Threat                                  | 28%  | 24%               | 28%     | 30%     | 30%                     | 28%     | 25%     | 32%                     | 27%     | 26%     | 29%                  | 29%     | 17%     | 33%        | 26%     | 30%     |
| Not a Threat                            | 2%   | 2%                | 2%      | 3%      | 3%                      | 2%      | 2%      | 1%                      | 2%      | 3%      | 2%                   | 5%      | 4%      | 3%         | 2%      | 2%      |
| Not At All a Threat                     | 1%   | 1%                | 1%      | 0%      | 1%                      | 1%      | 0%      | 1%                      | 0%      | 2%      | 0%                   | 1%      | 3%      | 2%         | 0%      | 1%      |
| Not Sure                                | 1%   | 1%                | 0%      | 1%      | 1%                      | 0%      | 2%      | 2%                      | 0%      | 2%      | 1%                   | 0%      | 2%      | 0%         | 1%      | 2%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

15

How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.2 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Very Serious Threat                     | 69%  | 73%         | 69%     | 65%     | 46%                    | 60%    | 62%      | 73%     | 60%     | 67%              | 57%    | 65%      | 71%     | 65%     |  |
| Threat                                  | 28%  | 21%         | 28%     | 25%     | 41%                    | 31%    | 35%      | 24%     | 40%     | 13%              | 36%    | 29%      | 27%     | 35%     |  |
| Not a Threat                            | 2%   | 4%          | 2%      | 5%      | 5%                     | 6%     | 2%       | 2%      | 0%      | 7%               | 7%     | 3%       | 2%      | 0%      |  |
| Not At All a Threat                     | 1%   | 0%          | 0%      | 5%      | 8%                     | 2%     | 0%       | 0%      | 0%      | 13%              | 0%     | 0%       | 0%      | 0%      |  |
| Not Sure                                | 1%   | 2%          | 1%      | 0%      | 0%                     | 1%     | 1%       | 1%      | 0%      | 0%               | 0%     | 2%       | 0%      | 0%      |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
|   |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                                   | 69%  | 61%             | 57%    | 60%      | 74%     | 44%     | 60%                    | 69%    | 58%      | 72%     | 63%     | 64%                    | 64%    | 57%      | 71%     | 74%     |
| Threat  | 28%  | 27%             | 37%    | 36%      | 23%     | 56%     | 28%                    | 22%    | 39%      | 25%     | 37%     | 25%                    | 23%    | 40%      | 26%     | 26%     |
| Not a Threat  | 2%   | 5%              | 4%     | 3%       | 2%      | 0%      | 9%                     | 6%     | 3%       | 2%      | 0%      | 8%                     | 10%    | 2%       | 2%      | 0%      |
| Not At All a Threat                                   | 1%   | 7%              | 1%     | 0%       | 0%      | 0%      | 3%                     | 0%     | 0%       | 1%      | 0%      | 3%                     | 0%     | 0%       | 1%      | 0%      |
| Not Sure  | 1%   | 0%              | 1%     | 1%       | 1%      | 0%      | 0%                     | 3%     | 1%       | 1%      | 0%      | 0%                     | 3%     | 1%       | 0%      | 0%      |
| Total   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                                   | 69%  | 80%                 | 50%    | 58%      | 71%     | 73%     | 71%                 | 51%    | 61%      | 70%     | 81%     | 71%            | 66%  | 72%            | 66%  | 71%            | 66%  |
| Threat  | 28%  | 8%                  | 43%    | 37%      | 26%     | 27%     | 16%                 | 46%    | 36%      | 26%     | 19%     | 25%            | 30%  | 23%            | 31%  | 25%            | 30%  |
| Not a Threat  | 2%   | 7%                  | 7%     | 3%       | 2%      | 0%      | 10%                 | 3%     | 2%       | 2%      | 0%      | 2%             | 3%   | 3%             | 2%   | 2%             | 2%   |
| Not At All a Threat                                   | 1%   | 2%                  | 0%     | 0%       | 1%      | 0%      | 1%                  | 0%     | 0%       | 1%      | 0%      | 1%             | 1%   | 1%             | 1%   | 1%             | 1%   |
| Not Sure  | 1%   | 3%                  | 0%     | 1%       | 1%      | 0%      | 3%                  | 0%     | 2%       | 1%      | 0%      | 1%             | 1%   | 1%             | 1%   | 1%             | 1%   |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|---|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 15                                      | How much of a threat do you personally find it if other drivers are driving aggressively? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All   | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.2 pct points |   | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                     | 69%   | 72%             | 64%  | 72%          | 64%  | 71%          | 65%  | 71%              | 65%  | 78%           | 65%  | 73%            | 65%  | 73%           | 66%  | 71%             | 65%  |
| Threat                                  | 28%   | 25%             | 31%  | 25%          | 31%  | 26%          | 30%  | 26%              | 30%  | 18%           | 31%  | 23%            | 31%  | 24%           | 30%  | 27%             | 29%  |
| Not a Threat                            | 2%  | 2%              | 3%   | 2%           | 3%   | 2%           | 3%   | 2%               | 3%   | 3%            | 2%   | 3%             | 2%   | 2%            | 2%   | 1%              | 4%   |
| Not At All a Threat                     | 1%  | 0%              | 1%   | 0%           | 1%   | 0%           | 1%   | 0%               | 1%   | 1%            | 1%   | 1%             | 1%   | 1%            | 1%   | 0%              | 1%   |
| Not Sure                                | 1%  | 1%              | 1%   | 0%           | 1%   | 0%           | 1%   | 1%               | 1%   | 0%            | 1%   | 1%             | 1%   | 0%            | 1%   | 1%              | 0%   |
| Total                                   | 100%  | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%  | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

15

How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.2 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Serious Threat                     | 69%  | 69%             | 68%  | 64%           | 69%  | 62%    | 75%   | 79%    | 63%   | 65%   | 73%   | 80%  | 64%       | 76%  |
| Threat                                  | 28%  | 28%             | 28%  | 28%           | 28%  | 33%    | 23%   | 21%    | 29%   | 32%   | 25%   | 20%  | 30%       | 23%  |
| Not a Threat                            | 2%   | 2%              | 3%   | 7%            | 2%   | 3%     | 2%    | 0%     | 5%    | 2%    | 0%    | 0%   | 4%        | 0%   |
| Not At All a Threat                     | 1%   | 1%              | 1%   | 2%            | 1%   | 1%     | 0%    | 0%     | 1%    | 1%    | 0%    | 0%   | 1%        | 0%   |
| Not Sure                                | 1%   | 1%              | 0%   | 0%            | 1%   | 1%     | 1%    | 0%     | 1%    | 1%    | 1%    | 0%   | 1%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
|   |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                                   | 69%  | 81%     | 66%   | 68%   | 69%   | 41%    | 0%     | 75%      | 70%   | 71%       | 65%    | 67%     | 74%     | 69%     | 75%     | 68%     | 67%     | 60%     |
| Threat  | 28%  | 18%     | 29%   | 28%   | 26%   | 59%    | 81%    | 21%      | 23%   | 21%       | 31%    | 30%     | 22%     | 27%     | 22%     | 30%     | 28%     | 37%     |
| Not a Threat  | 2%   | 1%      | 5%    | 2%    | 3%    | 0%     | 0%     | 2%       | 0%    | 4%        | 3%     | 1%      | 2%      | 3%      | 3%      | 2%      | 1%      | 2%      |
| Not At All a Threat                                   | 1%   | 0%      | 0%    | 1%    | 1%    | 0%     | 19%    | 0%       | 0%    | 2%        | 0%     | 0%      | 2%      | 0%      | 1%      | 0%      | 2%      | 1%      |
| Not Sure  | 1%   | 0%      | 0%    | 1%    | 1%    | 0%     | 0%     | 3%       | 6%    | 2%        | 1%     | 1%      | 0%      | 1%      | 0%      | 0%      | 2%      | 0%      |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

15 How much of a threat do you personally find it if other drivers are driving aggressively?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
|   |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                                   | 69%  | 68%    | 73%  | 54%     | 64%        | 73%    | 66%   |
| Threat  | 28%  | 29%    | 23%  | 0%      | 31%        | 25%    | 29%   |
| Not a Threat  | 2%   | 2%     | 2%   | 46%     | 3%         | 1%     | 4%    |
| Not At All a Threat                                   | 1%   | 1%     | 1%   | 0%      | 1%         | 1%     | 1%    |
| Not Sure  | 1%   | 1%     | 1%   | 0%      | 1%         | 1%     | 0%    |
| Total   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
|   |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                                   | 36%  | 34%                   | 41%  | 20%     | 34%     | 32%     | 38%  | 33%     | 49%     | 33%  | 21%     | 59%        | 27%      | 23%    | 24%     | 39%   | 8%      |
| Threat  | 43%  | 45%                   | 39%  | 52%     | 45%     | 63%     | 47%  | 52%     | 27%     | 43%  | 20%     | 21%        | 40%      | 51%    | 51%     | 44%   | 64%     |
| Not a Threat  | 18%  | 18%                   | 18%  | 15%     | 19%     | 5%      | 14%  | 12%     | 24%     | 10%  | 0%      | 13%        | 30%      | 22%    | 19%     | 15%   | 28%     |
| Not At All a Threat                                   | 2%   | 2%                    | 2%   | 0%      | 2%      | 0%      | 0%   | 3%      | 0%      | 2%   | 58%     | 6%         | 1%       | 1%     | 6%      | 1%    | 0%      |
| Not Sure  | 1%   | 1%                    | 0%   | 13%     | 0%      | 0%      | 1%   | 0%      | 0%      | 12%  | 0%      | 0%         | 1%       | 2%     | 0%      | 1%    | 0%      |
| Total   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                                 | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
|   |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                                   | 36%  | 60%     | 32%      | 30%    | 47%     | 35%   | 11%     | 59%                 | 32%      | 25%    | 26%     | 39%   | 36%     |
| Threat  | 43%  | 20%     | 45%      | 43%    | 38%     | 46%   | 69%     | 20%                 | 40%      | 49%    | 49%     | 43%   | 51%     |
| Not a Threat  | 18%  | 18%     | 20%      | 22%    | 16%     | 17%   | 0%      | 13%                 | 25%      | 21%    | 23%     | 16%   | 0%      |
| Not At All a Threat                                   | 2%   | 3%      | 3%       | 3%     | 0%      | 1%    | 20%     | 8%                  | 3%       | 2%     | 1%      | 1%    | 0%      |
| Not Sure  | 1%   | 0%      | 0%       | 3%     | 0%      | 1%    | 0%      | 0%                  | 0%       | 2%     | 1%      | 1%    | 13%     |
| Total   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                                 | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |   |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|---|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 16                                      | How much of a threat do you personally find it if other drivers are speeding on freeways? |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults                              | All   | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-4.6 pct points |   | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 36%   | 38%                  | 37%      | 33%    | 32%     | 37%   | 0%      | 41%      | 42%      | 27%    | 38%     | 38%   | 12%     | 16%               | 29%     | 31%    | 46%    | 31%     |
| Threat                                  | 43%   | 41%                  | 40%      | 49%    | 48%     | 42%   | 100%    | 31%      | 35%      | 44%    | 49%     | 45%   | 61%     | 23%               | 42%     | 47%    | 41%    | 33%     |
| Not a Threat                            | 18%   | 20%                  | 19%      | 15%    | 18%     | 18%   | 0%      | 27%      | 19%      | 25%    | 14%     | 15%   | 0%      | 30%               | 26%     | 20%    | 12%    | 26%     |
| Not At All a Threat                     | 2%  | 1%                   | 3%       | 0%     | 2%      | 2%    | 0%      | 2%       | 3%       | 2%     | 0%      | 1%    | 19%     | 31%               | 4%      | 1%     | 0%     | 7%      |
| Not Sure                                | 1%  | 0%                   | 2%       | 2%     | 0%      | 1%    | 0%      | 0%       | 1%       | 2%     | 0%      | 1%    | 8%      | 0%                | 0%      | 1%     | 1%     | 4%      |
| Total                                   | 100%  | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%  | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

16

How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 36%  | 32%                | 33%     | 41%    | 57%    | 34%     | 36%             | 32%     | 30%    | 41%    | 14%     | 35%             | 28%     | 35%    | 37%    | 22%     |
| Threat                                  | 43%  | 43%                | 46%     | 41%    | 31%    | 31%     | 13%             | 37%     | 43%    | 44%    | 40%     | 10%             | 31%     | 44%    | 44%    | 26%     |
| Not a Threat                            | 18%  | 20%                | 19%     | 16%    | 11%    | 20%     | 34%             | 21%     | 23%    | 13%    | 36%     | 21%             | 38%     | 19%    | 16%    | 36%     |
| Not At All a Threat                     | 2%   | 6%                 | 0%      | 0%     | 1%     | 13%     | 17%             | 10%     | 2%     | 1%     | 10%     | 34%             | 3%      | 1%     | 1%     | 16%     |
| Not Sure                                | 1%   | 0%                 | 1%      | 1%     | 0%     | 3%      | 0%              | 0%      | 1%     | 1%     | 0%      | 0%              | 0%      | 1%     | 1%     | 0%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 36%  | 30%     | 26%     | 25%    | 48%    | 26%     | 55%            | 32%    | 17%     | 48%    | 16%     | 42%                     | 24%    | 3%      | 45%    | 0%      |
| Threat                                  | 43%  | 21%     | 46%     | 52%    | 38%    | 49%     | 36%            | 46%    | 52%     | 22%    | 34%     | 42%                     | 47%    | 76%     | 18%    | 20%     |
| Not a Threat                            | 18%  | 37%     | 24%     | 21%    | 13%    | 10%     | 8%             | 20%    | 29%     | 14%    | 27%     | 15%                     | 28%    | 21%     | 0%     | 0%      |
| Not At All a Threat                     | 2%   | 12%     | 5%      | 1%     | 1%     | 1%      | 1%             | 1%     | 2%      | 17%    | 0%      | 1%                      | 1%     | 0%      | 37%    | 40%     |
| Not Sure                                | 1%   | 0%      | 0%      | 1%     | 0%     | 14%     | 0%             | 1%     | 0%      | 0%     | 23%     | 1%                      | 1%     | 0%      | 0%     | 41%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 36%  | 49%                  | 8%     | 11%     | 0%     | 37%     | -                 | -      | -       | -      | -       | 52%              | 6%     | 0%      | 0%     | 100%    |
| Threat                                  | 43%  | 41%                  | 53%    | 18%     | 21%    | 8%      | -                 | -      | -       | -      | -       | 39%              | 54%    | 6%      | 0%     | 0%      |
| Not a Threat                            | 18%  | 9%                   | 36%    | 47%     | 0%     | 44%     | -                 | -      | -       | -      | -       | 7%               | 37%    | 70%     | 0%     | 0%      |
| Not At All a Threat                     | 2%   | 1%                   | 2%     | 8%      | 79%    | 0%      | -                 | -      | -       | -      | -       | 0%               | 2%     | 25%     | 100%   | 0%      |
| Not Sure                                | 1%   | 0%                   | 1%     | 17%     | 0%     | 11%     | -                 | -      | -       | -      | -       | 1%               | 1%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    |                   |        |         |        |         | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      |                   |        |         |        |         | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 36%  | 41%            | 17%    | 4%      | 0%     | 0%      | 38%            | 8%     | 9%      | 0%     | 0%      | 39%                    | 16%    | 0%      | 0%     | 65%     |
| Threat                                  | 43%  | 43%            | 51%    | 14%     | 0%     | 0%      | 42%            | 69%    | 18%     | 0%     | 0%      | 43%                    | 52%    | 8%      | 0%     | 0%      |
| Not a Threat                            | 18%  | 14%            | 29%    | 74%     | 0%     | 100%    | 18%            | 17%    | 73%     | 0%     | 0%      | 16%                    | 28%    | 75%     | 0%     | 35%     |
| Not At All a Threat                     | 2%   | 1%             | 2%     | 9%      | 100%   | 0%      | 1%             | 0%     | 0%      | 100%   | 0%      | 1%                     | 3%     | 17%     | 100%   | 0%      |
| Not Sure                                | 1%   | 1%             | 1%     | 0%      | 0%     | 0%      | 1%             | 6%     | 0%      | 0%     | 0%      | 1%                     | 1%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                     | 36%  | 44%                     | 25%    | 21%     | 3%     | 45%     | 57%       | 23%    | 27%     | 7%     | 19%     | 50%           | 34%     | 35%     | 34%            | 55%     | 37%     |
| Threat                                  | 43%  | 41%                     | 50%    | 42%     | 39%    | 30%     | 34%       | 54%    | 30%     | 22%    | 60%     | 29%           | 46%     | 42%     | 43%            | 39%     | 45%     |
| Not a Threat                            | 18%  | 14%                     | 22%    | 32%     | 25%    | 17%     | 8%        | 23%    | 38%     | 28%    | 9%      | 16%           | 18%     | 19%     | 20%            | 4%      | 13%     |
| Not At All a Threat                     | 2%   | 1%                      | 1%     | 5%      | 33%    | 0%      | 1%        | 0%     | 6%      | 43%    | 0%      | 5%            | 1%      | 2%      | 2%             | 1%      | 4%      |
| Not Sure                                | 1%   | 1%                      | 1%     | 0%      | 0%     | 8%      | 0%        | 1%     | 0%      | 0%     | 12%     | 0%            | 1%      | 1%      | 1%             | 1%      | 1%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

16

How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Very Serious Threat                     | 36%  | 56%                 | 33%     | 42%     | 56%                    | 33%     | 35%     | 54%                  | 32%     | 39%     | 37%      | 35%     | 35%     | 47%        | 34%     | 36%     |  |
| Threat                                  | 43%  | 31%                 | 45%     | 42%     | 28%                    | 45%     | 44%     | 31%                  | 47%     | 36%     | 41%      | 49%     | 44%     | 34%        | 44%     | 45%     |  |
| Not a Threat                            | 18%  | 11%                 | 19%     | 8%      | 11%                    | 19%     | 17%     | 13%                  | 18%     | 21%     | 19%      | 14%     | 18%     | 16%        | 19%     | 16%     |  |
| Not At All a Threat                     | 2%   | 2%                  | 1%      | 7%      | 5%                     | 1%      | 3%      | 2%                   | 1%      | 3%      | 2%       | 1%      | 1%      | 3%         | 1%      | 2%      |  |
| Not Sure                                | 1%   | 0%                  | 1%      | 2%      | 0%                     | 1%      | 0%      | 0%                   | 1%      | 1%      | 1%       | 0%      | 2%      | 0%         | 1%      | 1%      |  |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

|   |   |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|---|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 16                                      | How much of a threat do you personally find it if other drivers are speeding on freeways? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                              | All   | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-4.6 pct points |   | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 36%   | 42%               | 36%     | 33%     | 45%                     | 32%     | 43%     | 44%                     | 34%     | 42%     | 35%                  | 39%     | 47%     | 36%        | 38%     | 31%     |
| Threat                                  | 43%   | 40%               | 43%     | 46%     | 42%                     | 46%     | 36%     | 39%                     | 45%     | 37%     | 45%                  | 36%     | 40%     | 42%        | 42%     | 48%     |
| Not a Threat                            | 18%   | 14%               | 19%     | 18%     | 12%                     | 19%     | 18%     | 15%                     | 18%     | 18%     | 18%                  | 22%     | 8%      | 18%        | 19%     | 15%     |
| Not At All a Threat                     | 2%  | 4%                | 1%      | 1%      | 2%                      | 2%      | 1%      | 2%                      | 2%      | 2%      | 2%                   | 1%      | 3%      | 4%         | 1%      | 3%      |
| Not Sure                                | 1%  | 0%                | 1%      | 2%      | 0%                      | 1%      | 1%      | 0%                      | 1%      | 1%      | 1%                   | 3%      | 2%      | 0%         | 1%      | 3%      |
| Total                                   | 100%  | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%  | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 36%  | 54%         | 35%     | 47%     | 9%                     | 41%    | 33%      | 38%     | 29%     | 52%              | 21%    | 38%      | 36%     | 50%     |
| Threat                                  | 43%  | 37%         | 44%     | 34%     | 42%                    | 33%    | 45%      | 44%     | 60%     | 20%              | 50%    | 38%      | 45%     | 15%     |
| Not a Threat                            | 18%  | 9%          | 19%     | 9%      | 30%                    | 22%    | 20%      | 16%     | 5%      | 15%              | 27%    | 21%      | 16%     | 0%      |
| Not At All a Threat                     | 2%   | 0%          | 1%      | 10%     | 19%                    | 4%     | 1%       | 1%      | 5%      | 13%              | 2%     | 2%       | 1%      | 35%     |
| Not Sure                                | 1%   | 0%          | 1%      | 0%      | 0%                     | 1%     | 2%       | 1%      | 0%      | 0%               | 0%     | 1%       | 1%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 36%  | 15%             | 29%    | 36%      | 40%     | 4%      | 47%                    | 43%    | 30%      | 38%     | 18%     | 50%                    | 38%    | 31%      | 37%     | 21%     |
| Threat                                  | 43%  | 41%             | 45%    | 40%      | 44%     | 53%     | 24%                    | 28%    | 53%      | 41%     | 64%     | 34%                    | 40%    | 50%      | 42%     | 47%     |
| Not a Threat                            | 18%  | 35%             | 23%    | 19%      | 14%     | 39%     | 16%                    | 27%    | 15%      | 18%     | 12%     | 14%                    | 21%    | 17%      | 18%     | 18%     |
| Not At All a Threat                     | 2%   | 9%              | 2%     | 4%       | 1%      | 4%      | 13%                    | 1%     | 0%       | 2%      | 0%      | 3%                     | 1%     | 0%       | 2%      | 8%      |
| Not Sure                                | 1%   | 0%              | 1%     | 1%       | 1%      | 0%      | 0%                     | 0%     | 2%       | 1%      | 6%      | 0%                     | 0%     | 2%       | 1%      | 6%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                                   | 36%  | 67%                 | 31%    | 24%      | 38%     | 27%     | 62%                 | 22%    | 25%      | 38%     | 29%     | 37%            | 36%  | 40%            | 34%  | 34%            | 39%  |
| Threat  | 43%  | 19%                 | 37%    | 56%      | 41%     | 65%     | 24%                 | 50%    | 54%      | 41%     | 63%     | 45%            | 42%  | 43%            | 43%  | 47%            | 39%  |
| Not a Threat  | 18%  | 13%                 | 27%    | 20%      | 18%     | 5%      | 13%                 | 28%    | 19%      | 18%     | 5%      | 15%            | 20%  | 14%            | 21%  | 16%            | 19%  |
| Not At All a Threat                                   | 2%   | 2%                  | 5%     | 0%       | 2%      | 0%      | 1%                  | 0%     | 1%       | 2%      | 0%      | 2%             | 2%   | 2%             | 2%   | 2%             | 2%   |
| Not Sure  | 1%   | 0%                  | 0%     | 0%       | 1%      | 3%      | 0%                  | 0%     | 0%       | 1%      | 4%      | 2%             | 0%   | 1%             | 1%   | 1%             | 1%   |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

## 16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                                   | 36%  | 34%             | 39%  | 38%          | 34%  | 35%          | 37%  | 36%              | 36%  | 41%           | 35%  | 37%            | 36%  | 38%           | 35%  | 35%             | 38%  |
| Threat  | 43%  | 45%             | 40%  | 44%          | 42%  | 47%          | 39%  | 44%              | 42%  | 43%           | 43%  | 45%            | 42%  | 43%           | 43%  | 44%             | 42%  |
| Not a Threat  | 18%  | 17%             | 19%  | 16%          | 21%  | 15%          | 21%  | 17%              | 19%  | 13%           | 19%  | 15%            | 20%  | 16%           | 19%  | 19%             | 17%  |
| Not At All a Threat                                   | 2%   | 2%              | 2%   | 1%           | 2%   | 1%           | 3%   | 1%               | 3%   | 2%            | 2%   | 2%             | 2%   | 1%            | 2%   | 2%              | 2%   |
| Not Sure  | 1%   | 1%              | 1%   | 1%           | 1%   | 1%           | 1%   | 1%               | 1%   | 1%            | 1%   | 2%             | 1%   | 2%            | 1%   | 1%              | 1%   |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Serious Threat                     | 36%  | 34%             | 39%  | 38%           | 36%  | 35%    | 37%   | 46%    | 33%   | 35%   | 37%   | 45%  | 34%       | 40%  |
| Threat                                  | 43%  | 44%             | 42%  | 29%           | 44%  | 45%    | 42%   | 19%    | 43%   | 42%   | 45%   | 41%  | 43%       | 44%  |
| Not a Threat                            | 18%  | 19%             | 16%  | 31%           | 17%  | 17%    | 18%   | 35%    | 20%   | 21%   | 16%   | 11%  | 20%       | 14%  |
| Not At All a Threat                     | 2%   | 2%              | 1%   | 2%            | 2%   | 3%     | 1%    | 0%     | 2%    | 2%    | 2%    | 1%   | 2%        | 2%   |
| Not Sure                                | 1%   | 1%              | 2%   | 0%            | 1%   | 1%     | 1%    | 0%     | 2%    | 0%    | 0%    | 2%   | 1%        | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                     | 36%  | 70%     | 41%   | 29%   | 46%   | 22%    | 6%     | 46%      | 4%    | 52%       | 37%    | 28%     | 41%     | 52%     | 38%     | 31%     | 31%     | 17%     |
| Threat                                  | 43%  | 25%     | 30%   | 48%   | 38%   | 28%    | 8%     | 51%      | 66%   | 35%       | 35%    | 51%     | 42%     | 31%     | 45%     | 54%     | 46%     | 47%     |
| Not a Threat                            | 18%  | 5%      | 29%   | 19%   | 16%   | 50%    | 44%    | 3%       | 5%    | 8%        | 23%    | 19%     | 15%     | 15%     | 16%     | 13%     | 20%     | 30%     |
| Not At All a Threat                     | 2%   | 0%      | 0%    | 2%    | 0%    | 0%     | 33%    | 0%       | 0%    | 4%        | 2%     | 1%      | 2%      | 1%      | 2%      | 2%      | 2%      | 3%      |
| Not Sure                                | 1%   | 0%      | 0%    | 1%    | 0%    | 0%     | 9%     | 0%       | 25%   | 1%        | 3%     | 0%      | 0%      | 2%      | 0%      | 0%      | 0%      | 2%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

16 How much of a threat do you personally find it if other drivers are speeding on freeways?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                     | 36%  | 35%    | 46%  | 27%     | 36%        | 37%    | 33%   |
| Threat                                  | 43%  | 44%    | 39%  | 27%     | 39%        | 47%    | 37%   |
| Not a Threat                            | 18%  | 19%    | 13%  | 46%     | 22%        | 13%    | 22%   |
| Not At All a Threat                     | 2%   | 2%     | 1%   | 0%      | 1%         | 2%     | 6%    |
| Not Sure                                | 1%   | 1%     | 1%   | 0%      | 2%         | 0%     | 2%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.3 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 66%  | 65%                   | 66%  | 80%     | 63%     | 51%     | 69%  | 75%     | 76%     | 68%  | 42%     | 71%        | 56%      | 61%    | 59%     | 69%   | 52%     |
| Threat                                  | 32%  | 32%                   | 32%  | 20%     | 33%     | 49%     | 30%  | 22%     | 16%     | 28%  | 0%      | 18%        | 43%      | 38%    | 38%     | 30%   | 48%     |
| Not a Threat                            | 2%   | 3%                    | 1%   | 0%      | 3%      | 0%      | 2%   | 3%      | 7%      | 4%   | 0%      | 7%         | 1%       | 2%     | 3%      | 1%    | 0%      |
| Not At All a Threat                     | 1%   | 1%                    | 1%   | 0%      | 0%      | 0%      | 0%   | 0%      | 0%      | 0%   | 58%     | 4%         | 0%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 0%   | 0%                    | 0%   | 0%      | -       | -       | -    | -       | -       | -    | -       | 0%         | 0%       | 0%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.3 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 66%  | 73%     | 46%      | 58%    | 74%     | 68%   | 80%     | 75%                 | 56%      | 63%    | 63%     | 67%   | 47%     |
| Threat                                  | 32%  | 17%     | 50%      | 38%    | 25%     | 31%   | 0%      | 11%                 | 38%      | 35%    | 35%     | 31%   | 53%     |
| Not a Threat                            | 2%   | 7%      | 0%       | 4%     | 1%      | 1%    | 0%      | 8%                  | 6%       | 1%     | 2%      | 1%    | 0%      |
| Not At All a Threat                     | 1%   | 3%      | 3%       | 0%     | 0%      | 0%    | 20%     | 6%                  | 0%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 0%   | 0%      | 0%       | 0%     | 0%      | 0%    | 0%      | 0%                  | 0%       | 0%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.3 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 66%  | 69%                  | 65%      | 65%    | 74%     | 65%   | 75%     | 62%      | 61%      | 59%    | 67%     | 69%   | 60%     | 48%               | 57%     | 62%    | 74%    | 45%     |
| Threat                                  | 32%  | 30%                  | 31%      | 34%    | 23%     | 32%   | 25%     | 30%      | 36%      | 37%    | 31%     | 30%   | 21%     | 18%               | 37%     | 37%    | 25%    | 43%     |
| Not a Threat                            | 2%   | 2%                   | 4%       | 1%     | 2%      | 2%    | 0%      | 7%       | 1%       | 4%     | 2%      | 1%    | 0%      | 13%               | 5%      | 2%     | 1%     | 8%      |
| Not At All a Threat                     | 1%   | 0%                   | 0%       | 0%     | 2%      | 1%    | 0%      | 1%       | 2%       | 0%     | 0%      | 0%    | 19%     | 21%               | 0%      | 0%     | 0%     | 4%      |
| Not Sure                                | 0%   | 0%                   | 0%       | 0%     | 0%      | 0%    | 0%      | 0%       | 0%       | 0%     | 0%      | 0%    | 0%      | 0%                | 0%      | 0%     | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.3 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 66%  | 67%                | 65%     | 62%    | 76%    | 50%     | 59%             | 53%     | 57%    | 73%    | 51%     | 61%             | 33%     | 56%    | 70%    | 38%     |
| Threat                                  | 32%  | 28%                | 34%     | 35%    | 23%    | 34%     | 25%             | 35%     | 40%    | 26%    | 27%     | 0%              | 64%     | 40%    | 28%    | 36%     |
| Not a Threat                            | 2%   | 3%                 | 1%      | 3%     | 1%     | 13%     | 0%              | 8%      | 3%     | 1%     | 17%     | 5%              | 3%      | 4%     | 1%     | 18%     |
| Not At All a Threat                     | 1%   | 2%                 | 0%      | 0%     | 0%     | 3%      | 17%             | 4%      | 0%     | 0%     | 5%      | 34%             | 0%      | 1%     | 0%     | 8%      |
| Not Sure                                | 0%   | 0%                 | 0%      | 0%     | 0%     | 0%      | 0%              | 0%      | 0%     | 0%     | 0%      | 0%              | 0%      | 0%     | 0%     | 0%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.3 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 66%  | 50%     | 57%     | 55%    | 77%    | 60%     | 80%            | 62%    | 51%     | 62%    | 66%     | 73%                     | 48%    | 24%     | 51%    | 46%     |
| Threat                                  | 32%  | 39%     | 36%     | 42%    | 22%    | 39%     | 18%            | 36%    | 46%     | 21%    | 26%     | 26%                     | 47%    | 68%     | 12%    | 14%     |
| Not a Threat                            | 2%   | 0%      | 6%      | 3%     | 1%     | 0%      | 1%             | 2%     | 2%      | 0%     | 9%      | 1%                      | 5%     | 8%      | 0%     | 21%     |
| Not At All a Threat                     | 1%   | 10%     | 1%      | 0%     | 0%     | 1%      | 0%             | 0%     | 0%      | 17%    | 0%      | 0%                      | 0%     | 0%      | 37%    | 19%     |
| Not Sure                                | 0%   | 0%      | 0%      | 0%     | 0%     | 0%      | 0%             | 0%     | 0%      | 0%     | 0%      | 0%                      | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.3 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 66%  | 78%                  | 41%    | 29%     | 0%     | 25%     | 95%               | 60%    | 26%     | 6%     | 73%     | -                | -      | -       | -      | -       |
| Threat                                  | 32%  | 21%                  | 56%    | 51%     | 21%    | 46%     | 5%                | 40%    | 66%     | 27%    | 27%     | -                | -      | -       | -      | -       |
| Not a Threat                            | 2%   | 1%                   | 4%     | 17%     | 0%     | 28%     | 0%                | 0%     | 8%      | 29%    | 0%      | -                | -      | -       | -      | -       |
| Not At All a Threat                     | 1%   | 0%                   | 0%     | 3%      | 79%    | 0%      | 0%                | 0%     | 0%      | 38%    | 0%      | -                | -      | -       | -      | -       |
| Not Sure                                | 0%   | 0%                   | 0%     | 0%      | 0%     | 0%      | 0%                | 0%     | 0%      | 0%     | 0%      | -                | -      | -       | -      | -       |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    |                  |        |         |        |         |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      |                  |        |         |        |         |

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.3 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 66%  | 73%            | 38%    | 13%     | 0%     | 0%      | 69%            | 25%    | 0%      | 0%     | 0%      | 71%                    | 27%    | 0%      | 0%     | 65%     |
| Threat                                  | 32%  | 26%            | 58%    | 51%     | 0%     | 0%      | 29%            | 74%    | 27%     | 0%     | 0%      | 28%                    | 68%    | 16%     | 0%     | 35%     |
| Not a Threat                            | 2%   | 1%             | 3%     | 27%     | 0%     | 100%    | 2%             | 1%     | 73%     | 0%     | 0%      | 1%                     | 4%     | 84%     | 0%     | 0%      |
| Not At All a Threat                     | 1%   | 0%             | 0%     | 9%      | 100%   | 0%      | 0%             | 0%     | 0%      | 100%   | 0%      | 0%                     | 1%     | 0%      | 100%   | 0%      |
| Not Sure                                | 0%   | 0%             | 0%     | 0%      | 0%     | 0%      | 0%             | 0%     | 0%      | 0%     | 0%      | 0%                     | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
|   |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                                   | 66%  | 73%                     | 53%    | 46%     | 59%    | 84%     | 82%       | 58%    | 50%     | 29%    | 51%     | 64%           | 67%     | 62%     | 66%            | 70%     | 60%     |
| Threat  | 32%  | 25%                     | 46%    | 42%     | 12%    | 9%      | 17%       | 40%    | 46%     | 31%    | 45%     | 29%           | 30%     | 36%     | 32%            | 29%     | 35%     |
| Not a Threat  | 2%   | 1%                      | 1%     | 11%     | 12%    | 3%      | 1%        | 3%     | 3%      | 12%    | 3%      | 5%            | 2%      | 1%      | 2%             | 1%      | 4%      |
| Not At All a Threat                                   | 1%   | 0%                      | 0%     | 1%      | 17%    | 0%      | 0%        | 0%     | 1%      | 28%    | 0%      | 2%            | 1%      | 1%      | 1%             | 0%      | 1%      |
| Not Sure  | 0%   | 0%                      | 0%     | 0%      | 0%     | 3%      | 0%        | 0%     | 0%      | 0%     | 1%      | 1%            | 0%      | 0%      | 0%             | 0%      | 0%      |
| Total   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                                 | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
|   |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                                   | 66%  | 73%                 | 65%     | 64%     | 73%                    | 64%     | 69%     | 70%                  | 64%     | 67%     | 66%      | 64%     | 65%     | 70%        | 67%     | 61%     |
| Threat  | 32%  | 24%                 | 32%     | 34%     | 22%                    | 33%     | 30%     | 25%                  | 33%     | 30%     | 30%      | 34%     | 33%     | 23%        | 31%     | 38%     |
| Not a Threat  | 2%   | 1%                  | 2%      | 1%      | 2%                     | 2%      | 1%      | 4%                   | 2%      | 2%      | 2%       | 1%      | 2%      | 5%         | 2%      | 1%      |
| Not At All a Threat                                   | 1%   | 2%                  | 0%      | 1%      | 3%                     | 0%      | 1%      | 1%                   | 1%      | 1%      | 1%       | 1%      | 0%      | 2%         | 0%      | 0%      |
| Not Sure  | 0%   | 0%                  | 0%      | 0%      | 0%                     | 0%      | 0%      | 0%                   | 0%      | 0%      | 0%       | 0%      | 0%      | 0%         | 0%      | 0%      |
| Total   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                                 | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 66%  | 67%               | 67%     | 61%     | 70%                     | 64%     | 68%     | 67%                     | 66%     | 64%     | 66%                  | 68%     | 61%     | 68%        | 65%     | 64%     |
| Threat                                  | 32%  | 28%               | 31%     | 37%     | 27%                     | 33%     | 31%     | 27%                     | 32%     | 34%     | 31%                  | 30%     | 35%     | 27%        | 32%     | 33%     |
| Not a Threat                            | 2%   | 4%                | 2%      | 1%      | 3%                      | 2%      | 1%      | 6%                      | 2%      | 0%      | 2%                   | 1%      | 1%      | 4%         | 2%      | 1%      |
| Not At All a Threat                     | 1%   | 1%                | 1%      | 1%      | 0%                      | 1%      | 0%      | 0%                      | 1%      | 2%      | 0%                   | 1%      | 3%      | 1%         | 0%      | 2%      |
| Not Sure                                | 0%   | 0%                | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                   | 0%      | 0%      | 0%         | 0%      | 0%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 66%  | 83%         | 65%     | 72%     | 40%                    | 60%    | 62%      | 69%     | 52%     | 62%              | 47%    | 58%      | 70%     | 50%     |
| Threat                                  | 32%  | 17%         | 33%     | 16%     | 35%                    | 36%    | 34%      | 30%     | 43%     | 21%              | 51%    | 37%      | 29%     | 15%     |
| Not a Threat                            | 2%   | 0%          | 2%      | 6%      | 18%                    | 2%     | 3%       | 1%      | 5%      | 4%               | 2%     | 5%       | 1%      | 35%     |
| Not At All a Threat                     | 1%   | 0%          | 0%      | 6%      | 8%                     | 2%     | 0%       | 0%      | 0%      | 13%              | 0%     | 1%       | 0%      | 0%      |
| Not Sure                                | 0%   | 0%          | 0%      | 0%      | 0%                     | 0%     | 0%       | 0%      | 0%      | 0%               | 0%     | 0%       | 0%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
|   |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                                   | 66%  | 46%             | 55%    | 60%      | 71%     | 56%     | 77%                    | 39%    | 63%      | 68%     | 41%     | 68%                    | 43%    | 62%      | 69%     | 42%     |
| Threat  | 32%  | 42%             | 43%    | 34%      | 28%     | 40%     | 10%                    | 51%    | 35%      | 29%     | 59%     | 30%                    | 49%    | 35%      | 29%     | 50%     |
| Not a Threat  | 2%   | 5%              | 1%     | 5%       | 1%      | 4%      | 10%                    | 10%    | 2%       | 2%      | 0%      | 0%                     | 9%     | 2%       | 1%      | 8%      |
| Not At All a Threat                                   | 1%   | 7%              | 1%     | 0%       | 0%      | 0%      | 3%                     | 0%     | 0%       | 1%      | 0%      | 3%                     | 0%     | 0%       | 1%      | 0%      |
| Not Sure  | 0%   | 0%              | 0%     | 0%       | 0%      | 0%      | 0%                     | 0%     | 0%       | 0%      | 0%      | 0%                     | 0%     | 0%       | 0%      | 0%      |
| Total   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                                   | 66%  | 65%                 | 30%    | 57%      | 69%     | 65%     | 58%                 | 39%    | 54%      | 70%     | 60%     | 68%            | 63%  | 69%            | 63%  | 66%            | 65%  |
| Threat  | 32%  | 30%                 | 55%    | 39%      | 29%     | 35%     | 38%                 | 51%    | 42%      | 28%     | 40%     | 30%            | 33%  | 29%            | 34%  | 33%            | 31%  |
| Not a Threat  | 2%   | 3%                  | 14%    | 3%       | 1%      | 0%      | 2%                  | 10%    | 3%       | 2%      | 0%      | 2%             | 3%   | 1%             | 3%   | 1%             | 3%   |
| Not At All a Threat                                   | 1%   | 2%                  | 0%     | 0%       | 1%      | 0%      | 1%                  | 0%     | 0%       | 1%      | 0%      | 1%             | 1%   | 1%             | 1%   | 1%             | 1%   |
| Not Sure  | 0%   | 0%                  | 0%     | 0%       | 0%      | 0%      | 0%                  | 0%     | 0%       | 0%      | 0%      | 0%             | 0%   | 0%             | 0%   | 0%             | 0%   |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                                   | 66%  | 67%             | 64%  | 69%          | 62%  | 70%          | 61%  | 67%              | 63%  | 67%           | 65%  | 67%            | 65%  | 69%           | 64%  | 64%             | 68%  |
| Threat  | 32%  | 31%             | 33%  | 29%          | 35%  | 28%          | 35%  | 31%              | 33%  | 31%           | 32%  | 32%            | 31%  | 29%           | 33%  | 34%             | 29%  |
| Not a Threat  | 2%   | 2%              | 3%   | 2%           | 2%   | 1%           | 3%   | 1%               | 3%   | 1%            | 3%   | 1%             | 3%   | 1%            | 3%   | 2%              | 3%   |
| Not At All a Threat                                   | 1%   | 1%              | 1%   | 0%           | 1%   | 0%           | 1%   | 0%               | 1%   | 1%            | 1%   | 1%             | 1%   | 1%            | 1%   | 0%              | 1%   |
| Not Sure  | 0%   | 0%              | 0%   | 0%           | 0%   | 0%           | 0%   | 0%               | 0%   | 0%            | 0%   | 0%             | 0%   | 0%            | 0%   | 0%              | 0%   |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
|   |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Serious Threat                                   | 66%  | 63%             | 69%  | 75%           | 65%  | 63%    | 68%   | 48%    | 60%   | 65%   | 71%   | 69%  | 63%       | 70%  |
| Threat  | 32%  | 33%             | 29%  | 24%           | 32%  | 33%    | 30%   | 45%    | 35%   | 32%   | 28%   | 29%  | 33%       | 29%  |
| Not a Threat  | 2%   | 2%              | 2%   | 0%            | 2%   | 3%     | 2%    | 0%     | 4%    | 2%    | 0%    | 1%   | 3%        | 1%   |
| Not At All a Threat                                   | 1%   | 1%              | 1%   | 2%            | 1%   | 1%     | 0%    | 0%     | 1%    | 1%    | 1%    | 0%   | 1%        | 0%   |
| Not Sure  | 0%   | 0%              | 0%   | 0%            | 0%   | 0%     | 0%    | 7%     | 0%    | 0%    | 0%    | 0%   | 0%        | 0%   |
| Total   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                                 | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
|   |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                                   | 66%  | 79%     | 71%   | 63%   | 67%   | 33%    | 67%    | 72%      | 66%   | 71%       | 70%    | 62%     | 63%     | 71%     | 71%     | 66%     | 59%     | 53%     |
| Threat  | 32%  | 21%     | 28%   | 34%   | 30%   | 67%    | 0%     | 27%      | 34%   | 24%       | 28%    | 35%     | 34%     | 28%     | 26%     | 32%     | 34%     | 46%     |
| Not a Threat  | 2%   | 0%      | 1%    | 2%    | 3%    | 0%     | 14%    | 2%       | 0%    | 2%        | 1%     | 3%      | 2%      | 1%      | 2%      | 2%      | 5%      | 0%      |
| Not At All a Threat                                   | 1%   | 0%      | 0%    | 1%    | 0%    | 0%     | 19%    | 0%       | 0%    | 2%        | 1%     | 0%      | 1%      | 0%      | 1%      | 0%      | 1%      | 1%      |
| Not Sure  | 0%   | 0%      | 0%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    | 0%        | 0%     | 0%      | 0%      | 0%      | 0%      | 0%      | 0%      | 0%      |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

17 How much of a threat do you personally find it if other drivers are speeding on residential streets?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
|   |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                                   | 66%  | 64%    | 74%  | 73%     | 65%        | 66%    | 68%   |
| Threat  | 32%  | 33%    | 22%  | 27%     | 32%        | 32%    | 30%   |
| Not a Threat  | 2%   | 2%     | 2%   | 0%      | 2%         | 2%     | 1%    |
| Not At All a Threat                                   | 1%   | 1%     | 1%   | 0%      | 1%         | 0%     | 2%    |
| Not Sure  | 0%   | 0%     | 0%   | 0%      | 0%         | 0%     | 0%    |
| Total   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 81%  | 79%                   | 84%  | 92%     | 78%     | 95%     | 81%  | 71%     | 78%     | 86%  | 42%     | 70%        | 73%      | 80%    | 79%     | 85%   | 63%     |
| Threat                                  | 17%  | 18%                   | 15%  | 8%      | 18%     | 5%      | 18%  | 29%     | 15%     | 14%  | 0%      | 18%        | 27%      | 18%    | 20%     | 13%   | 37%     |
| Not a Threat                            | 2%   | 3%                    | 1%   | 0%      | 3%      | 0%      | 1%   | 0%      | 7%      | 0%   | 0%      | 10%        | 0%       | 1%     | 1%      | 1%    | 0%      |
| Not At All a Threat                     | 0%   | 1%                    | 0%   | 0%      | 0%      | 0%      | 0%   | 0%      | 0%      | 0%   | 58%     | 2%         | 0%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 0%   | 0%                    | 0%   | 0%      | 0%      | 0%      | 0%   | 0%      | 0%      | 0%   | 0%      | 0%         | 0%       | 1%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 81%  | 70%     | 64%      | 80%    | 73%     | 84%   | 80%     | 72%                 | 69%      | 79%    | 81%     | 84%   | 56%     |
| Threat                                  | 17%  | 15%     | 31%      | 19%    | 26%     | 14%   | 0%      | 12%                 | 26%      | 20%    | 18%     | 15%   | 44%     |
| Not a Threat                            | 2%   | 13%     | 5%       | 0%     | 1%      | 1%    | 0%      | 13%                 | 6%       | 0%     | 1%      | 1%    | 0%      |
| Not At All a Threat                     | 0%   | 3%      | 0%       | 0%     | 0%      | 0%    | 20%     | 3%                  | 0%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 0%   | 0%      | 0%       | 1%     | 0%      | 0%    | 0%      | 0%                  | 0%       | 1%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults<br>Credibility Interval: +/-3.6 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                                   | 81%  | 74%                  | 80%      | 83%    | 81%     | 82%   | 75%     | 65%      | 76%      | 79%    | 83%     | 84%   | 58%     | 48%               | 70%     | 78%    | 90%    | 66%     |
| Threat  | 17%  | 23%                  | 16%      | 17%    | 15%     | 16%   | 25%     | 22%      | 20%      | 19%    | 15%     | 15%   | 24%     | 20%               | 24%     | 20%    | 10%    | 22%     |
| Not a Threat  | 2%   | 3%                   | 3%       | 0%     | 4%      | 2%    | 0%      | 12%      | 4%       | 0%     | 2%      | 1%    | 0%      | 20%               | 5%      | 2%     | 0%     | 0%      |
| Not At All a Threat                                   | 0%   | 0%                   | 0%       | 0%     | 0%      | 1%    | 0%      | 1%       | 0%       | 0%     | 0%      | 0%    | 19%     | 12%               | 0%      | 0%     | 0%     | 4%      |
| Not Sure  | 0%   | 0%                   | 1%       | 0%     | 0%      | 0%    | 0%      | 0%       | 0%       | 1%     | 0%      | 0%    | 0%      | 0%                | 0%      | 0%     | 0%     | 8%      |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults<br>Credibility Interval: +/-3.6 pct points | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
|   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                                   | 81%  | 79%                | 80%     | 84%    | 91%    | 61%     | 41%             | 54%     | 74%    | 89%    | 57%     | 56%             | 33%     | 72%    | 86%    | 30%     |
| Threat  | 17%  | 18%                | 18%     | 11%    | 8%     | 36%     | 13%             | 39%     | 23%    | 10%    | 27%     | 5%              | 45%     | 24%    | 13%    | 33%     |
| Not a Threat  | 2%   | 1%                 | 2%      | 4%     | 1%     | 0%      | 42%             | 3%      | 3%     | 0%     | 0%      | 18%             | 23%     | 3%     | 1%     | 10%     |
| Not At All a Threat                                   | 0%   | 1%                 | 0%      | 0%     | 0%     | 3%      | 5%              | 4%      | 0%     | 0%     | 5%      | 20%             | 0%      | 0%     | 0%     | 8%      |
| Not Sure  | 0%   | 1%                 | 0%      | 0%     | 0%     | 0%      | 0%              | 0%      | 0%     | 0%     | 11%     | 0%              | 0%      | 0%     | 0%     | 18%     |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-3.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 81%  | 55%     | 70%     | 74%    | 90%    | 88%     | 93%            | 78%    | 69%     | 73%    | 76%     | 88%                     | 66%    | 38%     | 44%    | 46%     |
| Threat                                  | 17%  | 21%     | 25%     | 25%    | 9%     | 11%     | 6%             | 20%    | 27%     | 11%    | 18%     | 11%                     | 28%    | 55%     | 19%    | 35%     |
| Not a Threat                            | 2%   | 16%     | 4%      | 2%     | 1%     | 0%      | 1%             | 2%     | 4%      | 6%     | 0%      | 1%                      | 5%     | 8%      | 21%    | 0%      |
| Not At All a Threat                     | 0%   | 7%      | 0%      | 0%     | 0%     | 1%      | 0%             | 0%     | 0%      | 11%    | 0%      | 0%                      | 0%     | 0%      | 16%    | 19%     |
| Not Sure                                | 0%   | 0%      | 1%      | 0%     | 0%     | 0%      | 0%             | 0%     | 0%      | 0%     | 6%      | 0%                      | 1%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-3.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 81%  | 88%                  | 69%    | 67%     | 0%     | 42%     | 92%               | 80%    | 64%     | 48%    | 85%     | 90%              | 66%    | 42%     | 19%    | 0%      |
| Threat                                  | 17%  | 11%                  | 28%    | 27%     | 21%    | 39%     | 8%                | 19%    | 27%     | 21%    | 15%     | 10%              | 31%    | 26%     | 0%     | 100%    |
| Not a Threat                            | 2%   | 1%                   | 4%     | 6%      | 24%    | 0%      | 0%                | 1%     | 8%      | 9%     | 0%      | 0%               | 3%     | 25%     | 25%    | 0%      |
| Not At All a Threat                     | 0%   | 0%                   | 0%     | 0%      | 55%    | 0%      | 0%                | 0%     | 0%      | 21%    | 0%      | 0%               | 0%     | 0%      | 56%    | 0%      |
| Not Sure                                | 0%   | 0%                   | 0%     | 0%      | 0%     | 19%     | 0%                | 0%     | 1%      | 0%     | 0%      | 0%               | 0%     | 7%      | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-3.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 81%  | -              | -      | -       | -      | -       | 84%            | 34%    | 9%      | 0%     | 0%      | 85%                    | 53%    | 25%     | 0%     | 100%    |
| Threat                                  | 17%  | -              | -      | -       | -      | -       | 14%            | 62%    | 18%     | 0%     | 0%      | 14%                    | 43%    | 16%     | 0%     | 0%      |
| Not a Threat                            | 2%   | -              | -      | -       | -      | -       | 1%             | 4%     | 73%     | 31%    | 0%      | 1%                     | 4%     | 59%     | 35%    | 0%      |
| Not At All a Threat                     | 0%   | -              | -      | -       | -      | -       | 0%             | 0%     | 0%      | 69%    | 0%      | 0%                     | 0%     | 0%      | 65%    | 0%      |
| Not Sure                                | 0%   | -              | -      | -       | -      | -       | 0%             | 0%     | 0%      | 0%     | 0%      | 0%                     | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% |                |        |         |        |         | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% |                |        |         |        |         | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-3.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                     | 81%  | 85%                     | 77%    | 70%     | 53%    | 79%     | 92%       | 76%    | 67%     | 40%    | 78%     | 65%           | 83%     | 83%     | 82%            | 78%     | 70%     |
| Threat                                  | 17%  | 13%                     | 22%    | 21%     | 30%    | 21%     | 7%        | 22%    | 27%     | 19%    | 20%     | 26%           | 15%     | 16%     | 15%            | 21%     | 28%     |
| Not a Threat                            | 2%   | 1%                      | 1%     | 9%      | 10%    | 0%      | 1%        | 1%     | 6%      | 23%    | 0%      | 7%            | 2%      | 0%      | 2%             | 1%      | 1%      |
| Not At All a Threat                     | 0%   | 0%                      | 0%     | 0%      | 7%     | 0%      | 0%        | 0%     | 0%      | 18%    | 0%      | 2%            | 0%      | 0%      | 0%             | 0%      | 1%      |
| Not Sure                                | 0%   | 0%                      | 0%     | 0%      | 0%     | 0%      | 0%        | 0%     | 0%      | 0%     | 3%      | 0%            | 0%      | 0%      | 0%             | 0%      | 0%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

18

How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-3.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 81%  | 86%                 | 81%     | 75%     | 80%                    | 81%     | 81%     | 79%                  | 82%     | 78%     | 79%      | 81%     | 84%     | 81%        | 79%     | 84%     |
| Threat                                  | 17%  | 10%                 | 17%     | 23%     | 14%                    | 17%     | 17%     | 14%                  | 17%     | 20%     | 17%      | 16%     | 15%     | 13%        | 19%     | 14%     |
| Not a Threat                            | 2%   | 3%                  | 2%      | 1%      | 4%                     | 2%      | 2%      | 5%                   | 1%      | 2%      | 3%       | 2%      | 1%      | 5%         | 2%      | 1%      |
| Not At All a Threat                     | 0%   | 1%                  | 0%      | 1%      | 2%                     | 0%      | 1%      | 1%                   | 0%      | 0%      | 0%       | 1%      | 0%      | 1%         | 0%      | 0%      |
| Not Sure                                | 0%   | 0%                  | 0%      | 0%      | 0%                     | 0%      | 0%      | 0%                   | 0%      | 0%      | 0%       | 0%      | 0%      | 0%         | 0%      | 0%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

|   |   |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|---|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 18                                      | How much of a threat do you personally find it if other drivers are running red lights? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                              | All   | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-3.6 pct points |   | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 81%   | 76%               | 82%     | 83%     | 78%                     | 80%     | 85%     | 76%                     | 81%     | 82%     | 82%                  | 79%     | 76%     | 73%        | 82%     | 82%     |
| Threat                                  | 17%   | 19%               | 16%     | 15%     | 19%                     | 17%     | 14%     | 18%                     | 17%     | 15%     | 17%                  | 13%     | 19%     | 23%        | 16%     | 16%     |
| Not a Threat                            | 2%  | 4%                | 1%      | 1%      | 3%                      | 2%      | 1%      | 5%                      | 2%      | 1%      | 1%                   | 7%      | 2%      | 4%         | 2%      | 0%      |
| Not At All a Threat                     | 0%  | 0%                | 1%      | 0%      | 0%                      | 0%      | 0%      | 0%                      | 0%      | 2%      | 0%                   | 1%      | 3%      | 0%         | 0%      | 1%      |
| Not Sure                                | 0%  | 1%                | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                   | 0%      | 0%      | 0%         | 0%      | 0%      |
| Total                                   | 100%  | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100%  | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-3.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 81%  | 81%         | 81%     | 76%     | 50%                    | 78%    | 76%      | 84%     | 54%     | 65%              | 69%    | 76%      | 84%     | 57%     |
| Threat                                  | 17%  | 19%         | 16%     | 18%     | 23%                    | 20%    | 19%      | 15%     | 46%     | 12%              | 25%    | 21%      | 15%     | 43%     |
| Not a Threat                            | 2%   | 0%          | 2%      | 1%      | 25%                    | 1%     | 4%       | 1%      | 0%      | 17%              | 6%     | 2%       | 1%      | 0%      |
| Not At All a Threat                     | 0%   | 0%          | 0%      | 5%      | 2%                     | 2%     | 0%       | 0%      | 0%      | 7%               | 0%     | 0%       | 0%      | 0%      |
| Not Sure                                | 0%   | 0%          | 0%      | 0%      | 0%                     | 0%     | 1%       | 0%      | 0%      | 0%               | 0%     | 1%       | 0%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-3.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 81%  | 58%             | 75%    | 79%      | 84%     | 78%     | 69%                    | 61%    | 76%      | 84%     | 76%     | 73%                    | 60%    | 77%      | 84%     | 73%     |
| Threat                                  | 17%  | 20%             | 23%    | 18%      | 15%     | 22%     | 19%                    | 28%    | 22%      | 14%     | 16%     | 25%                    | 28%    | 22%      | 14%     | 19%     |
| Not a Threat                            | 2%   | 17%             | 1%     | 2%       | 1%      | 0%      | 9%                     | 11%    | 0%       | 1%      | 7%      | 0%                     | 12%    | 0%       | 1%      | 7%      |
| Not At All a Threat                     | 0%   | 4%              | 1%     | 0%       | 0%      | 0%      | 3%                     | 0%     | 0%       | 0%      | 0%      | 3%                     | 0%     | 0%       | 0%      | 0%      |
| Not Sure                                | 0%   | 0%              | 0%     | 1%       | 0%      | 0%      | 0%                     | 0%     | 1%       | 0%      | 0%      | 0%                     | 0%     | 1%       | 0%      | 0%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults<br>Credibility Interval: +/-3.6 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                                   | 81%  | 65%                 | 36%    | 78%      | 84%     | 90%     | 62%                 | 46%    | 75%      | 85%     | 95%     | 83%            | 79%  | 84%            | 78%  | 85%            | 76%  |
| Threat  | 17%  | 25%                 | 52%    | 20%      | 14%     | 10%     | 34%                 | 38%    | 24%      | 13%     | 5%      | 15%            | 18%  | 15%            | 18%  | 14%            | 19%  |
| Not a Threat  | 2%   | 8%                  | 11%    | 1%       | 2%      | 0%      | 3%                  | 16%    | 0%       | 2%      | 0%      | 1%             | 3%   | 0%             | 3%   | 0%             | 4%   |
| Not At All a Threat                                   | 0%   | 2%                  | 0%     | 0%       | 0%      | 0%      | 1%                  | 0%     | 0%       | 0%      | 0%      | 1%             | 0%   | 1%             | 0%   | 1%             | 0%   |
| Not Sure  | 0%   | 0%                  | 0%     | 1%       | 0%      | 0%      | 0%                  | 0%     | 1%       | 0%      | 0%      | 0%             | 0%   | 0%             | 0%   | 0%             | 0%   |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults<br>Credibility Interval: +/-3.6 pct points | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                                   | 81%  | 81%             | 80%  | 81%          | 80%  | 83%          | 79%  | 82%              | 79%  | 86%           | 79%  | 83%            | 79%  | 86%           | 78%  | 83%             | 77%  |
| Threat  | 17%  | 17%             | 16%  | 17%          | 16%  | 17%          | 17%  | 17%              | 16%  | 13%           | 18%  | 16%            | 17%  | 14%           | 18%  | 16%             | 18%  |
| Not a Threat  | 2%   | 1%              | 4%   | 1%           | 3%   | 0%           | 4%   | 0%               | 4%   | 0%            | 3%   | 0%             | 3%   | 0%            | 3%   | 0%              | 5%   |
| Not At All a Threat                                   | 0%   | 0%              | 0%   | 0%           | 0%   | 0%           | 0%   | 0%               | 0%   | 1%            | 0%   | 1%             | 0%   | 1%            | 0%   | 0%              | 0%   |
| Not Sure  | 0%   | 0%              | 0%   | 0%           | 0%   | 0%           | 0%   | 0%               | 0%   | 0%            | 0%   | 0%             | 0%   | 0%            | 0%   | 0%              | 0%   |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-3.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Serious Threat                     | 81%  | 82%             | 79%  | 85%           | 81%  | 81%    | 81%   | 57%    | 77%   | 78%   | 84%   | 90%  | 77%       | 86%  |
| Threat                                  | 17%  | 16%             | 17%  | 8%            | 17%  | 15%    | 18%   | 43%    | 20%   | 17%   | 15%   | 10%  | 19%       | 13%  |
| Not a Threat                            | 2%   | 1%              | 4%   | 6%            | 2%   | 3%     | 1%    | 0%     | 2%    | 4%    | 1%    | 0%   | 3%        | 1%   |
| Not At All a Threat                     | 0%   | 0%              | 0%   | 2%            | 0%   | 1%     | 0%    | 0%     | 1%    | 0%    | 0%    | 0%   | 1%        | 0%   |
| Not Sure                                | 0%   | 0%              | 0%   | 0%            | 0%   | 0%     | 0%    | 0%     | 0%    | 0%    | 0%    | 0%   | 0%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-3.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                     | 81%  | 93%     | 67%   | 81%   | 79%   | 100%   | 73%    | 75%      | 56%   | 79%       | 83%    | 79%     | 83%     | 84%     | 84%     | 79%     | 71%     | 82%     |
| Threat                                  | 17%  | 7%      | 25%   | 17%   | 16%   | 0%     | 8%     | 25%      | 40%   | 17%       | 15%    | 18%     | 15%     | 14%     | 14%     | 20%     | 22%     | 17%     |
| Not a Threat                            | 2%   | 0%      | 7%    | 1%    | 4%    | 0%     | 0%     | 0%       | 5%    | 2%        | 2%     | 2%      | 2%      | 2%      | 1%      | 1%      | 6%      | 0%      |
| Not At All a Threat                     | 0%   | 0%      | 0%    | 0%    | 0%    | 0%     | 19%    | 0%       | 0%    | 2%        | 0%     | 0%      | 0%      | 0%      | 1%      | 0%      | 0%      | 1%      |
| Not Sure                                | 0%   | 0%      | 0%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    | 0%        | 0%     | 0%      | 0%      | 0%      | 0%      | 0%      | 1%      | 0%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

18 How much of a threat do you personally find it if other drivers are running red lights?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-3.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                     | 81%  | 82%    | 72%  | 73%     | 76%        | 83%    | 93%   |
| Threat                                  | 17%  | 15%    | 24%  | 27%     | 21%        | 15%    | 5%    |
| Not a Threat                            | 2%   | 2%     | 5%   | 0%      | 3%         | 2%     | 1%    |
| Not At All a Threat                     | 0%   | 0%     | 0%   | 0%      | 1%         | 0%     | 1%    |
| Not Sure                                | 0%   | 0%     | 0%   | 0%      | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-2.2 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 94%  | 93%                   | 95%  | 87%     | 92%     | 93%     | 97%  | 97%     | 93%     | 97%  | 42%     | 88%        | 92%      | 94%    | 94%     | 95%   | 84%     |
| Threat                                  | 5%   | 5%                    | 5%   | 13%     | 6%      | 7%      | 2%   | 3%      | 0%      | 3%   | 0%      | 4%         | 8%       | 6%     | 5%      | 5%    | 16%     |
| Not a Threat                            | 1%   | 1%                    | 0%   | 0%      | 1%      | 0%      | 1%   | 0%      | 7%      | 0%   | 0%      | 4%         | 0%       | 0%     | 1%      | 0%    | 0%      |
| Not At All a Threat                     | 1%   | 1%                    | 1%   | 0%      | 0%      | 0%      | 0%   | 0%      | 0%      | 0%   | 58%     | 4%         | 0%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 0%   | -                     | -    | -       | -       | -       | -    | -       | -       | -    | -       | -          | -        | -      | -       | -     | -       |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-2.2 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 94%  | 87%     | 81%      | 95%    | 99%     | 95%   | 80%     | 85%                 | 89%      | 94%    | 95%     | 95%   | 79%     |
| Threat                                  | 5%   | 6%      | 14%      | 5%     | 0%      | 5%    | 0%      | 3%                  | 10%      | 6%     | 4%      | 5%    | 21%     |
| Not a Threat                            | 1%   | 5%      | 2%       | 0%     | 1%      | 0%    | 0%      | 7%                  | 1%       | 0%     | 1%      | 0%    | 0%      |
| Not At All a Threat                     | 1%   | 3%      | 3%       | 0%     | 0%      | 0%    | 20%     | 6%                  | 0%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 0%   | -       | -        | -      | -       | -     | -       | -                   | -        | -      | -       | -     | -       |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-2.2 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 94%  | 91%                  | 94%      | 95%    | 91%     | 94%   | 100%    | 86%      | 92%      | 92%    | 98%     | 95%   | 81%     | 73%               | 91%     | 95%    | 95%    | 77%     |
| Threat                                  | 5%   | 7%                   | 4%       | 5%     | 7%      | 5%    | 0%      | 9%       | 4%       | 8%     | 0%      | 4%    | 0%      | 7%                | 6%      | 5%     | 5%     | 19%     |
| Not a Threat                            | 1%   | 2%                   | 2%       | 0%     | 2%      | 0%    | 0%      | 5%       | 2%       | 0%     | 2%      | 0%    | 0%      | 0%                | 3%      | 1%     | 0%     | 0%      |
| Not At All a Threat                     | 1%   | 0%                   | 0%       | 0%     | 0%      | 1%    | 0%      | 1%       | 2%       | 0%     | 0%      | 0%    | 19%     | 21%               | 0%      | 0%     | 0%     | 4%      |
| Not Sure                                | 0%   | -                    | -        | -      | -       | -     | -       | -        | -        | -      | -       | -     | -       | -                 | -       | -      | -      | -       |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-2.2 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 94%  | 94%                | 93%     | 95%    | 95%    | 87%     | 70%             | 81%     | 92%    | 97%    | 95%     | 55%             | 79%     | 90%    | 96%    | 81%     |
| Threat                                  | 5%   | 4%                 | 6%      | 4%     | 5%     | 10%     | 5%              | 15%     | 7%     | 3%     | 0%      | 11%             | 15%     | 8%     | 4%     | 10%     |
| Not a Threat                            | 1%   | 0%                 | 1%      | 1%     | 0%     | 0%      | 8%              | 0%      | 1%     | 0%     | 0%      | 0%              | 6%      | 2%     | 0%     | 0%      |
| Not At All a Threat                     | 1%   | 2%                 | 0%      | 0%     | 0%     | 3%      | 17%             | 4%      | 0%     | 0%     | 5%      | 34%             | 0%      | 0%     | 0%     | 8%      |
| Not Sure                                | 0%   | -                  | -       | -      | -      | -       | -               | -       | -      | -      | -       | -               | -       | -      | -      | -       |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-2.2 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 94%  | 78%     | 86%     | 93%    | 98%    | 90%     | 97%            | 92%    | 95%     | 81%    | 91%     | 98%                     | 86%    | 59%     | 63%    | 76%     |
| Threat                                  | 5%   | 7%      | 11%     | 6%     | 2%     | 9%      | 2%             | 7%     | 5%      | 2%     | 9%      | 2%                      | 12%    | 27%     | 0%     | 6%      |
| Not a Threat                            | 1%   | 4%      | 3%      | 0%     | 0%     | 0%      | 0%             | 1%     | 1%      | 0%     | 0%      | 0%                      | 2%     | 14%     | 0%     | 0%      |
| Not At All a Threat                     | 1%   | 10%     | 0%      | 0%     | 0%     | 1%      | 0%             | 0%     | 0%      | 17%    | 0%      | 0%                      | 0%     | 0%      | 37%    | 19%     |
| Not Sure                                | 0%   | -       | -       | -      | -      | -       | -              | -      | -       | -      | -       | -                       | -      | -       | -      | -       |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-2.2 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 94%  | 99%                  | 85%    | 84%     | 0%     | 84%     | 99%               | 92%    | 92%     | 70%    | 66%     | 98%              | 87%    | 75%     | 19%    | 100%    |
| Threat                                  | 5%   | 1%                   | 14%    | 5%      | 21%    | 16%     | 1%                | 8%     | 5%      | 0%     | 34%     | 2%               | 12%    | 3%      | 0%     | 0%      |
| Not a Threat                            | 1%   | 0%                   | 1%     | 11%     | 0%     | 0%      | 0%                | 0%     | 3%      | 0%     | 0%      | 0%               | 1%     | 22%     | 0%     | 0%      |
| Not At All a Threat                     | 1%   | 0%                   | 0%     | 0%      | 79%    | 0%      | 0%                | 0%     | 0%      | 30%    | 0%      | 0%               | 0%     | 0%      | 81%    | 0%      |
| Not Sure                                | 0%   | -                    | -      | -       | -      | -       | -                 | -      | -       | -      | -       | -                | -      | -       | -      | -       |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-2.2 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 94%  | 98%            | 80%    | 57%     | 0%     | 100%    | -              | -      | -       | -      | -       | 97%                    | 72%    | 33%     | 0%     | 100%    |
| Threat                                  | 5%   | 2%             | 19%    | 10%     | 0%     | 0%      | -              | -      | -       | -      | -       | 3%                     | 26%    | 8%      | 0%     | 0%      |
| Not a Threat                            | 1%   | 0%             | 1%     | 24%     | 0%     | 0%      | -              | -      | -       | -      | -       | 0%                     | 1%     | 59%     | 0%     | 0%      |
| Not At All a Threat                     | 1%   | 0%             | 0%     | 9%      | 100%   | 0%      | -              | -      | -       | -      | -       | 0%                     | 0%     | 0%      | 100%   | 0%      |
| Not Sure                                | 0%   | -              | -      | -       | -      | -       | -              | -      | -       | -      | -       | -                      | -      | -       | -      | -       |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    |                |        |         |        |         | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      |                |        |         |        |         | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults<br>Credibility Interval: +/-2.2 pct points | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
|   |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                                   | 94%  | 97%                     | 88%    | 89%     | 83%    | 95%     | 99%       | 91%    | 91%     | 69%    | 95%     | 86%           | 95%     | 93%     | 94%            | 94%     | 91%     |
| Threat  | 5%   | 3%                      | 11%    | 5%      | 0%     | 5%      | 1%        | 8%     | 8%      | 4%     | 5%      | 9%            | 4%      | 7%      | 5%             | 6%      | 8%      |
| Not a Threat  | 1%   | 0%                      | 1%     | 6%      | 0%     | 0%      | 0%        | 1%     | 1%      | 0%     | 0%      | 3%            | 1%      | 0%      | 1%             | 0%      | 0%      |
| Not At All a Threat                                   | 1%   | 0%                      | 0%     | 0%      | 17%    | 0%      | 0%        | 0%     | 0%      | 28%    | 0%      | 2%            | 0%      | 0%      | 1%             | 0%      | 1%      |
| Not Sure  | 0%   | -                       | -      | -       | -      | -       | -         | -      | -       | -      | -       | -             | -       | -       | -              | -       | -       |
| Total   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                                 | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults<br>Credibility Interval: +/-2.2 pct points | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
|   |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                                   | 94%  | 91%                 | 94%     | 92%     | 88%                    | 94%     | 97%     | 88%                  | 94%     | 97%     | 93%      | 91%     | 95%     | 88%        | 94%     | 95%     |
| Threat  | 5%   | 6%                  | 5%      | 7%      | 8%                     | 5%      | 2%      | 9%                   | 5%      | 3%      | 5%       | 8%      | 4%      | 7%         | 5%      | 5%      |
| Not a Threat  | 1%   | 1%                  | 1%      | 0%      | 0%                     | 1%      | 0%      | 3%                   | 0%      | 0%      | 1%       | 0%      | 0%      | 3%         | 0%      | 0%      |
| Not At All a Threat                                   | 1%   | 2%                  | 0%      | 1%      | 3%                     | 0%      | 1%      | 1%                   | 0%      | 0%      | 1%       | 1%      | 0%      | 1%         | 0%      | 0%      |
| Not Sure  | 0%   | -                   | -       | -       | -                      | -       | -       | -                    | -       | -       | -        | -       | -       | -          | -       | -       |
| Total   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                                 | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-2.2 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 94%  | 93%               | 94%     | 95%     | 92%                     | 94%     | 95%     | 88%                     | 95%     | 93%     | 94%                  | 91%     | 91%     | 89%        | 95%     | 91%     |
| Threat                                  | 5%   | 6%                | 5%      | 5%      | 8%                      | 5%      | 5%      | 8%                      | 5%      | 6%      | 5%                   | 7%      | 6%      | 8%         | 4%      | 7%      |
| Not a Threat                            | 1%   | 1%                | 1%      | 0%      | 1%                      | 1%      | 0%      | 4%                      | 0%      | 0%      | 1%                   | 2%      | 0%      | 2%         | 1%      | 1%      |
| Not At All a Threat                     | 1%   | 1%                | 1%      | 0%      | 0%                      | 1%      | 0%      | 0%                      | 0%      | 2%      | 0%                   | 1%      | 3%      | 1%         | 0%      | 1%      |
| Not Sure                                | 0%   | -                 | -       | -       | -                       | -       | -       | -                       | -       | -       | -                    | -       | -       | -          | -       | -       |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-2.2 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 94%  | 82%         | 94%     | 90%     | 83%                    | 90%    | 91%      | 95%     | 100%    | 82%              | 82%    | 93%      | 95%     | 100%    |
| Threat                                  | 5%   | 14%         | 5%      | 5%      | 9%                     | 7%     | 7%       | 4%      | 0%      | 5%               | 15%    | 5%       | 5%      | 0%      |
| Not a Threat                            | 1%   | 4%          | 1%      | 1%      | 0%                     | 2%     | 2%       | 0%      | 0%      | 0%               | 3%     | 2%       | 0%      | 0%      |
| Not At All a Threat                     | 1%   | 0%          | 0%      | 5%      | 8%                     | 2%     | 0%       | 0%      | 0%      | 13%              | 0%     | 0%       | 0%      | 0%      |
| Not Sure                                | 0%   | -           | -       | -       | -                      | -      | -        | -       | -       | -                | -      | -        | -       | -       |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-2.2 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 94%  | 81%             | 94%    | 92%      | 95%     | 92%     | 90%                    | 79%    | 91%      | 95%     | 97%     | 94%                    | 77%    | 92%      | 95%     | 97%     |
| Threat                                  | 5%   | 9%              | 5%     | 7%       | 4%      | 8%      | 8%                     | 10%    | 9%       | 4%      | 3%      | 3%                     | 15%    | 7%       | 4%      | 3%      |
| Not a Threat                            | 1%   | 2%              | 1%     | 2%       | 0%      | 0%      | 0%                     | 11%    | 0%       | 0%      | 0%      | 0%                     | 8%     | 0%       | 0%      | 0%      |
| Not At All a Threat                     | 1%   | 7%              | 1%     | 0%       | 0%      | 0%      | 3%                     | 0%     | 0%       | 1%      | 0%      | 3%                     | 0%     | 0%       | 1%      | 0%      |
| Not Sure                                | 0%   | -               | -      | -        | -       | -       | -                      | -      | -        | -       | -       | -                      | -      | -        | -       | -       |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-2.2 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                     | 94%  | 84%                 | 69%    | 92%      | 96%     | 96%     | 86%                 | 67%    | 93%      | 96%     | 96%     | 94%            | 94%  | 95%            | 93%  | 95%            | 92%  |
| Threat                                  | 5%   | 13%                 | 19%    | 8%       | 3%      | 4%      | 10%                 | 22%    | 7%       | 4%      | 4%      | 5%             | 5%   | 5%             | 5%   | 4%             | 6%   |
| Not a Threat                            | 1%   | 2%                  | 12%    | 0%       | 0%      | 0%      | 2%                  | 11%    | 0%       | 0%      | 0%      | 1%             | 1%   | 0%             | 1%   | 0%             | 1%   |
| Not At All a Threat                     | 1%   | 2%                  | 0%     | 0%       | 1%      | 0%      | 1%                  | 0%     | 0%       | 1%      | 0%      | 1%             | 1%   | 1%             | 1%   | 1%             | 1%   |
| Not Sure                                | 0%   | -                   | -      | -        | -       | -       | -                   | -      | -        | -       | -       | -              | -    | -              | -    | -              | -    |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-2.2 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                     | 94%  | 96%             | 91%  | 96%          | 91%  | 96%          | 91%  | 95%              | 92%  | 94%           | 94%  | 95%            | 93%  | 95%           | 93%  | 95%             | 91%  |
| Threat                                  | 5%   | 4%              | 7%   | 3%           | 7%   | 3%           | 7%   | 4%               | 6%   | 4%            | 5%   | 4%             | 6%   | 4%            | 6%   | 4%              | 7%   |
| Not a Threat                            | 1%   | 0%              | 2%   | 0%           | 1%   | 0%           | 1%   | 0%               | 1%   | 1%            | 1%   | 0%             | 1%   | 0%            | 1%   | 0%              | 1%   |
| Not At All a Threat                     | 1%   | 0%              | 1%   | 0%           | 1%   | 0%           | 1%   | 0%               | 1%   | 1%            | 0%   | 1%             | 1%   | 1%            | 0%   | 0%              | 1%   |
| Not Sure                                | 0%   | -               | -    | -            | -    | -            | -    | -                | -    | -             | -    | -              | -    | -             | -    | -               | -    |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-2.2 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Serious Threat                     | 94%  | 94%             | 92%  | 95%           | 94%  | 90%    | 97%   | 100%   | 92%   | 92%   | 96%   | 96%  | 92%       | 96%  |
| Threat                                  | 5%   | 4%              | 7%   | 3%            | 5%   | 8%     | 3%    | 0%     | 7%    | 5%    | 4%    | 4%   | 6%        | 4%   |
| Not a Threat                            | 1%   | 1%              | 1%   | 0%            | 1%   | 1%     | 0%    | 0%     | 0%    | 2%    | 0%    | 0%   | 1%        | 0%   |
| Not At All a Threat                     | 1%   | 1%              | 0%   | 2%            | 1%   | 1%     | 0%    | 0%     | 1%    | 1%    | 0%    | 0%   | 1%        | 0%   |
| Not Sure                                | 0%   | -               | -    | -             | -    | -      | -     | -      | -     | -     | -     | -    | -         | -    |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults<br>Credibility Interval: +/-2.2 pct points | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
|   |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                                   | 94%  | 100%    | 99%   | 93%   | 90%   | 100%   | 72%    | 94%      | 77%   | 93%       | 95%    | 93%     | 94%     | 95%     | 95%     | 93%     | 93%     | 92%     |
| Threat  | 5%   | 0%      | 1%    | 6%    | 6%    | 0%     | 9%     | 6%       | 23%   | 4%        | 5%     | 6%      | 5%      | 5%      | 5%      | 6%      | 4%      | 6%      |
| Not a Threat  | 1%   | 0%      | 0%    | 0%    | 4%    | 0%     | 0%     | 0%       | 0%    | 1%        | 0%     | 1%      | 1%      | 0%      | 0%      | 1%      | 2%      | 0%      |
| Not At All a Threat                                   | 1%   | 0%      | 0%    | 1%    | 0%    | 0%     | 19%    | 0%       | 0%    | 2%        | 0%     | 0%      | 1%      | 0%      | 1%      | 0%      | 1%      | 1%      |
| Not Sure  | 0%   | -       | -     | -     | -     | -      | -      | -        | -     | -         | -      | -       | -       | -       | -       | -       | -       | -       |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

19 How much of a threat do you personally find it if other drivers are falling asleep while driving?

| 900 Adults<br>Credibility Interval: +/-2.2 pct points | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
|   |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                                   | 94%  | 94%    | 93%  | 100%    | 92%        | 94%    | 97%   |
| Threat  | 5%   | 5%     | 6%   | 0%      | 6%         | 5%     | 2%    |
| Not a Threat  | 1%   | 1%     | 1%   | 0%      | 1%         | 0%     | 0%    |
| Not At All a Threat                                   | 1%   | 0%     | 1%   | 0%      | 1%         | 0%     | 1%    |
| Not Sure  | 0%   | -      | -    | -       | -          | -      | -     |
| Total   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-2.9 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 88%  | 88%                   | 88%  | 95%     | 88%     | 100%    | 92%  | 89%     | 86%     | 82%  | 42%     | 79%        | 83%      | 91%    | 91%     | 90%   | 60%     |
| Threat                                  | 10%  | 10%                   | 11%  | 5%      | 10%     | 0%      | 8%   | 11%     | 7%      | 18%  | 0%      | 13%        | 17%      | 9%     | 6%      | 9%    | 40%     |
| Not a Threat                            | 1%   | 1%                    | 0%   | 0%      | 2%      | 0%      | 0%   | 0%      | 7%      | 0%   | 0%      | 3%         | 0%       | 0%     | 3%      | 1%    | 0%      |
| Not At All a Threat                     | 0%   | 0%                    | 1%   | 0%      | 0%      | 0%      | 0%   | 0%      | 0%      | 0%   | 58%     | 4%         | 0%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 0%   | 0%                    | 0%   | 0%      | 0%      | 0%      | 0%   | 0%      | 0%      | 0%   | 0%      | 1%         | 0%       | 0%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-2.9 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 88%  | 71%     | 84%      | 85%    | 93%     | 91%   | 80%     | 75%                 | 82%      | 87%    | 86%     | 91%   | 100%    |
| Threat                                  | 10%  | 19%     | 13%      | 14%    | 6%      | 8%    | 0%      | 11%                 | 18%      | 12%    | 13%     | 9%    | 0%      |
| Not a Threat                            | 1%   | 6%      | 0%       | 0%     | 1%      | 0%    | 0%      | 8%                  | 0%       | 0%     | 1%      | 0%    | 0%      |
| Not At All a Threat                     | 0%   | 3%      | 3%       | 0%     | 0%      | 0%    | 20%     | 6%                  | 0%       | 0%     | 0%      | 0%    | 0%      |
| Not Sure                                | 0%   | 1%      | 0%       | 0%     | 0%      | 0%    | 0%      | 0%                  | 0%       | 1%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults<br>Credibility Interval: +/-2.9 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                                   | 88%  | 87%                  | 88%      | 92%    | 83%     | 87%   | 100%    | 80%      | 87%      | 86%    | 79%     | 91%   | 81%     | 60%               | 78%     | 89%    | 93%    | 71%     |
| Threat  | 10%  | 12%                  | 10%      | 8%     | 16%     | 11%   | 0%      | 15%      | 11%      | 13%    | 19%     | 9%    | 0%      | 23%               | 17%     | 11%    | 7%     | 22%     |
| Not a Threat  | 1%   | 0%                   | 2%       | 0%     | 2%      | 1%    | 0%      | 5%       | 1%       | 1%     | 2%      | 0%    | 0%      | 0%                | 4%      | 0%     | 0%     | 3%      |
| Not At All a Threat                                   | 0%   | 0%                   | 0%       | 0%     | 0%      | 1%    | 0%      | 1%       | 2%       | 0%     | 0%      | 0%    | 19%     | 17%               | 0%      | 0%     | 0%     | 4%      |
| Not Sure  | 0%   | 1%                   | 0%       | 0%     | 0%      | 0%    | 0%      | 0%       | 0%       | 0%     | 0%      | 0%    | 0%      | 0%                | 0%      | 0%     | 0%     | 0%      |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults<br>Credibility Interval: +/-2.9 pct points | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
|   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                                   | 88%  | 89%                | 88%     | 89%    | 88%    | 72%     | 53%             | 68%     | 87%    | 91%    | 95%     | 51%             | 46%     | 84%    | 92%    | 81%     |
| Threat  | 10%  | 8%                 | 10%     | 10%    | 12%    | 25%     | 35%             | 24%     | 11%    | 8%     | 0%      | 21%             | 47%     | 14%    | 8%     | 10%     |
| Not a Threat  | 1%   | 1%                 | 1%      | 1%     | 0%     | 0%      | 0%              | 3%      | 1%     | 0%     | 0%      | 0%              | 6%      | 2%     | 0%     | 0%      |
| Not At All a Threat                                   | 0%   | 2%                 | 0%      | 0%     | 0%     | 3%      | 12%             | 4%      | 0%     | 0%     | 5%      | 28%             | 0%      | 0%     | 0%     | 8%      |
| Not Sure  | 0%   | 0%                 | 0%      | 0%     | 0%     | 0%      | 0%              | 1%      | 0%     | 0%     | 0%      | 0%              | 0%      | 0%     | 0%     | 0%      |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-2.9 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 88%  | 73%     | 80%     | 88%    | 92%    | 85%     | 95%            | 88%    | 81%     | 76%    | 82%     | 92%                     | 81%    | 49%     | 71%    | 55%     |
| Threat                                  | 10%  | 18%     | 16%     | 11%    | 7%     | 14%     | 5%             | 11%    | 17%     | 10%    | 14%     | 7%                      | 17%    | 44%     | 0%     | 27%     |
| Not a Threat                            | 1%   | 0%      | 3%      | 1%     | 0%     | 0%      | 0%             | 1%     | 2%      | 0%     | 0%      | 0%                      | 2%     | 8%      | 0%     | 0%      |
| Not At All a Threat                     | 0%   | 9%      | 0%      | 0%     | 0%     | 1%      | 0%             | 0%     | 0%      | 14%    | 0%      | 0%                      | 0%     | 0%      | 29%    | 19%     |
| Not Sure                                | 0%   | 0%      | 0%      | 0%     | 0%     | 0%      | 0%             | 0%     | 0%      | 0%     | 4%      | 0%                      | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-2.9 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 88%  | 94%                  | 79%    | 65%     | 10%    | 100%    | 95%               | 87%    | 80%     | 50%    | 86%     | 96%              | 77%    | 49%     | 19%    | 100%    |
| Threat                                  | 10%  | 6%                   | 19%    | 22%     | 21%    | 0%      | 4%                | 12%    | 16%     | 15%    | 14%     | 4%               | 22%    | 20%     | 10%    | 0%      |
| Not a Threat                            | 1%   | 0%                   | 2%     | 11%     | 0%     | 0%      | 0%                | 0%     | 3%      | 8%     | 0%      | 0%               | 0%     | 32%     | 0%     | 0%      |
| Not At All a Threat                     | 0%   | 0%                   | 0%     | 0%      | 69%    | 0%      | 0%                | 0%     | 0%      | 27%    | 0%      | 0%               | 0%     | 0%      | 71%    | 0%      |
| Not Sure                                | 0%   | 0%                   | 0%     | 2%      | 0%     | 0%      | 0%                | 0%     | 0%      | 0%     | 0%      | 0%               | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-2.9 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 88%  | 93%            | 73%    | 45%     | 18%    | 100%    | 92%            | 46%    | 9%      | 12%    | 0%      | -                      | -      | -       | -      | -       |
| Threat                                  | 10%  | 7%             | 27%    | 23%     | 0%     | 0%      | 8%             | 53%    | 18%     | 0%     | 0%      | -                      | -      | -       | -      | -       |
| Not a Threat                            | 1%   | 0%             | 1%     | 24%     | 0%     | 0%      | 0%             | 1%     | 73%     | 0%     | 0%      | -                      | -      | -       | -      | -       |
| Not At All a Threat                     | 0%   | 0%             | 0%     | 9%      | 82%    | 0%      | 0%             | 0%     | 0%      | 88%    | 0%      | -                      | -      | -       | -      | -       |
| Not Sure                                | 0%   | 0%             | 0%     | 0%      | 0%     | 0%      | 0%             | 0%     | 0%      | 0%     | 0%      | -                      | -      | -       | -      | -       |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      |                        |        |         |        |         |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      |                        |        |         |        |         |

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-2.9 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                     | 88%  | 97%                     | 76%    | 69%     | 74%    | 85%     | 94%       | 85%    | 86%     | 61%    | 83%     | 83%           | 89%     | 88%     | 88%            | 92%     | 86%     |
| Threat                                  | 10%  | 3%                      | 24%    | 24%     | 0%     | 13%     | 5%        | 14%    | 12%     | 12%    | 16%     | 14%           | 9%      | 11%     | 11%            | 7%      | 12%     |
| Not a Threat                            | 1%   | 0%                      | 0%     | 7%      | 8%     | 0%      | 0%        | 1%     | 1%      | 4%     | 0%      | 1%            | 1%      | 1%      | 1%             | 0%      | 1%      |
| Not At All a Threat                     | 0%   | 0%                      | 0%     | 0%      | 17%    | 0%      | 0%        | 0%     | 0%      | 24%    | 0%      | 2%            | 0%      | 0%      | 1%             | 0%      | 1%      |
| Not Sure                                | 0%   | 0%                      | 0%     | 0%      | 0%     | 3%      | 0%        | 0%     | 0%      | 0%     | 1%      | 0%            | 0%      | 0%      | 0%             | 0%      | 0%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-2.9 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 88%  | 90%                 | 88%     | 86%     | 83%                    | 89%     | 88%     | 88%                  | 90%     | 81%     | 88%      | 88%     | 88%     | 83%        | 90%     | 87%     |
| Threat                                  | 10%  | 7%                  | 11%     | 12%     | 13%                    | 10%     | 9%      | 8%                   | 10%     | 17%     | 10%      | 11%     | 11%     | 13%        | 9%      | 12%     |
| Not a Threat                            | 1%   | 1%                  | 1%      | 0%      | 0%                     | 1%      | 1%      | 4%                   | 0%      | 1%      | 1%       | 0%      | 0%      | 4%         | 0%      | 1%      |
| Not At All a Threat                     | 0%   | 2%                  | 0%      | 1%      | 3%                     | 0%      | 1%      | 1%                   | 0%      | 0%      | 1%       | 0%      | 0%      | 1%         | 0%      | 0%      |
| Not Sure                                | 0%   | 0%                  | 0%      | 0%      | 0%                     | 0%      | 0%      | 0%                   | 0%      | 0%      | 0%       | 0%      | 0%      | 0%         | 0%      | 0%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-2.9 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 88%  | 87%               | 90%     | 86%     | 81%                     | 89%     | 91%     | 79%                     | 89%     | 91%     | 89%                  | 84%     | 87%     | 80%        | 91%     | 86%     |
| Threat                                  | 10%  | 11%               | 9%      | 13%     | 17%                     | 9%      | 9%      | 16%                     | 10%     | 8%      | 10%                  | 15%     | 9%      | 17%        | 8%      | 13%     |
| Not a Threat                            | 1%   | 1%                | 1%      | 0%      | 2%                      | 1%      | 0%      | 5%                      | 0%      | 0%      | 1%                   | 1%      | 1%      | 2%         | 1%      | 0%      |
| Not At All a Threat                     | 0%   | 1%                | 0%      | 0%      | 0%                      | 1%      | 0%      | 0%                      | 0%      | 2%      | 0%                   | 1%      | 3%      | 1%         | 0%      | 1%      |
| Not Sure                                | 0%   | 0%                | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                   | 0%      | 0%      | 0%         | 0%      | 0%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-2.9 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 88%  | 81%         | 89%     | 83%     | 50%                    | 83%    | 89%      | 91%     | 88%     | 58%              | 82%    | 86%      | 91%     | 73%     |
| Threat                                  | 10%  | 19%         | 10%     | 10%     | 36%                    | 15%    | 9%       | 9%      | 12%     | 27%              | 17%    | 11%      | 9%      | 27%     |
| Not a Threat                            | 1%   | 0%          | 1%      | 2%      | 7%                     | 1%     | 2%       | 0%      | 0%      | 2%               | 1%     | 2%       | 0%      | 0%      |
| Not At All a Threat                     | 0%   | 0%          | 0%      | 5%      | 8%                     | 2%     | 0%       | 0%      | 0%      | 13%              | 0%     | 0%       | 0%      | 0%      |
| Not Sure                                | 0%   | 0%          | 0%      | 1%      | 0%                     | 0%     | 0%       | 0%      | 0%      | 0%               | 0%     | 0%       | 0%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-2.9 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 88%  | 73%             | 83%    | 85%      | 92%     | 84%     | 80%                    | 71%    | 86%      | 90%     | 84%     | 82%                    | 80%    | 84%      | 90%     | 86%     |
| Threat                                  | 10%  | 18%             | 15%    | 13%      | 8%      | 16%     | 17%                    | 20%    | 13%      | 9%      | 16%     | 16%                    | 13%    | 16%      | 9%      | 14%     |
| Not a Threat                            | 1%   | 1%              | 1%     | 2%       | 0%      | 0%      | 0%                     | 8%     | 0%       | 0%      | 0%      | 0%                     | 7%     | 0%       | 0%      | 0%      |
| Not At All a Threat                     | 0%   | 7%              | 1%     | 0%       | 0%      | 0%      | 3%                     | 0%     | 0%       | 1%      | 0%      | 3%                     | 0%     | 0%       | 1%      | 0%      |
| Not Sure                                | 0%   | 0%              | 1%     | 0%       | 0%      | 0%      | 0%                     | 0%     | 0%       | 0%      | 0%      | 0%                     | 0%     | 0%       | 0%      | 0%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-2.9 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                     | 88%  | 83%                 | 54%    | 86%      | 91%     | 92%     | 79%                 | 63%    | 85%      | 91%     | 88%     | 90%            | 87%  | 90%            | 87%  | 90%            | 87%  |
| Threat                                  | 10%  | 14%                 | 35%    | 13%      | 8%      | 8%      | 18%                 | 26%    | 15%      | 8%      | 12%     | 9%             | 11%  | 10%            | 11%  | 10%            | 11%  |
| Not a Threat                            | 1%   | 2%                  | 9%     | 0%       | 0%      | 0%      | 0%                  | 11%    | 0%       | 0%      | 0%      | 1%             | 1%   | 0%             | 1%   | 0%             | 1%   |
| Not At All a Threat                     | 0%   | 2%                  | 0%     | 0%       | 1%      | 0%      | 1%                  | 0%     | 0%       | 1%      | 0%      | 0%             | 1%   | 0%             | 1%   | 0%             | 1%   |
| Not Sure                                | 0%   | 0%                  | 2%     | 0%       | 0%      | 0%      | 2%                  | 0%     | 0%       | 0%      | 0%      | 0%             | 0%   | 0%             | 0%   | 0%             | 0%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-2.9 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                     | 88%  | 92%             | 84%  | 89%          | 87%  | 92%          | 84%  | 89%              | 87%  | 89%           | 88%  | 92%            | 86%  | 91%           | 87%  | 91%             | 85%  |
| Threat                                  | 10%  | 8%              | 14%  | 10%          | 11%  | 7%           | 15%  | 10%              | 11%  | 10%           | 10%  | 7%             | 13%  | 8%            | 12%  | 9%              | 13%  |
| Not a Threat                            | 1%   | 0%              | 2%   | 1%           | 1%   | 1%           | 1%   | 0%               | 1%   | 1%            | 1%   | 0%             | 1%   | 1%            | 1%   | 0%              | 1%   |
| Not At All a Threat                     | 0%   | 0%              | 1%   | 0%           | 1%   | 0%           | 1%   | 0%               | 1%   | 1%            | 0%   | 0%             | 1%   | 1%            | 0%   | 0%              | 1%   |
| Not Sure                                | 0%   | 0%              | 0%   | 0%           | 0%   | 0%           | 0%   | 0%               | 0%   | 0%            | 0%   | 0%             | 0%   | 0%            | 0%   | 0%              | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-2.9 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Serious Threat                     | 88%  | 90%             | 86%  | 90%           | 88%  | 86%    | 91%   | 100%   | 85%   | 88%   | 93%   | 88%  | 86%       | 91%  |
| Threat                                  | 10%  | 9%              | 13%  | 9%            | 10%  | 12%    | 9%    | 0%     | 14%   | 9%    | 7%    | 11%  | 12%       | 8%   |
| Not a Threat                            | 1%   | 1%              | 0%   | 0%            | 1%   | 2%     | 0%    | 0%     | 1%    | 2%    | 0%    | 0%   | 1%        | 0%   |
| Not At All a Threat                     | 0%   | 1%              | 0%   | 2%            | 0%   | 1%     | 0%    | 0%     | 1%    | 1%    | 0%    | 0%   | 1%        | 0%   |
| Not Sure                                | 0%   | 0%              | 0%   | 0%            | 0%   | 0%     | 0%    | 0%     | 0%    | 0%    | 0%    | 1%   | 0%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-2.9 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                     | 88%  | 96%     | 83%   | 88%   | 86%   | 100%   | 58%    | 93%      | 100%  | 90%       | 90%    | 90%     | 82%     | 92%     | 91%     | 87%     | 86%     | 80%     |
| Threat                                  | 10%  | 4%      | 16%   | 11%   | 11%   | 0%     | 9%     | 7%       | 0%    | 8%        | 9%     | 9%      | 16%     | 7%      | 7%      | 12%     | 11%     | 19%     |
| Not a Threat                            | 1%   | 0%      | 0%    | 0%    | 3%    | 0%     | 14%    | 0%       | 0%    | 1%        | 1%     | 1%      | 0%      | 0%      | 1%      | 1%      | 2%      | 0%      |
| Not At All a Threat                     | 0%   | 0%      | 0%    | 0%    | 0%    | 0%     | 19%    | 0%       | 0%    | 2%        | 0%     | 0%      | 1%      | 0%      | 0%      | 0%      | 1%      | 1%      |
| Not Sure                                | 0%   | 0%      | 1%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    | 0%        | 1%     | 0%      | 0%      | 0%      | 0%      | 0%      | 0%      | 0%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

20 How much of a threat do you personally find it if other drivers are driving after drinking alcohol?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-2.9 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                     | 88%  | 88%    | 90%  | 100%    | 87%        | 88%    | 92%   |
| Threat                                  | 10%  | 11%    | 8%   | 0%      | 11%        | 11%    | 7%    |
| Not a Threat                            | 1%   | 1%     | 1%   | 0%      | 1%         | 0%     | 0%    |
| Not At All a Threat                     | 0%   | 0%     | 1%   | 0%      | 1%         | 0%     | 1%    |
| Not Sure                                | 0%   | 0%     | 0%   | 0%      | 0%         | 0%     | 0%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 61%  | 59%                   | 64%  | 61%     | 58%     | 85%     | 61%  | 48%     | 81%     | 61%  | 100%    | 63%        | 49%      | 58%    | 55%     | 64%   | 32%     |
| Threat                                  | 27%  | 28%                   | 25%  | 39%     | 29%     | 15%     | 30%  | 39%     | 6%      | 29%  | 0%      | 16%        | 40%      | 28%    | 35%     | 27%   | 39%     |
| Not a Threat                            | 8%   | 9%                    | 8%   | 0%      | 9%      | 0%      | 5%   | 12%     | 14%     | 8%   | 0%      | 16%        | 7%       | 9%     | 10%     | 6%    | 29%     |
| Not At All a Threat                     | 2%   | 2%                    | 1%   | 0%      | 2%      | 0%      | 3%   | 0%      | 0%      | 2%   | 0%      | 3%         | 4%       | 1%     | 0%      | 2%    | 0%      |
| Not Sure                                | 2%   | 2%                    | 2%   | 0%      | 2%      | 0%      | 1%   | 0%      | 0%      | 0%   | 0%      | 2%         | 0%       | 4%     | 0%      | 1%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                     | 61%  | 64%     | 41%      | 50%    | 46%     | 67%   | 51%     | 53%                 | 49%      | 57%    | 53%     | 65%   | 74%     |
| Threat                                  | 27%  | 21%     | 43%      | 30%    | 46%     | 25%   | 29%     | 27%                 | 30%      | 30%    | 32%     | 26%   | 26%     |
| Not a Threat                            | 8%   | 13%     | 9%       | 14%    | 6%      | 6%    | 0%      | 14%                 | 16%      | 10%    | 13%     | 6%    | 0%      |
| Not At All a Threat                     | 2%   | 1%      | 6%       | 2%     | 3%      | 1%    | 20%     | 6%                  | 2%       | 3%     | 0%      | 1%    | 0%      |
| Not Sure                                | 2%   | 1%      | 0%       | 4%     | 0%      | 1%    | 0%      | 0%                  | 3%       | 2%     | 2%      | 2%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 61%  | 64%                  | 55%      | 66%    | 42%     | 62%   | 68%     | 55%      | 65%      | 52%    | 68%     | 63%   | 79%     | 73%               | 53%     | 54%    | 71%    | 44%     |
| Threat                                  | 27%  | 23%                  | 29%      | 26%    | 45%     | 27%   | 32%     | 26%      | 28%      | 28%    | 17%     | 28%   | 21%     | 9%                | 25%     | 34%    | 22%    | 36%     |
| Not a Threat                            | 8%   | 8%                   | 12%      | 5%     | 9%      | 8%    | 0%      | 15%      | 3%       | 14%    | 11%     | 7%    | 0%      | 10%               | 17%     | 9%     | 4%     | 16%     |
| Not At All a Threat                     | 2%   | 2%                   | 2%       | 1%     | 4%      | 2%    | 0%      | 3%       | 2%       | 2%     | 4%      | 1%    | 0%      | 8%                | 4%      | 1%     | 1%     | 4%      |
| Not Sure                                | 2%   | 3%                   | 2%       | 2%     | 0%      | 1%    | 0%      | 2%       | 2%       | 4%     | 0%      | 1%    | 0%      | 0%                | 2%      | 2%     | 2%     | 0%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                     | 61%  | 54%                | 62%     | 60%    | 78%    | 43%     | 63%             | 48%     | 55%    | 66%    | 53%     | 65%             | 39%     | 53%    | 64%    | 67%     |
| Threat                                  | 27%  | 33%                | 26%     | 32%    | 13%    | 38%     | 8%              | 27%     | 34%    | 23%    | 17%     | 16%             | 34%     | 29%    | 27%    | 18%     |
| Not a Threat                            | 8%   | 7%                 | 10%     | 6%     | 3%     | 9%      | 17%             | 18%     | 8%     | 7%     | 5%      | 5%              | 27%     | 13%    | 6%     | 7%      |
| Not At All a Threat                     | 2%   | 4%                 | 1%      | 0%     | 3%     | 3%      | 12%             | 6%      | 1%     | 1%     | 5%      | 13%             | 0%      | 3%     | 1%     | 8%      |
| Not Sure                                | 2%   | 2%                 | 1%      | 1%     | 4%     | 6%      | 0%              | 1%      | 1%     | 2%     | 20%     | 0%              | 0%      | 2%     | 2%     | 0%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 61%  | 54%     | 49%     | 57%    | 69%    | 42%     | 73%            | 58%    | 48%     | 76%    | 46%     | 65%                     | 50%    | 31%     | 52%    | 73%     |
| Threat                                  | 27%  | 27%     | 37%     | 27%    | 23%    | 47%     | 19%            | 31%    | 30%     | 15%    | 42%     | 25%                     | 34%    | 40%     | 19%    | 6%      |
| Not a Threat                            | 8%   | 13%     | 10%     | 13%    | 5%     | 3%      | 5%             | 8%     | 17%     | 0%     | 8%      | 6%                      | 14%    | 14%     | 0%     | 21%     |
| Not At All a Threat                     | 2%   | 6%      | 4%      | 1%     | 1%     | 3%      | 2%             | 1%     | 2%      | 9%     | 0%      | 2%                      | 1%     | 0%      | 29%    | 0%      |
| Not Sure                                | 2%   | 0%      | 0%      | 2%     | 2%     | 5%      | 2%             | 1%     | 3%      | 0%     | 3%      | 2%                      | 0%     | 14%     | 0%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 61%  | 68%                  | 47%    | 35%     | 36%    | 39%     | 74%               | 57%    | 48%     | 30%    | 48%     | 68%              | 48%    | 35%     | 38%    | 0%      |
| Threat                                  | 27%  | 23%                  | 38%    | 41%     | 21%    | 24%     | 19%               | 32%    | 34%     | 18%    | 38%     | 22%              | 40%    | 11%     | 10%    | 0%      |
| Not a Threat                            | 8%   | 7%                   | 11%    | 13%     | 0%     | 20%     | 5%                | 8%     | 15%     | 22%    | 0%      | 6%               | 11%    | 42%     | 9%     | 0%      |
| Not At All a Threat                     | 2%   | 1%                   | 1%     | 9%      | 42%    | 0%      | 0%                | 2%     | 2%      | 30%    | 0%      | 2%               | 1%     | 9%      | 44%    | 0%      |
| Not Sure                                | 2%   | 1%                   | 3%     | 2%      | 0%     | 17%     | 2%                | 1%     | 2%      | 0%     | 14%     | 2%               | 1%     | 3%      | 0%     | 100%    |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 61%  | 64%            | 48%    | 37%     | 67%    | 100%    | 63%            | 33%    | 0%      | 46%    | 0%      | 67%                    | 16%    | 8%      | 39%    | 65%     |
| Threat                                  | 27%  | 26%            | 36%    | 19%     | 0%     | 0%      | 26%            | 58%    | 27%     | 0%     | 0%      | 24%                    | 63%    | 7%      | 0%     | 0%      |
| Not a Threat                            | 8%   | 7%             | 10%    | 36%     | 0%     | 0%      | 8%             | 7%     | 73%     | 0%     | 0%      | 6%                     | 19%    | 68%     | 0%     | 0%      |
| Not At All a Threat                     | 2%   | 1%             | 3%     | 9%      | 33%    | 0%      | 1%             | 0%     | 0%      | 54%    | 0%      | 1%                     | 0%     | 17%     | 61%    | 0%      |
| Not Sure                                | 2%   | 2%             | 2%     | 0%      | 0%     | 0%      | 2%             | 2%     | 0%      | 0%     | 0%      | 2%                     | 2%     | 0%      | 0%     | 35%     |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                     | 61%  | -                       | -      | -       | -      | -       | 72%       | 55%    | 54%     | 43%    | 47%     | 69%           | 59%     | 62%     | 60%            | 71%     | 62%     |
| Threat                                  | 27%  | -                       | -      | -       | -      | -       | 22%       | 30%    | 29%     | 28%    | 42%     | 21%           | 28%     | 29%     | 28%            | 21%     | 26%     |
| Not a Threat                            | 8%   | -                       | -      | -       | -      | -       | 4%        | 12%    | 9%      | 15%    | 4%      | 9%            | 9%      | 7%      | 9%             | 4%      | 5%      |
| Not At All a Threat                     | 2%   | -                       | -      | -       | -      | -       | 1%        | 1%     | 5%      | 13%    | 0%      | 1%            | 2%      | 1%      | 1%             | 2%      | 4%      |
| Not Sure                                | 2%   | -                       | -      | -       | -      | -       | 2%        | 1%     | 2%      | 0%     | 6%      | 1%            | 2%      | 2%      | 2%             | 2%      | 3%      |
| Total                                   | 100% |                         |        |         |        |         | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% |                         |        |         |        |         | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 61%  | 70%                 | 60%     | 58%     | 70%                    | 59%     | 63%     | 58%                  | 62%     | 60%     | 58%      | 69%     | 63%     | 65%        | 63%     | 55%     |
| Threat                                  | 27%  | 20%                 | 28%     | 27%     | 21%                    | 29%     | 23%     | 31%                  | 27%     | 24%     | 30%      | 24%     | 23%     | 26%        | 26%     | 30%     |
| Not a Threat                            | 8%   | 6%                  | 8%      | 8%      | 6%                     | 9%      | 7%      | 9%                   | 8%      | 8%      | 8%       | 6%      | 10%     | 6%         | 9%      | 9%      |
| Not At All a Threat                     | 2%   | 4%                  | 1%      | 1%      | 2%                     | 2%      | 1%      | 2%                   | 2%      | 2%      | 2%       | 1%      | 2%      | 1%         | 1%      | 3%      |
| Not Sure                                | 2%   | 0%                  | 2%      | 6%      | 1%                     | 1%      | 5%      | 0%                   | 1%      | 7%      | 2%       | 0%      | 2%      | 2%         | 1%      | 3%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |



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Percentages

Sponsor:  
King County Target Zero Task Force ()

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                     | 61%  | 64%               | 62%     | 57%     | 62%                     | 59%     | 67%     | 61%                     | 60%     | 64%     | 60%                  | 56%     | 74%     | 66%        | 62%     | 55%     |
| Threat                                  | 27%  | 23%               | 28%     | 29%     | 23%                     | 30%     | 21%     | 22%                     | 29%     | 24%     | 27%                  | 31%     | 22%     | 21%        | 27%     | 32%     |
| Not a Threat                            | 8%   | 9%                | 8%      | 9%      | 10%                     | 9%      | 5%      | 12%                     | 8%      | 4%      | 9%                   | 8%      | 2%      | 9%         | 9%      | 6%      |
| Not At All a Threat                     | 2%   | 2%                | 1%      | 2%      | 2%                      | 1%      | 3%      | 3%                      | 1%      | 4%      | 2%                   | 3%      | 1%      | 4%         | 1%      | 2%      |
| Not Sure                                | 2%   | 2%                | 1%      | 2%      | 3%                      | 1%      | 3%      | 3%                      | 1%      | 3%      | 2%                   | 2%      | 1%      | 0%         | 1%      | 4%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 61%  | 69%         | 60%     | 68%     | 44%                    | 51%    | 57%      | 64%     | 67%     | 66%              | 46%    | 56%      | 64%     | 57%     |
| Threat                                  | 27%  | 16%         | 28%     | 23%     | 20%                    | 32%    | 27%      | 27%     | 21%     | 17%              | 36%    | 27%      | 27%     | 8%      |
| Not a Threat                            | 8%   | 11%         | 8%      | 7%      | 21%                    | 12%    | 13%      | 5%      | 12%     | 11%              | 15%    | 12%      | 6%      | 35%     |
| Not At All a Threat                     | 2%   | 5%          | 2%      | 1%      | 15%                    | 5%     | 0%       | 1%      | 0%      | 6%               | 2%     | 3%       | 1%      | 0%      |
| Not Sure                                | 2%   | 0%          | 2%      | 1%      | 0%                     | 0%     | 2%       | 2%      | 0%      | 0%               | 1%     | 1%       | 2%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

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Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
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Percentages

Sponsor:  
King County Target Zero Task Force ()

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 61%  | 56%             | 58%    | 55%      | 64%     | 69%     | 63%                    | 50%    | 51%      | 64%     | 60%     | 76%                    | 46%    | 48%      | 64%     | 63%     |
| Threat                                  | 27%  | 27%             | 33%    | 28%      | 26%     | 31%     | 9%                     | 31%    | 35%      | 26%     | 34%     | 8%                     | 36%    | 40%      | 25%     | 15%     |
| Not a Threat                            | 8%   | 10%             | 8%     | 13%      | 7%      | 0%      | 13%                    | 15%    | 12%      | 7%      | 2%      | 3%                     | 13%    | 11%      | 7%      | 11%     |
| Not At All a Threat                     | 2%   | 7%              | 1%     | 2%       | 1%      | 0%      | 3%                     | 1%     | 0%       | 2%      | 0%      | 3%                     | 2%     | 0%       | 2%      | 0%      |
| Not Sure                                | 2%   | 1%              | 1%     | 2%       | 2%      | 0%      | 11%                    | 3%     | 2%       | 1%      | 3%      | 10%                    | 2%     | 0%       | 1%      | 12%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                     | 61%  | 78%                 | 40%    | 50%      | 64%     | 61%     | 73%                 | 38%    | 47%      | 64%     | 55%     | 62%            | 60%  | 61%            | 61%  | 61%            | 61%  |
| Threat                                  | 27%  | 12%                 | 42%    | 37%      | 26%     | 22%     | 16%                 | 41%    | 36%      | 26%     | 28%     | 27%            | 28%  | 28%            | 27%  | 27%            | 28%  |
| Not a Threat                            | 8%   | 3%                  | 18%    | 13%      | 7%      | 3%      | 3%                  | 21%    | 16%      | 6%      | 7%      | 8%             | 8%   | 8%             | 9%   | 10%            | 7%   |
| Not At All a Threat                     | 2%   | 2%                  | 0%     | 0%       | 2%      | 0%      | 4%                  | 0%     | 0%       | 2%      | 0%      | 1%             | 3%   | 1%             | 2%   | 1%             | 2%   |
| Not Sure                                | 2%   | 5%                  | 0%     | 1%       | 1%      | 14%     | 4%                  | 0%     | 1%       | 1%      | 10%     | 2%             | 2%   | 2%             | 1%   | 2%             | 2%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

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Percentages

Sponsor:  
King County Target Zero Task Force ()

21

How much of a threat do you personally find it if other drivers are driving after using marijuana?

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                     | 61%  | 59%             | 64%  | 68%          | 52%  | 65%          | 56%  | 62%              | 59%  | 71%           | 58%  | 61%            | 61%  | 60%           | 62%  | 61%             | 62%  |
| Threat                                  | 27%  | 31%             | 23%  | 22%          | 34%  | 25%          | 31%  | 28%              | 27%  | 21%           | 30%  | 29%            | 26%  | 31%           | 25%  | 29%             | 26%  |
| Not a Threat                            | 8%   | 8%              | 9%   | 7%           | 9%   | 7%           | 9%   | 7%               | 10%  | 7%            | 9%   | 7%             | 9%   | 7%            | 9%   | 8%              | 9%   |
| Not At All a Threat                     | 2%   | 1%              | 2%   | 1%           | 2%   | 2%           | 2%   | 1%               | 2%   | 1%            | 2%   | 2%             | 2%   | 1%            | 2%   | 2%              | 2%   |
| Not Sure                                | 2%   | 1%              | 2%   | 1%           | 2%   | 1%           | 2%   | 1%               | 2%   | 0%            | 2%   | 1%             | 2%   | 2%            | 2%   | 1%              | 2%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

21

How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Very Serious Threat                     | 61%  | 60%             | 62%  | 65%           | 61%  | 58%    | 64%   | 51%    | 51%   | 60%   | 70%   | 72%  | 55%       | 71%  |  |
| Threat                                  | 27%  | 29%             | 25%  | 17%           | 28%  | 28%    | 27%   | 32%    | 30%   | 28%   | 24%   | 25%  | 29%       | 25%  |  |
| Not a Threat                            | 8%   | 8%              | 8%   | 14%           | 8%   | 8%     | 8%    | 10%    | 13%   | 9%    | 4%    | 2%   | 11%       | 3%   |  |
| Not At All a Threat                     | 2%   | 2%              | 2%   | 4%            | 2%   | 3%     | 0%    | 0%     | 3%    | 2%    | 0%    | 0%   | 3%        | 0%   |  |
| Not Sure                                | 2%   | 1%              | 2%   | 0%            | 2%   | 3%     | 1%    | 7%     | 3%    | 1%    | 2%    | 1%   | 2%        | 1%   |  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                     | 61%  | 64%     | 38%   | 60%   | 77%   | 62%    | 33%    | 54%      | 71%   | 57%       | 58%    | 62%     | 65%     | 57%     | 64%     | 67%     | 57%     | 61%     |
| Threat                                  | 27%  | 27%     | 46%   | 28%   | 16%   | 30%    | 0%     | 33%      | 29%   | 28%       | 25%    | 27%     | 30%     | 28%     | 28%     | 25%     | 28%     | 29%     |
| Not a Threat                            | 8%   | 8%      | 6%    | 8%    | 7%    | 8%     | 44%    | 8%       | 0%    | 12%       | 11%    | 7%      | 3%      | 10%     | 6%      | 5%      | 11%     | 8%      |
| Not At All a Threat                     | 2%   | 1%      | 5%    | 2%    | 0%    | 0%     | 14%    | 2%       | 0%    | 1%        | 4%     | 1%      | 1%      | 2%      | 2%      | 1%      | 2%      | 1%      |
| Not Sure                                | 2%   | 0%      | 5%    | 2%    | 0%    | 0%     | 9%     | 3%       | 0%    | 1%        | 2%     | 2%      | 1%      | 3%      | 1%      | 2%      | 2%      | 1%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

21 How much of a threat do you personally find it if other drivers are driving after using marijuana?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                     | 61%  | 61%    | 60%  | 54%     | 55%        | 67%    | 56%   |
| Threat                                  | 27%  | 27%    | 28%  | 46%     | 31%        | 23%    | 32%   |
| Not a Threat                            | 8%   | 8%     | 7%   | 0%      | 10%        | 7%     | 9%    |
| Not At All a Threat                     | 2%   | 2%     | 3%   | 0%      | 2%         | 1%     | 2%    |
| Not Sure                                | 2%   | 2%     | 3%   | 0%      | 2%         | 2%     | 1%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
|   |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                                   | 40%  | 37%                   | 44%  | 50%     | 40%     | 27%     | 32%  | 19%     | 13%     | 29%  | 21%     | 48%        | 23%      | 25%    | 20%     | 48%   | 11%     |
| Threat  | 43%  | 44%                   | 42%  | 39%     | 42%     | 57%     | 48%  | 58%     | 64%     | 45%  | 20%     | 26%        | 47%      | 55%    | 55%     | 41%   | 44%     |
| Not a Threat  | 10%  | 11%                   | 8%   | 11%     | 11%     | 7%      | 13%  | 20%     | 17%     | 4%   | 0%      | 17%        | 19%      | 10%    | 19%     | 7%    | 16%     |
| Not At All a Threat                                   | 2%   | 2%                    | 1%   | 0%      | 2%      | 0%      | 1%   | 0%      | 0%      | 0%   | 58%     | 6%         | 3%       | 3%     | 1%      | 0%    | 0%      |
| Not Sure  | 5%   | 6%                    | 4%   | 0%      | 5%      | 9%      | 6%   | 3%      | 7%      | 22%  | 0%      | 3%         | 8%       | 6%     | 5%      | 4%    | 29%     |
| Total   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                                 | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
|   |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Serious Threat                                   | 40%  | 55%     | 23%      | 20%    | 40%     | 45%   | 20%     | 60%                 | 24%      | 27%    | 32%     | 44%   | 28%     |
| Threat  | 43%  | 20%     | 49%      | 53%    | 35%     | 43%   | 56%     | 20%                 | 43%      | 49%    | 51%     | 44%   | 0%      |
| Not a Threat  | 10%  | 21%     | 17%      | 14%    | 20%     | 7%    | 0%      | 14%                 | 20%      | 14%    | 10%     | 8%    | 17%     |
| Not At All a Threat                                   | 2%   | 3%      | 9%       | 4%     | 0%      | 1%    | 0%      | 6%                  | 9%       | 2%     | 2%      | 1%    | 0%      |
| Not Sure  | 5%   | 1%      | 3%       | 9%     | 5%      | 5%    | 23%     | 1%                  | 5%       | 8%     | 6%      | 4%    | 55%     |
| Total   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                                 | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                                   | 40%  | 32%                  | 39%      | 30%    | 50%     | 47%   | 0%      | 25%      | 28%      | 20%    | 35%     | 50%   | 12%     | 25%               | 33%     | 32%    | 51%    | 35%     |
| Threat  | 43%  | 38%                  | 41%      | 50%    | 41%     | 43%   | 18%     | 32%      | 38%      | 53%    | 39%     | 43%   | 34%     | 17%               | 42%     | 49%    | 40%    | 36%     |
| Not a Threat  | 10%  | 25%                  | 12%      | 12%    | 7%      | 5%    | 0%      | 36%      | 22%      | 13%    | 19%     | 4%    | 0%      | 19%               | 21%     | 12%    | 5%     | 0%      |
| Not At All a Threat                                   | 2%   | 2%                   | 1%       | 1%     | 0%      | 3%    | 0%      | 4%       | 8%       | 2%     | 0%      | 0%    | 19%     | 40%               | 1%      | 1%     | 0%     | 10%     |
| Not Sure  | 5%   | 4%                   | 8%       | 7%     | 2%      | 3%    | 82%     | 2%       | 5%       | 12%    | 8%      | 3%    | 34%     | 0%                | 3%      | 6%     | 5%     | 19%     |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
|   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Serious Threat                                   | 40%  | 36%                | 34%     | 49%    | 65%    | 43%     | 39%             | 13%     | 31%    | 48%    | 9%      | 56%             | 17%     | 29%    | 44%    | 22%     |
| Threat  | 43%  | 36%                | 50%     | 39%    | 35%    | 33%     | 14%             | 37%     | 50%    | 40%    | 54%     | 11%             | 31%     | 48%    | 43%    | 10%     |
| Not a Threat  | 10%  | 20%                | 9%      | 9%     | 1%     | 6%      | 30%             | 32%     | 13%    | 6%     | 5%      | 0%              | 41%     | 16%    | 7%     | 26%     |
| Not At All a Threat                                   | 2%   | 4%                 | 1%      | 2%     | 0%     | 13%     | 17%             | 10%     | 2%     | 0%     | 10%     | 34%             | 3%      | 1%     | 1%     | 16%     |
| Not Sure  | 5%   | 5%                 | 7%      | 2%     | 0%     | 6%      | 0%              | 8%      | 5%     | 5%     | 22%     | 0%              | 8%      | 6%     | 5%     | 26%     |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 40%  | 30%     | 6%      | 22%    | 65%    | 3%      | 65%            | 33%    | 17%     | 45%    | 18%     | 51%                     | 10%    | 17%     | 0%     | 0%      |
| Threat                                  | 43%  | 12%     | 35%     | 69%    | 33%    | 26%     | 27%            | 53%    | 48%     | 23%    | 26%     | 37%                     | 66%    | 20%     | 19%    | 0%      |
| Not a Threat                            | 10%  | 34%     | 50%     | 6%     | 1%     | 7%      | 4%             | 10%    | 25%     | 13%    | 3%      | 7%                      | 15%    | 59%     | 44%    | 0%      |
| Not At All a Threat                     | 2%   | 20%     | 4%      | 1%     | 0%     | 1%      | 1%             | 1%     | 3%      | 17%    | 0%      | 1%                      | 2%     | 0%      | 37%    | 40%     |
| Not Sure                                | 5%   | 3%      | 6%      | 2%     | 1%     | 62%     | 3%             | 4%     | 7%      | 2%     | 53%     | 4%                      | 7%     | 4%      | 0%     | 60%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 40%  | 49%                  | 20%    | 24%     | 9%     | 17%     | 62%               | 31%    | 18%     | 15%    | 9%      | 49%              | 22%    | 16%     | 9%     | 0%      |
| Threat                                  | 43%  | 38%                  | 59%    | 26%     | 21%    | 9%      | 27%               | 54%    | 55%     | 10%    | 31%     | 38%              | 54%    | 52%     | 10%    | 0%      |
| Not a Threat                            | 10%  | 8%                   | 13%    | 26%     | 0%     | 24%     | 7%                | 7%     | 22%     | 33%    | 0%      | 8%               | 15%    | 15%     | 9%     | 0%      |
| Not At All a Threat                     | 2%   | 1%                   | 2%     | 3%      | 70%    | 0%      | 0%                | 1%     | 3%      | 42%    | 0%      | 1%               | 2%     | 10%     | 72%    | 0%      |
| Not Sure                                | 5%   | 4%                   | 6%     | 21%     | 0%     | 50%     | 3%                | 7%     | 3%      | 0%     | 61%     | 4%               | 7%     | 7%      | 0%     | 100%    |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Serious Threat                     | 40%  | 45%            | 17%    | 20%     | 16%    | 0%      | 42%            | 8%     | 18%     | 11%    | 0%      | 42%                    | 20%    | 17%     | 12%    | 65%     |
| Threat                                  | 43%  | 41%            | 58%    | 31%     | 0%     | 0%      | 42%            | 70%    | 61%     | 0%     | 0%      | 42%                    | 58%    | 58%     | 0%     | 0%      |
| Not a Threat                            | 10%  | 8%             | 17%    | 28%     | 0%     | 0%      | 10%            | 16%    | 20%     | 0%     | 0%      | 10%                    | 12%    | 17%     | 0%     | 0%      |
| Not At All a Threat                     | 2%   | 1%             | 2%     | 21%     | 84%    | 0%      | 1%             | 1%     | 0%      | 89%    | 0%      | 1%                     | 2%     | 8%      | 88%    | 0%      |
| Not Sure                                | 5%   | 5%             | 6%     | 0%      | 0%     | 100%    | 5%             | 5%     | 0%      | 0%     | 0%      | 5%                     | 8%     | 0%      | 0%     | 35%     |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Serious Threat                     | 40%  | 47%                     | 32%    | 19%     | 19%    | 34%     | -         | -      | -       | -      | -       | 43%           | 41%     | 35%     | 38%            | 55%     | 40%     |
| Threat                                  | 43%  | 39%                     | 48%    | 64%     | 38%    | 34%     | -         | -      | -       | -      | -       | 34%           | 45%     | 44%     | 45%            | 36%     | 40%     |
| Not a Threat                            | 10%  | 9%                      | 11%    | 11%     | 30%    | 14%     | -         | -      | -       | -      | -       | 14%           | 9%      | 11%     | 11%            | 4%      | 8%      |
| Not At All a Threat                     | 2%   | 1%                      | 2%     | 3%      | 14%    | 0%      | -         | -      | -       | -      | -       | 6%            | 1%      | 3%      | 2%             | 0%      | 5%      |
| Not Sure                                | 5%   | 4%                      | 8%     | 3%      | 0%     | 18%     | -         | -      | -       | -      | -       | 3%            | 5%      | 7%      | 5%             | 5%      | 8%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    |           |        |         |        |         | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      |           |        |         |        |         | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
|   |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                                   | 40%  | 54%                 | 38%     | 35%     | 47%                    | 40%     | 30%     | 47%                  | 40%     | 32%     | 38%      | 54%     | 36%     | 50%        | 40%     | 34%     |
| Threat  | 43%  | 31%                 | 46%     | 30%     | 32%                    | 44%     | 48%     | 32%                  | 46%     | 43%     | 43%      | 33%     | 49%     | 32%        | 45%     | 46%     |
| Not a Threat  | 10%  | 12%                 | 9%      | 19%     | 12%                    | 9%      | 14%     | 15%                  | 8%      | 13%     | 12%      | 9%      | 8%      | 11%        | 10%     | 11%     |
| Not At All a Threat                                   | 2%   | 2%                  | 2%      | 1%      | 6%                     | 1%      | 1%      | 3%                   | 1%      | 2%      | 2%       | 2%      | 1%      | 4%         | 2%      | 1%      |
| Not Sure  | 5%   | 1%                  | 5%      | 15%     | 3%                     | 5%      | 7%      | 3%                   | 5%      | 9%      | 5%       | 2%      | 6%      | 2%         | 4%      | 9%      |
| Total   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                                 | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
|   |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Serious Threat                                   | 40%  | 39%               | 43%     | 33%     | 40%                     | 40%     | 39%     | 40%                     | 40%     | 38%     | 39%                  | 40%     | 47%     | 20%        | 48%     | 24%     |
| Threat  | 43%  | 42%               | 44%     | 44%     | 44%                     | 45%     | 37%     | 45%                     | 44%     | 39%     | 44%                  | 44%     | 34%     | 48%        | 43%     | 43%     |
| Not a Threat  | 10%  | 12%               | 9%      | 11%     | 12%                     | 9%      | 13%     | 10%                     | 9%      | 13%     | 10%                  | 10%     | 7%      | 22%        | 7%      | 15%     |
| Not At All a Threat                                   | 2%   | 4%                | 1%      | 1%      | 0%                      | 2%      | 1%      | 0%                      | 2%      | 2%      | 2%                   | 1%      | 3%      | 8%         | 1%      | 2%      |
| Not Sure  | 5%   | 3%                | 3%      | 11%     | 4%                      | 4%      | 10%     | 4%                      | 5%      | 8%      | 5%                   | 5%      | 9%      | 1%         | 2%      | 16%     |
| Total   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                                 | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 40%  | 51%         | 40%     | 35%     | 25%                    | 43%    | 21%      | 45%     | 24%     | 61%              | 22%    | 28%      | 44%     | 36%     |
| Threat                                  | 43%  | 43%         | 44%     | 38%     | 30%                    | 32%    | 58%      | 42%     | 46%     | 12%              | 46%    | 51%      | 42%     | 27%     |
| Not a Threat                            | 10%  | 6%          | 10%     | 10%     | 24%                    | 15%    | 13%      | 8%      | 30%     | 15%              | 24%    | 13%      | 8%      | 10%     |
| Not At All a Threat                     | 2%   | 0%          | 1%      | 10%     | 19%                    | 4%     | 2%       | 0%      | 0%      | 13%              | 5%     | 1%       | 1%      | 27%     |
| Not Sure                                | 5%   | 0%          | 5%      | 7%      | 2%                     | 6%     | 5%       | 5%      | 0%      | 0%               | 3%     | 7%       | 5%      | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Serious Threat                     | 40%  | 20%             | 22%    | 26%      | 49%     | 0%      | 34%                    | 42%    | 21%      | 44%     | 36%     | 38%                    | 33%    | 21%      | 44%     | 31%     |
| Threat                                  | 43%  | 28%             | 39%    | 55%      | 42%     | 42%     | 23%                    | 41%    | 61%      | 40%     | 39%     | 28%                    | 49%    | 59%      | 40%     | 39%     |
| Not a Threat                            | 10%  | 28%             | 28%    | 13%      | 5%      | 4%      | 33%                    | 16%    | 12%      | 9%      | 8%      | 34%                    | 13%    | 14%      | 8%      | 8%      |
| Not At All a Threat                     | 2%   | 17%             | 2%     | 2%       | 0%      | 0%      | 10%                    | 0%     | 1%       | 2%      | 0%      | 0%                     | 1%     | 0%       | 2%      | 8%      |
| Not Sure                                | 5%   | 6%              | 9%     | 4%       | 4%      | 54%     | 0%                     | 1%     | 5%       | 5%      | 16%     | 0%                     | 4%     | 6%       | 5%      | 14%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Serious Threat                     | 40%  | 47%                 | 18%    | 25%      | 45%     | 20%     | 51%                 | 13%    | 23%      | 44%     | 21%     | 42%            | 37%  | 44%            | 36%  | 42%            | 37%  |
| Threat                                  | 43%  | 39%                 | 42%    | 54%      | 41%     | 55%     | 37%                 | 53%    | 55%      | 41%     | 58%     | 43%            | 44%  | 41%            | 45%  | 42%            | 45%  |
| Not a Threat                            | 10%  | 13%                 | 32%    | 10%      | 9%      | 9%      | 12%                 | 28%    | 12%      | 9%      | 3%      | 8%             | 12%  | 8%             | 12%  | 8%             | 12%  |
| Not At All a Threat                     | 2%   | 0%                  | 7%     | 2%       | 2%      | 0%      | 0%                  | 5%     | 0%       | 2%      | 0%      | 1%             | 3%   | 1%             | 2%   | 1%             | 2%   |
| Not Sure                                | 5%   | 0%                  | 0%     | 8%       | 4%      | 16%     | 0%                  | 2%     | 10%      | 4%      | 19%     | 6%             | 4%   | 5%             | 5%   | 6%             | 4%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Serious Threat                     | 40%  | 37%             | 43%  | 43%          | 35%  | 41%          | 38%  | 42%              | 37%  | 47%           | 37%  | 38%            | 40%  | 47%           | 36%  | 41%             | 38%  |
| Threat                                  | 43%  | 46%             | 40%  | 42%          | 44%  | 46%          | 40%  | 45%              | 41%  | 39%           | 45%  | 48%            | 40%  | 42%           | 44%  | 45%             | 40%  |
| Not a Threat                            | 10%  | 9%              | 12%  | 8%           | 13%  | 8%           | 13%  | 7%               | 14%  | 7%            | 11%  | 7%             | 12%  | 5%            | 13%  | 8%              | 13%  |
| Not At All a Threat                     | 2%   | 2%              | 2%   | 1%           | 3%   | 1%           | 3%   | 1%               | 3%   | 1%            | 2%   | 1%             | 2%   | 1%            | 2%   | 1%              | 3%   |
| Not Sure                                | 5%   | 6%              | 4%   | 5%           | 5%   | 5%           | 5%   | 5%               | 5%   | 6%            | 5%   | 5%             | 5%   | 5%            | 5%   | 5%              | 5%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Serious Threat                     | 40%  | 39%             | 41%  | 59%           | 39%  | 40%    | 39%   | 22%    | 27%   | 35%   | 50%   | 58%  | 31%       | 53%  |
| Threat                                  | 43%  | 46%             | 39%  | 39%           | 44%  | 40%    | 46%   | 40%    | 47%   | 49%   | 38%   | 34%  | 48%       | 36%  |
| Not a Threat                            | 10%  | 8%              | 13%  | 0%            | 11%  | 11%    | 9%    | 22%    | 17%   | 10%   | 8%    | 1%   | 13%       | 5%   |
| Not At All a Threat                     | 2%   | 1%              | 2%   | 0%            | 2%   | 3%     | 0%    | 0%     | 2%    | 3%    | 0%    | 1%   | 2%        | 1%   |
| Not Sure                                | 5%   | 5%              | 5%   | 2%            | 5%   | 5%     | 5%    | 16%    | 7%    | 3%    | 4%    | 7%   | 5%        | 5%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Serious Threat                     | 40%  | 63%     | 35%   | 39%   | 31%   | 13%    | 28%    | 45%      | 48%   | 42%       | 36%    | 37%     | 47%     | 43%     | 45%     | 41%     | 36%     | 28%     |
| Threat                                  | 43%  | 28%     | 44%   | 42%   | 55%   | 69%    | 53%    | 48%      | 46%   | 38%       | 48%    | 47%     | 35%     | 42%     | 41%     | 42%     | 46%     | 48%     |
| Not a Threat                            | 10%  | 6%      | 13%   | 11%   | 10%   | 18%    | 0%     | 1%       | 0%    | 12%       | 10%    | 9%      | 11%     | 9%      | 8%      | 13%     | 8%      | 13%     |
| Not At All a Threat                     | 2%   | 1%      | 2%    | 2%    | 1%    | 0%     | 19%    | 0%       | 0%    | 3%        | 1%     | 2%      | 2%      | 2%      | 1%      | 1%      | 5%      | 1%      |
| Not Sure                                | 5%   | 1%      | 7%    | 6%    | 4%    | 0%     | 0%     | 5%       | 6%    | 5%        | 5%     | 5%      | 6%      | 5%      | 5%      | 3%      | 4%      | 9%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

22 How much of a threat do you personally find it if other drivers use an app other than GPS on a cell phone while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Serious Threat                     | 40%  | 40%    | 35%  | 0%      | 37%        | 42%    | 38%   |
| Threat                                  | 43%  | 43%    | 46%  | 100%    | 43%        | 44%    | 44%   |
| Not a Threat                            | 10%  | 10%    | 12%  | 0%      | 13%        | 8%     | 8%    |
| Not At All a Threat                     | 2%   | 2%     | 1%   | 0%      | 1%         | 2%     | 4%    |
| Not Sure                                | 5%   | 5%     | 6%   | 0%      | 7%         | 4%     | 5%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.3 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 11%  | 13%                   | 7%   | 13%     | 14%     | 0%      | 11%  | 25%     | 7%      | 2%   | 58%     | 34%        | 11%      | 5%     | 11%     | 8%    | 17%     |
| Illegal                                 | 65%  | 68%                   | 62%  | 40%     | 70%     | 90%     | 61%  | 55%     | 61%     | 72%  | 42%     | 52%        | 70%      | 71%    | 60%     | 66%   | 56%     |
| Not Sure                                | 24%  | 19%                   | 31%  | 48%     | 17%     | 10%     | 29%  | 20%     | 31%     | 27%  | 0%      | 14%        | 20%      | 24%    | 30%     | 26%   | 28%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.3 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 11%  | 48%     | 13%      | 9%     | 6%      | 8%    | 0%      | 47%                 | 15%      | 9%     | 6%      | 8%    | 0%      |
| Illegal                                 | 65%  | 39%     | 67%      | 69%    | 72%     | 67%   | 49%     | 45%                 | 55%      | 69%    | 65%     | 68%   | 69%     |
| Not Sure                                | 24%  | 12%     | 20%      | 23%    | 23%     | 26%   | 51%     | 8%                  | 30%      | 23%    | 28%     | 24%   | 31%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

23

Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.3 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 11%  | 13%                  | 16%      | 4%     | 8%      | 11%   | 0%      | 16%      | 28%      | 11%    | 5%      | 7%    | 25%     | 35%               | 21%     | 12%    | 6%     | 3%      |
| Illegal                                 | 65%  | 60%                  | 64%      | 73%    | 58%     | 65%   | 25%     | 60%      | 55%      | 66%    | 56%     | 69%   | 43%     | 59%               | 66%     | 59%    | 72%    | 71%     |
| Not Sure                                | 24%  | 27%                  | 20%      | 23%    | 34%     | 24%   | 75%     | 24%      | 17%      | 24%    | 39%     | 24%   | 32%     | 6%                | 13%     | 29%    | 23%    | 26%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

23

Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.3 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Legal                                   | 11%  | 9%                 | 12%     | 14%    | 2%     | 12%     | 32%             | 22%     | 16%    | 6%     | 5%      | 36%             | 30%     | 18%    | 7%     | 43%     |  |
| Illegal                                 | 65%  | 75%                | 61%     | 59%    | 82%    | 67%     | 59%             | 57%     | 61%    | 70%    | 42%     | 64%             | 46%     | 60%    | 68%    | 18%     |  |
| Not Sure                                | 24%  | 16%                | 27%     | 27%    | 15%    | 21%     | 9%              | 21%     | 23%    | 24%    | 53%     | 0%              | 24%     | 21%    | 25%    | 39%     |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

23

Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.3 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Legal                                   | 11%  | 33%     | 12%     | 11%    | 9%     | 7%      | 9%             | 13%    | 9%      | 14%    | 0%      | 8%                      | 16%    | 28%     | 0%     | 53%     |
| Illegal                                 | 65%  | 50%     | 61%     | 65%    | 68%    | 65%     | 69%            | 62%    | 66%     | 83%    | 67%     | 69%                     | 58%    | 55%     | 73%    | 41%     |
| Not Sure                                | 24%  | 16%     | 28%     | 24%    | 23%    | 29%     | 22%            | 25%    | 25%     | 3%     | 33%     | 23%                     | 27%    | 16%     | 27%    | 6%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

23

Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.3 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 11%  | 12%                  | 8%     | 16%     | 27%    | 8%      | 15%               | 7%     | 10%     | 29%    | 0%      | 11%              | 10%    | 23%     | 28%    | 100%    |  |
| Illegal                                 | 65%  | 67%                  | 64%    | 54%     | 64%    | 39%     | 62%               | 70%    | 65%     | 44%    | 66%     | 67%              | 63%    | 65%     | 54%    | 0%      |  |
| Not Sure                                | 24%  | 22%                  | 28%    | 30%     | 10%    | 53%     | 23%               | 23%    | 26%     | 27%    | 34%     | 23%              | 27%    | 12%     | 19%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

23

Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.3 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 11%  | 9%             | 17%    | 40%     | 49%    | 0%      | 10%            | 19%    | 48%     | 34%    | 0%      | 10%                    | 15%    | 17%     | 39%    | 0%      |  |
| Illegal                                 | 65%  | 67%            | 60%    | 57%     | 34%    | 100%    | 66%            | 50%    | 52%     | 54%    | 0%      | 66%                    | 60%    | 68%     | 47%    | 100%    |  |
| Not Sure                                | 24%  | 24%            | 23%    | 4%      | 18%    | 0%      | 24%            | 31%    | 0%      | 12%    | 0%      | 24%                    | 26%    | 15%     | 14%    | 0%      |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

23

Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| Credibility Interval: +/-4.3 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Legal                                   | 11%  | 12%                     | 8%     | 13%     | 3%     | 3%      | 12%       | 8%     | 15%     | 36%    | 6%      | -             | -       | -       | 11%            | 19%     | 2%      |  |
| Illegal                                 | 65%  | 64%                     | 67%    | 68%     | 85%    | 76%     | 67%       | 67%    | 59%     | 28%    | 62%     | -             | -       | -       | 66%            | 75%     | 49%     |  |
| Not Sure                                | 24%  | 24%                     | 25%    | 19%     | 11%    | 21%     | 21%       | 24%    | 26%     | 36%    | 32%     | -             | -       | -       | 23%            | 7%      | 49%     |  |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    |               |         |         | 100%           | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      |               |         |         | 81%            | 10%     | 9%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                   | 11%  | 33%                 | 8%      | 4%      | 35%                    | 8%      | 3%      | 31%                  | 8%      | 3%      | 14%      | 7%      | 6%      | 32%        | 8%      | 7%      |
| Illegal                                 | 65%  | 51%                 | 69%     | 32%     | 43%                    | 72%     | 46%     | 45%                  | 75%     | 37%     | 60%      | 87%     | 67%     | 49%        | 73%     | 57%     |
| Not Sure                                | 24%  | 16%                 | 22%     | 64%     | 22%                    | 19%     | 51%     | 24%                  | 17%     | 60%     | 26%      | 7%      | 27%     | 19%        | 19%     | 35%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                   | 11%  | 30%               | 6%      | 4%      | 22%                     | 6%      | 17%     | 24%                     | 9%      | 9%      | 11%                  | 6%      | 12%     | 29%        | 9%      | 5%      |
| Illegal                                 | 65%  | 52%               | 78%     | 51%     | 54%                     | 74%     | 46%     | 51%                     | 72%     | 44%     | 65%                  | 81%     | 52%     | 46%        | 73%     | 51%     |
| Not Sure                                | 24%  | 18%               | 17%     | 45%     | 24%                     | 20%     | 37%     | 25%                     | 19%     | 47%     | 24%                  | 13%     | 36%     | 26%        | 17%     | 44%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Legal                                   | 11%  | 23%         | 10%     | 14%     | 21%                    | 29%    | 8%       | 8%      | 0%      | 12%              | 25%    | 13%      | 9%      | 27%     |
| Illegal                                 | 65%  | 57%         | 68%     | 32%     | 67%                    | 52%    | 68%      | 67%     | 59%     | 80%              | 50%    | 68%      | 66%     | 24%     |
| Not Sure                                | 24%  | 20%         | 22%     | 54%     | 12%                    | 18%    | 24%      | 25%     | 41%     | 8%               | 25%    | 19%      | 25%     | 49%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
|   |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Legal   | 11%  | 23%             | 15%    | 16%      | 8%      | 0%      | 26%                    | 27%    | 11%      | 9%      | 5%      | 9%                     | 22%    | 12%      | 10%     | 14%     |
| Illegal   | 65%  | 59%             | 59%    | 66%      | 68%     | 37%     | 57%                    | 58%    | 66%      | 67%     | 43%     | 66%                    | 52%    | 68%      | 67%     | 54%     |
| Not Sure  | 24%  | 18%             | 26%    | 18%      | 25%     | 63%     | 17%                    | 15%    | 22%      | 24%     | 51%     | 25%                    | 27%    | 20%      | 24%     | 32%     |
| Total   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Legal   | 11%  | 41%                 | 25%    | 7%       | 9%      | 8%      | 34%                 | 24%    | 9%       | 9%      | 6%      | 7%             | 14%  | 7%             | 14%  | 7%             | 14%  |
| Illegal   | 65%  | 44%                 | 48%    | 61%      | 68%     | 68%     | 49%                 | 50%    | 64%      | 68%     | 60%     | 65%            | 66%  | 66%            | 65%  | 67%            | 64%  |
| Not Sure  | 24%  | 14%                 | 28%    | 32%      | 22%     | 24%     | 17%                 | 27%    | 28%      | 23%     | 34%     | 27%            | 20%  | 27%            | 21%  | 26%            | 21%  |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal   | 11%  | 7%              | 16%  | 13%          | 8%   | 9%           | 13%  | 8%               | 14%  | 9%            | 11%  | 8%             | 13%  | 6%            | 14%  | 10%             | 13%  |
| Illegal   | 65%  | 69%             | 61%  | 62%          | 70%  | 65%          | 66%  | 66%              | 64%  | 62%           | 67%  | 66%            | 65%  | 66%           | 65%  | 65%             | 65%  |
| Not Sure  | 24%  | 24%             | 23%  | 25%          | 22%  | 26%          | 21%  | 25%              | 22%  | 29%           | 22%  | 26%            | 22%  | 28%           | 21%  | 25%             | 22%  |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.3 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Legal                                   | 11%  | 8%              | 15%  | 11%           | 11%  | 15%    | 7%    | 7%     | 10%   | 10%   | 12%   | 11%  | 10%       | 12%  |
| Illegal                                 | 65%  | 66%             | 65%  | 50%           | 66%  | 62%    | 69%   | 53%    | 65%   | 62%   | 70%   | 66%  | 64%       | 68%  |
| Not Sure                                | 24%  | 26%             | 20%  | 39%           | 23%  | 23%    | 24%   | 40%    | 25%   | 28%   | 17%   | 23%  | 26%       | 20%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal                                   | 11%  | 22%     | 14%   | 7%    | 17%   | 16%    | 25%    | 13%      | 0%    | 12%       | 6%     | 10%     | 18%     | 16%     | 9%      | 11%     | 10%     | 7%      |
| Illegal                                 | 65%  | 54%     | 65%   | 72%   | 48%   | 76%    | 58%    | 60%      | 59%   | 59%       | 69%    | 67%     | 62%     | 63%     | 66%     | 67%     | 65%     | 68%     |
| Not Sure                                | 24%  | 24%     | 21%   | 21%   | 35%   | 9%     | 17%    | 27%      | 41%   | 29%       | 25%    | 23%     | 21%     | 21%     | 25%     | 22%     | 25%     | 25%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

23 Currently in Washington State, is it legal or is it illegal to type an address into GPS while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.3 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Legal                                   | 11%  | 10%    | 19%  | 0%      | 11%        | 11%    | 5%    |
| Illegal                                 | 65%  | 68%    | 50%  | 100%    | 63%        | 67%    | 72%   |
| Not Sure                                | 24%  | 22%    | 31%  | 0%      | 26%        | 22%    | 23%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 81%  | 81%                   | 80%  | 83%     | 81%     | 95%     | 84%  | 88%     | 80%     | 69%  | 100%    | 69%        | 80%      | 88%    | 92%     | 80%   | 89%     |
| Illegal                                 | 10%  | 11%                   | 8%   | 5%      | 13%     | 0%      | 7%   | 2%      | 0%      | 11%  | 0%      | 24%        | 11%      | 6%     | 5%      | 9%    | 11%     |
| Not Sure                                | 9%   | 8%                    | 11%  | 12%     | 6%      | 5%      | 9%   | 10%     | 20%     | 20%  | 0%      | 7%         | 9%       | 7%     | 3%      | 11%   | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|--|
| Credibility Interval: +/-3.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |  |
| Legal                                   | 81%  | 64%     | 78%      | 83%    | 82%     | 82%   | 100%    | 64%                 | 74%      | 88%    | 89%     | 81%   | 50%     |  |  |
| Illegal                                 | 10%  | 30%     | 8%       | 9%     | 5%      | 9%    | 0%      | 32%                 | 12%      | 5%     | 5%      | 9%    | 30%     |  |  |
| Not Sure                                | 9%   | 7%      | 13%      | 7%     | 13%     | 9%    | 0%      | 4%                  | 13%      | 6%     | 6%      | 10%   | 21%     |  |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |  |

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-3.6 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 81%  | 80%                  | 77%      | 87%    | 89%     | 79%   | 100%    | 86%      | 66%      | 81%    | 95%     | 82%   | 74%     | 81%               | 74%     | 85%    | 80%    | 56%     |
| Illegal                                 | 10%  | 9%                   | 14%      | 7%     | 0%      | 10%   | 0%      | 5%       | 27%      | 8%     | 2%      | 9%    | 18%     | 3%                | 24%     | 7%     | 9%     | 25%     |
| Not Sure                                | 9%   | 10%                  | 9%       | 7%     | 11%     | 10%   | 0%      | 9%       | 7%       | 11%    | 2%      | 9%    | 8%      | 16%               | 2%      | 8%     | 11%    | 19%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-3.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Legal                                   | 81%  | 88%                | 83%     | 80%    | 62%    | 64%     | 91%             | 73%     | 80%    | 83%    | 63%     | 95%             | 79%     | 74%    | 83%    | 77%     |  |
| Illegal                                 | 10%  | 5%                 | 10%     | 6%     | 25%    | 13%     | 0%              | 13%     | 13%    | 8%     | 5%      | 5%              | 12%     | 16%    | 8%     | 0%      |  |
| Not Sure                                | 9%   | 7%                 | 7%      | 14%    | 13%    | 23%     | 9%              | 14%     | 7%     | 9%     | 32%     | 0%              | 9%      | 10%    | 9%     | 23%     |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-3.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 81%  | 92%     | 82%     | 82%    | 79%    | 79%     | 78%            | 80%    | 86%     | 88%    | 89%     | 81%                     | 83%    | 66%     | 92%    | 65%     |  |
| Illegal                                 | 10%  | 3%      | 6%      | 9%     | 13%    | 3%      | 10%            | 11%    | 8%      | 2%     | 3%      | 10%                     | 9%     | 17%     | 0%     | 8%      |  |
| Not Sure                                | 9%   | 5%      | 12%     | 9%     | 8%     | 18%     | 12%            | 9%     | 6%      | 10%    | 8%      | 9%                      | 9%     | 16%     | 8%     | 27%     |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-3.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 81%  | 80%                  | 83%    | 76%     | 90%    | 43%     | 76%               | 82%    | 91%     | 75%    | 79%     | 81%              | 81%    | 78%     | 90%    | 100%    |  |
| Illegal                                 | 10%  | 11%                  | 7%     | 14%     | 0%     | 31%     | 15%               | 9%     | 2%      | 6%     | 14%     | 11%              | 9%     | 3%      | 0%     | 0%      |  |
| Not Sure                                | 9%   | 9%                   | 10%    | 11%     | 10%    | 26%     | 9%                | 9%     | 7%      | 19%    | 7%      | 8%               | 10%    | 19%     | 10%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |  |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
|---|--|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| 24                                      | Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving? |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
| Credibility Interval: +/-3.6 pct points |  | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 81%  | 82%            | 72%    | 93%     | 82%    | 100%    | 81%            | 74%    | 100%    | 88%    | 0%      | 81%                    | 83%    | 85%     | 86%    | 65%     |  |
| Illegal                                 | 10%  | 10%            | 13%    | 3%      | 0%     | 0%      | 10%            | 12%    | 0%      | 0%     | 0%      | 10%                    | 7%     | 0%      | 0%     | 35%     |  |
| Not Sure                                | 9%   | 8%             | 15%    | 4%      | 18%    | 0%      | 9%             | 14%    | 0%      | 12%    | 0%      | 9%                     | 10%    | 15%     | 14%    | 0%      |  |
| Total                                   | 100%   | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100%   | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| Credibility Interval: +/-3.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Legal                                   | 81%  | 79%                     | 84%    | 89%     | 66%    | 74%     | 77%       | 83%    | 89%     | 73%    | 77%     | 81%           | 82%     | 79%     | -              | -       | -       |  |
| Illegal                                 | 10%  | 12%                     | 8%     | 5%      | 14%    | 10%     | 14%       | 8%     | 4%      | 0%     | 9%      | 17%           | 11%     | 3%      | -              | -       | -       |  |
| Not Sure                                | 9%   | 9%                      | 9%     | 6%      | 19%    | 16%     | 9%        | 8%     | 7%      | 27%    | 13%     | 2%            | 7%      | 19%     | -              | -       | -       |  |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    |                |         |         |  |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     |                |         |         |  |

|   |  |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
|---|--|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| 24                                      | Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving? |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
| Credibility Interval: +/-3.6 pct points |  | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 81%  | 73%                 | 83%     | 56%     | 76%                    | 84%     | 69%     | 79%                  | 83%     | 72%     | 84%      | 73%     | 79%     | 80%        | 81%     | 81%     |  |
| Illegal                                 | 10%  | 25%                 | 8%      | 12%     | 19%                    | 9%      | 7%      | 16%                  | 10%     | 4%      | 9%       | 19%     | 9%      | 17%        | 10%     | 6%      |  |
| Not Sure                                | 9%   | 2%                  | 9%      | 32%     | 5%                     | 7%      | 25%     | 6%                   | 7%      | 24%     | 8%       | 8%      | 12%     | 3%         | 9%      | 13%     |  |
| Total                                   | 100%   | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100%   | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-3.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 81%  | 82%               | 81%     | 80%     | 90%                     | 83%     | 68%     | 89%                     | 81%     | 76%     | 87%                  | 66%     | 51%     | 98%        | 79%     | 76%     |  |
| Illegal                                 | 10%  | 12%               | 11%     | 5%      | 4%                      | 10%     | 16%     | 5%                      | 11%     | 7%      | 8%                   | 25%     | 9%      | 0%         | 13%     | 5%      |  |
| Not Sure                                | 9%   | 6%                | 8%      | 15%     | 6%                      | 7%      | 17%     | 6%                      | 8%      | 18%     | 6%                   | 9%      | 39%     | 1%         | 8%      | 19%     |  |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-3.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 81%  | 90%         | 82%     | 55%     | 84%                    | 66%    | 83%      | 83%     | 84%     | 91%              | 84%    | 72%      | 84%     | 38%     |  |
| Illegal                                 | 10%  | 4%          | 10%     | 7%      | 5%                     | 25%    | 12%      | 7%      | 12%     | 2%               | 11%    | 20%      | 7%      | 8%      |  |
| Not Sure                                | 9%   | 6%          | 7%      | 38%     | 11%                    | 9%     | 5%       | 10%     | 5%      | 7%               | 5%     | 8%       | 9%      | 54%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-3.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 81%  | 92%             | 86%    | 69%      | 83%     | 79%     | 74%                    | 88%    | 82%      | 81%     | 72%     | 84%                    | 81%    | 81%      | 82%     | 59%     |  |
| Illegal                                 | 10%  | 3%              | 9%     | 22%      | 7%      | 9%      | 16%                    | 6%     | 10%      | 10%     | 5%      | 16%                    | 6%     | 11%      | 10%     | 7%      |  |
| Not Sure                                | 9%   | 5%              | 5%     | 10%      | 10%     | 12%     | 10%                    | 6%     | 8%       | 9%      | 24%     | 0%                     | 13%    | 7%       | 8%      | 35%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-3.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Legal                                   | 81%  | 78%                 | 79%    | 80%      | 82%     | 76%     | 80%                 | 76%    | 81%      | 82%     | 70%     | 82%            | 80%  | 82%            | 80%  | 83%            | 79%  |
| Illegal                                 | 10%  | 12%                 | 14%    | 10%      | 10%     | 2%      | 12%                 | 10%    | 12%      | 10%     | 2%      | 9%             | 11%  | 9%             | 11%  | 9%             | 11%  |
| Not Sure                                | 9%   | 10%                 | 7%     | 11%      | 8%      | 22%     | 8%                  | 14%    | 8%       | 9%      | 28%     | 9%             | 9%   | 9%             | 9%   | 8%             | 10%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-3.6 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal                                   | 81%  | 84%             | 77%  | 80%          | 82%  | 82%          | 80%  | 84%              | 78%  | 81%           | 81%  | 84%            | 79%  | 84%           | 79%  | 84%             | 77%  |
| Illegal                                 | 10%  | 7%              | 14%  | 12%          | 8%   | 9%           | 11%  | 8%               | 13%  | 9%            | 10%  | 7%             | 12%  | 8%            | 11%  | 9%              | 11%  |
| Not Sure                                | 9%   | 9%              | 10%  | 8%           | 10%  | 9%           | 10%  | 9%               | 9%   | 10%           | 9%   | 9%             | 9%   | 8%            | 10%  | 7%              | 12%  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

24

Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-3.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Legal                                   | 81%  | 83%             | 77%  | 82%           | 81%  | 81%    | 81%   | 61%    | 83%   | 83%   | 74%   | 84%  | 83%       | 78%  |
| Illegal                                 | 10%  | 9%              | 12%  | 9%            | 10%  | 11%    | 9%    | 9%     | 9%    | 6%    | 19%   | 6%   | 8%        | 14%  |
| Not Sure                                | 9%   | 8%              | 11%  | 9%            | 9%   | 8%     | 10%   | 30%    | 9%    | 11%   | 7%    | 10%  | 10%       | 8%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 24 Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-3.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal                                   | 81%  | 68%     | 82%   | 82%   | 85%   | 88%    | 92%    | 77%      | 94%   | 72%       | 80%    | 85%     | 80%     | 71%     | 82%     | 84%     | 83%     | 92%     |
| Illegal                                 | 10%  | 27%     | 15%   | 8%    | 8%    | 12%    | 0%     | 11%      | 6%    | 14%       | 11%    | 6%      | 15%     | 19%     | 8%      | 9%      | 7%      | 1%      |
| Not Sure                                | 9%   | 6%      | 4%    | 11%   | 7%    | 0%     | 8%     | 12%      | 0%    | 14%       | 9%     | 10%     | 4%      | 10%     | 10%     | 8%      | 10%     | 7%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

## 24 Currently in Washington State, is it legal or is it illegal to use a GPS or navigation system while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-3.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Legal                                   | 81%  | 81%    | 79%  | 100%    | 82%        | 81%    | 80%   |
| Illegal                                 | 10%  | 10%    | 10%  | 0%      | 9%         | 11%    | 8%    |
| Not Sure                                | 9%   | 9%     | 11%  | 0%      | 9%         | 9%     | 12%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

## 25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.3 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 11%  | 12%                   | 8%   | 0%      | 13%     | 5%      | 12%  | 20%     | 0%      | 8%   | 20%     | 31%        | 7%       | 10%    | 15%     | 7%    | 0%      |
| Illegal                                 | 84%  | 84%                   | 85%  | 88%     | 84%     | 90%     | 84%  | 80%     | 93%     | 80%  | 80%     | 65%        | 90%      | 86%    | 77%     | 87%   | 82%     |
| Not Sure                                | 5%   | 4%                    | 7%   | 12%     | 4%      | 5%      | 4%   | 0%      | 7%      | 12%  | 0%      | 4%         | 3%       | 4%     | 8%      | 6%    | 18%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.3 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 11%  | 32%     | 12%      | 5%     | 11%     | 10%   | 20%     | 37%                 | 14%      | 9%     | 14%     | 7%    | 17%     |
| Illegal                                 | 84%  | 63%     | 83%      | 90%    | 85%     | 85%   | 52%     | 62%                 | 77%      | 87%    | 81%     | 87%   | 74%     |
| Not Sure                                | 5%   | 4%      | 5%       | 5%     | 4%      | 5%    | 28%     | 1%                  | 8%       | 4%     | 5%      | 6%    | 9%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-3.3 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 11%  | 11%                  | 14%      | 6%     | 21%     | 10%   | 0%      | 9%       | 25%      | 7%     | 21%     | 9%    | 6%      | 15%               | 26%     | 8%     | 8%     | 4%      |
| Illegal                                 | 84%  | 83%                  | 81%      | 91%    | 77%     | 84%   | 82%     | 89%      | 66%      | 89%    | 74%     | 86%   | 77%     | 82%               | 65%     | 87%    | 87%    | 85%     |
| Not Sure                                | 5%   | 6%                   | 5%       | 3%     | 2%      | 6%    | 18%     | 2%       | 9%       | 4%     | 4%      | 5%    | 17%     | 3%                | 9%      | 4%     | 5%     | 11%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-3.3 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 11%  | 6%                 | 13%     | 7%     | 15%    | 0%      | 22%             | 9%      | 13%    | 9%     | 17%     | 30%             | 2%      | 14%    | 9%     | 29%     |
| Illegal                                 | 84%  | 88%                | 83%     | 88%    | 79%    | 77%     | 74%             | 85%     | 82%    | 87%    | 69%     | 65%             | 87%     | 81%    | 86%    | 48%     |
| Not Sure                                | 5%   | 6%                 | 4%      | 5%     | 6%     | 23%     | 5%              | 6%      | 5%     | 5%     | 15%     | 5%              | 11%     | 5%     | 5%     | 23%     |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

25

Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-3.3 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 11%  | 9%      | 11%     | 9%     | 12%    | 9%      | 6%             | 12%    | 8%      | 46%    | 9%      | 12%                     | 7%     | 7%      | 21%    | 0%      |  |
| Illegal                                 | 84%  | 85%     | 79%     | 87%    | 84%    | 78%     | 88%            | 84%    | 86%     | 44%    | 88%     | 83%                     | 87%    | 93%     | 71%    | 100%    |  |
| Not Sure                                | 5%   | 6%      | 10%     | 4%     | 4%     | 13%     | 6%             | 4%     | 6%      | 10%    | 3%      | 5%                      | 6%     | 0%      | 8%     | 0%      |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

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Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-3.3 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 11%  | 12%                  | 7%     | 13%     | 33%    | 0%      | 16%               | 8%     | 6%      | 13%    | 0%      | 12%              | 8%     | 5%      | 34%    | 0%      |  |
| Illegal                                 | 84%  | 83%                  | 89%    | 84%     | 58%    | 63%     | 78%               | 87%    | 91%     | 66%    | 91%     | 83%              | 87%    | 92%     | 56%    | 100%    |  |
| Not Sure                                | 5%   | 6%                   | 4%     | 3%      | 10%    | 37%     | 6%                | 5%     | 2%      | 21%    | 9%      | 5%               | 6%     | 3%      | 10%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

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Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-3.3 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 11%  | 11%            | 7%     | 16%     | 16%    | 0%      | 10%            | 12%    | 9%      | 42%    | 0%      | 11%                    | 8%     | 7%      | 47%    | 0%      |  |
| Illegal                                 | 84%  | 84%            | 86%    | 81%     | 67%    | 100%    | 85%            | 81%    | 91%     | 46%    | 0%      | 84%                    | 86%    | 93%     | 39%    | 100%    |  |
| Not Sure                                | 5%   | 5%             | 7%     | 3%      | 18%    | 0%      | 5%             | 7%     | 0%      | 12%    | 0%      | 5%                     | 6%     | 0%      | 14%    | 0%      |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

25

Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-3.3 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Legal                                   | 11%  | 12%                     | 8%     | 8%      | 22%    | 0%      | 14%       | 7%     | 13%     | 10%    | 2%      | 32%           | 8%      | 7%      | 10%            | 27%     | 2%      |
| Illegal                                 | 84%  | 83%                     | 87%    | 87%     | 74%    | 83%     | 81%       | 89%    | 77%     | 87%    | 83%     | 66%           | 89%     | 79%     | 87%            | 67%     | 80%     |
| Not Sure                                | 5%   | 5%                      | 5%     | 5%      | 4%     | 17%     | 5%        | 4%     | 10%     | 4%     | 15%     | 2%            | 3%      | 14%     | 4%             | 6%      | 18%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

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Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              |  | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|--|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-3.3 pct points |  |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                   |  | 11%  | -                   | -       | -       | 45%                    | 6%      | 5%      | 31%                  | 7%      | 5%      | 14%      | 9%      | 4%      | 31%        | 9%      | 5%      |
| Illegal                                 |  | 84%  | -                   | -       | -       | 50%                    | 92%     | 69%     | 64%                  | 91%     | 72%     | 82%      | 89%     | 87%     | 67%        | 90%     | 80%     |
| Not Sure                                |  | 5%   | -                   | -       | -       | 6%                     | 1%      | 27%     | 5%                   | 2%      | 23%     | 4%       | 2%      | 9%      | 3%         | 1%      | 15%     |
| Total                                   |  | 100% |                     |         |         | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   |  | 100% |                     |         |         | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

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Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-3.3 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 11%  | 25%               | 6%      | 8%      | 21%                     | 8%      | 11%     | 17%                     | 11%     | 3%      | 13%                  | 2%      | 0%      | 16%        | 11%     | 5%      |  |
| Illegal                                 | 84%  | 71%               | 92%     | 80%     | 73%                     | 90%     | 73%     | 77%                     | 87%     | 76%     | 84%                  | 96%     | 75%     | 82%        | 86%     | 78%     |  |
| Not Sure                                | 5%   | 5%                | 2%      | 13%     | 6%                      | 2%      | 16%     | 6%                      | 2%      | 21%     | 3%                   | 3%      | 25%     | 2%         | 2%      | 16%     |  |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-3.3 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 11%  | 60%         | 9%      | 7%      | 26%                    | 29%    | 8%       | 8%      | 0%      | 46%              | 10%    | 19%      | 7%      | 0%      |  |
| Illegal                                 | 84%  | 36%         | 87%     | 61%     | 69%                    | 64%    | 88%      | 88%     | 54%     | 49%              | 87%    | 76%      | 88%     | 59%     |  |
| Not Sure                                | 5%   | 4%          | 4%      | 32%     | 4%                     | 7%     | 4%       | 4%      | 46%     | 4%               | 3%     | 5%       | 5%      | 41%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-3.3 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 11%  | 9%              | 5%     | 21%      | 8%      | 0%      | 18%                    | 5%     | 10%      | 11%     | 4%      | 19%                    | 9%     | 8%       | 11%     | 2%      |  |
| Illegal                                 | 84%  | 87%             | 86%    | 74%      | 87%     | 96%     | 79%                    | 89%    | 86%      | 84%     | 68%     | 69%                    | 84%    | 88%      | 84%     | 87%     |  |
| Not Sure                                | 5%   | 4%              | 9%     | 6%       | 5%      | 4%      | 3%                     | 6%     | 4%       | 5%      | 28%     | 12%                    | 8%     | 4%       | 5%      | 11%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |  |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|--|
| Credibility Interval: +/-3.3 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |  |
| Legal                                   | 11%  | 14%                 | 12%    | 8%       | 11%     | 11%     | 16%                 | 7%     | 8%       | 11%     | 16%     | 7%             | 14%  | 8%             | 13%  | 7%             | 15%  |  |
| Illegal                                 | 84%  | 81%                 | 75%    | 87%      | 85%     | 75%     | 76%                 | 83%    | 86%      | 85%     | 65%     | 87%            | 81%  | 86%            | 83%  | 88%            | 81%  |  |
| Not Sure                                | 5%   | 5%                  | 13%    | 6%       | 4%      | 14%     | 8%                  | 10%    | 6%       | 4%      | 19%     | 6%             | 5%   | 6%             | 4%   | 6%             | 5%   |  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |  |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

25

Is it legal or is it illegal to talk on a hand-held cell phone while driving?

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-3.3 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal                                   | 11%  | 7%              | 15%  | 11%          | 11%  | 7%           | 14%  | 7%               | 16%  | 6%            | 12%  | 6%             | 14%  | 6%            | 13%  | 7%              | 15%  |
| Illegal                                 | 84%  | 87%             | 80%  | 85%          | 83%  | 89%          | 79%  | 90%              | 77%  | 87%           | 83%  | 88%            | 81%  | 88%           | 82%  | 88%             | 78%  |
| Not Sure                                | 5%   | 6%              | 4%   | 4%           | 6%   | 4%           | 6%   | 4%               | 7%   | 7%            | 5%   | 6%             | 5%   | 6%            | 5%   | 5%              | 6%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

25

Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| Credibility Interval: +/-3.3 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Legal                                   | 11%  | 8%              | 15%  | 7%            | 11%  | 15%    | 7%    | 0%     | 12%   | 8%    | 17%   | 2%   | 10%       | 11%  |  |
| Illegal                                 | 84%  | 87%             | 80%  | 81%           | 84%  | 80%    | 88%   | 87%    | 79%   | 88%   | 80%   | 94%  | 84%       | 85%  |  |
| Not Sure                                | 5%   | 5%              | 5%   | 12%           | 5%   | 5%     | 5%    | 13%    | 8%    | 4%    | 4%    | 4%   | 6%        | 4%   |  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

25

Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-3.3 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal                                   | 11%  | 45%     | 2%    | 7%    | 12%   | 0%     | 6%     | 5%       | 0%    | 13%       | 7%     | 6%      | 21%     | 12%     | 14%     | 8%      | 9%      | 6%      |
| Illegal                                 | 84%  | 51%     | 95%   | 87%   | 86%   | 93%    | 86%    | 88%      | 95%   | 77%       | 87%    | 91%     | 74%     | 79%     | 82%     | 88%     | 87%     | 89%     |
| Not Sure                                | 5%   | 4%      | 4%    | 6%    | 2%    | 7%     | 9%     | 7%       | 5%    | 9%        | 6%     | 3%      | 5%      | 8%      | 3%      | 4%      | 4%      | 6%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 25 Is it legal or is it illegal to talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-3.3 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Legal                                   | 11%  | 10%    | 11%  | 0%      | 10%        | 12%    | 3%    |
| Illegal                                 | 84%  | 85%    | 79%  | 73%     | 84%        | 84%    | 87%   |
| Not Sure                                | 5%   | 4%     | 10%  | 27%     | 6%         | 4%     | 10%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

## 26 Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.9 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 12%  | 15%                   | 7%   | 5%      | 17%     | 9%      | 13%  | 14%     | 0%      | 0%   | 58%     | 41%        | 11%      | 8%     | 4%      | 8%    | 18%     |
| Illegal                                 | 75%  | 75%                   | 77%  | 60%     | 75%     | 81%     | 73%  | 84%     | 100%    | 65%  | 42%     | 53%        | 76%      | 81%    | 81%     | 77%   | 61%     |
| Not Sure                                | 13%  | 10%                   | 16%  | 35%     | 8%      | 9%      | 14%  | 3%      | 0%      | 35%  | 0%      | 6%         | 13%      | 11%    | 15%     | 14%   | 21%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

## 26 Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.9 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 12%  | 43%     | 18%      | 10%    | 8%      | 9%    | 48%     | 47%                 | 21%      | 8%     | 13%     | 9%    | 0%      |
| Illegal                                 | 75%  | 50%     | 72%      | 80%    | 66%     | 78%   | 52%     | 49%                 | 64%      | 81%    | 75%     | 78%   | 74%     |
| Not Sure                                | 13%  | 7%      | 10%      | 10%    | 26%     | 13%   | 0%      | 5%                  | 15%      | 11%    | 12%     | 14%   | 26%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|--|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 26                                      | Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection? |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-3.9 pct points |  | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 12%  | 12%                  | 20%      | 6%     | 11%     | 10%   | 18%     | 21%      | 26%      | 11%    | 6%      | 9%    | 27%     | 44%               | 24%     | 9%     | 10%    | 3%      |
| Illegal                                 | 75%  | 78%                  | 66%      | 82%    | 82%     | 76%   | 82%     | 72%      | 60%      | 75%    | 76%     | 79%   | 61%     | 56%               | 64%     | 76%    | 79%    | 86%     |
| Not Sure                                | 13%  | 9%                   | 14%      | 12%    | 8%      | 14%   | 0%      | 7%       | 14%      | 14%    | 19%     | 12%   | 12%     | 0%                | 13%     | 15%    | 11%    | 12%     |
| Total                                   | 100%   | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%   | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

26

Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-3.9 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Legal                                   | 12%  | 12%                | 13%     | 6%     | 17%    | 12%     | 35%             | 26%     | 13%    | 10%    | 14%     | 44%             | 13%     | 16%    | 10%    | 25%     |  |
| Illegal                                 | 75%  | 76%                | 76%     | 76%    | 69%    | 72%     | 65%             | 65%     | 74%    | 78%    | 66%     | 56%             | 76%     | 74%    | 76%    | 67%     |  |
| Not Sure                                | 13%  | 12%                | 11%     | 17%    | 14%    | 16%     | 0%              | 10%     | 13%    | 13%    | 20%     | 0%              | 10%     | 10%    | 14%    | 8%      |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

26

Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-3.9 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 12%  | 22%     | 16%     | 8%     | 13%    | 11%     | 9%             | 11%    | 13%     | 61%    | 0%      | 11%                     | 14%    | 7%      | 34%    | 40%     |  |
| Illegal                                 | 75%  | 78%     | 69%     | 76%    | 77%    | 71%     | 78%            | 76%    | 72%     | 28%    | 100%    | 76%                     | 73%    | 90%     | 58%    | 60%     |  |
| Not Sure                                | 13%  | 0%      | 16%     | 16%    | 11%    | 18%     | 13%            | 13%    | 15%     | 11%    | 0%      | 13%                     | 13%    | 3%      | 8%     | 0%      |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

26

Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-3.9 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 12%  | 13%                  | 10%    | 0%      | 60%    | 16%     | 19%               | 8%     | 7%      | 35%    | 0%      | 13%              | 8%     | 13%     | 61%    | 0%      |  |
| Illegal                                 | 75%  | 76%                  | 76%    | 76%     | 31%    | 67%     | 69%               | 79%    | 81%     | 44%    | 94%     | 73%              | 80%    | 82%     | 29%    | 100%    |  |
| Not Sure                                | 13%  | 12%                  | 14%    | 24%     | 10%    | 17%     | 12%               | 13%    | 12%     | 21%    | 6%      | 13%              | 12%    | 6%      | 10%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

26

Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-3.9 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 12%  | 12%            | 10%    | 26%     | 65%    | 0%      | 11%            | 20%    | 9%      | 76%    | 0%      | 11%                    | 16%    | 0%      | 86%    | 0%      |  |
| Illegal                                 | 75%  | 75%            | 77%    | 62%     | 18%    | 100%    | 76%            | 74%    | 82%     | 12%    | 0%      | 76%                    | 73%    | 77%     | 0%     | 65%     |  |
| Not Sure                                | 13%  | 13%            | 13%    | 12%     | 18%    | 0%      | 13%            | 6%     | 9%      | 12%    | 0%      | 13%                    | 11%    | 23%     | 14%    | 35%     |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

|   |  |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
|---|--|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| 26                                      | Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection? |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
| Credibility Interval: +/-3.9 pct points |  | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Legal                                   | 12%  | 14%                     | 9%     | 9%      | 14%    | 4%      | 14%       | 9%     | 14%     | 43%    | 7%      | 39%           | 8%      | 11%     | 11%            | 23%     | 7%      |
| Illegal                                 | 75%  | 73%                     | 80%    | 81%     | 78%    | 58%     | 76%       | 77%    | 68%     | 50%    | 76%     | 57%           | 83%     | 62%     | 78%            | 68%     | 59%     |
| Not Sure                                | 13%  | 13%                     | 11%    | 11%     | 9%     | 38%     | 10%       | 14%    | 18%     | 7%     | 18%     | 3%            | 9%      | 27%     | 11%            | 9%      | 34%     |
| Total                                   | 100%   | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100%   | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

26

Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

|   |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
| Credibility Interval: +/-3.9 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 12%  | 51%                 | 7%      | 14%     | -                      | -       | -       | 42%                  | 6%      | 8%      | 17%      | 9%      | 4%      | 55%        | 6%      | 5%      |  |
| Illegal                                 | 75%  | 44%                 | 83%     | 21%     | -                      | -       | -       | 49%                  | 88%     | 41%     | 74%      | 87%     | 73%     | 39%        | 91%     | 59%     |  |
| Not Sure                                | 13%  | 5%                  | 10%     | 65%     | -                      | -       | -       | 10%                  | 6%      | 51%     | 9%       | 4%      | 23%     | 7%         | 4%      | 36%     |  |
| Total                                   | 100% | 100%                | 100%    | 100%    |                        |         |         | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      |                        |         |         | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

26

Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-3.9 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 12%  | 28%               | 6%      | 10%     | 45%                     | 4%      | 13%     | 50%                     | 8%      | 5%      | 13%                  | 8%      | 4%      | 26%        | 11%     | 6%      |  |
| Illegal                                 | 75%  | 62%               | 86%     | 63%     | 43%                     | 93%     | 44%     | 33%                     | 88%     | 42%     | 76%                  | 88%     | 54%     | 63%        | 82%     | 61%     |  |
| Not Sure                                | 13%  | 10%               | 8%      | 27%     | 13%                     | 3%      | 44%     | 16%                     | 4%      | 52%     | 11%                  | 4%      | 41%     | 12%        | 7%      | 33%     |  |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

26

Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-3.9 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 12%  | 66%         | 10%     | 14%     | 41%                    | 23%    | 12%      | 9%      | 10%     | 53%              | 21%    | 22%      | 6%      | 42%     |  |
| Illegal                                 | 75%  | 31%         | 80%     | 28%     | 54%                    | 68%    | 77%      | 78%     | 42%     | 45%              | 66%    | 70%      | 79%     | 31%     |  |
| Not Sure                                | 13%  | 3%          | 10%     | 57%     | 5%                     | 9%     | 11%      | 14%     | 48%     | 2%               | 12%    | 8%       | 14%     | 27%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

26

Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-3.9 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 12%  | 20%             | 12%    | 22%      | 9%      | 0%      | 29%                    | 13%    | 11%      | 12%     | 2%      | 11%                    | 19%    | 9%       | 12%     | 10%     |  |
| Illegal                                 | 75%  | 72%             | 66%    | 68%      | 80%     | 53%     | 59%                    | 80%    | 78%      | 75%     | 54%     | 69%                    | 71%    | 83%      | 75%     | 53%     |  |
| Not Sure                                | 13%  | 8%              | 22%    | 10%      | 11%     | 47%     | 12%                    | 7%     | 11%      | 12%     | 44%     | 20%                    | 10%    | 8%       | 13%     | 37%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

|   |  |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|--|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 26                                      | Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-3.9 pct points |  | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Legal                                   | 12%  | 16%                 | 11%    | 8%       | 13%     | 6%      | 10%                 | 9%     | 12%      | 13%     | 8%      | 9%             | 15%  | 9%             | 15%  | 7%             | 17%  |
| Illegal                                 | 75%  | 74%                 | 76%    | 80%      | 74%     | 71%     | 77%                 | 71%    | 78%      | 75%     | 62%     | 77%            | 73%  | 77%            | 74%  | 79%            | 72%  |
| Not Sure                                | 13%  | 10%                 | 13%    | 12%      | 12%     | 24%     | 13%                 | 20%    | 11%      | 12%     | 30%     | 14%            | 12%  | 14%            | 12%  | 14%            | 12%  |
| Total                                   | 100%   | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100%   | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|   |  |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|--|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 26                                      | Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-3.9 pct points |  | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal                                   | 12%  | 8%              | 18%  | 11%          | 13%  | 6%           | 19%  | 6%               | 20%  | 9%            | 13%  | 9%             | 14%  | 9%            | 14%  | 9%              | 17%  |
| Illegal                                 | 75%  | 79%             | 71%  | 76%          | 74%  | 79%          | 71%  | 81%              | 68%  | 75%           | 75%  | 79%            | 73%  | 77%           | 74%  | 79%             | 69%  |
| Not Sure                                | 13%  | 14%             | 12%  | 13%          | 12%  | 14%          | 11%  | 13%              | 12%  | 16%           | 12%  | 13%            | 13%  | 14%           | 12%  | 12%             | 14%  |
| Total                                   | 100%   | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%   | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                 |      |               |      |        |       |        |       |       |       |      |           |      |  |
|---|--|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| 26                                      | Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection? |                 |      |               |      |        |       |        |       |       |       |      |           |      |  |
| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
| Credibility Interval: +/-3.9 pct points |  | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Legal                                   | 12%  | 9%              | 17%  | 7%            | 12%  | 18%    | 6%    | 13%    | 13%   | 11%   | 13%   | 9%   | 12%       | 12%  |  |
| Illegal                                 | 75%  | 78%             | 71%  | 74%           | 75%  | 69%    | 81%   | 87%    | 73%   | 73%   | 76%   | 84%  | 73%       | 79%  |  |
| Not Sure                                | 13%  | 13%             | 12%  | 19%           | 12%  | 13%    | 13%   | 0%     | 13%   | 16%   | 11%   | 8%   | 15%       | 9%   |  |
| Total                                   | 100%   | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                   | 100%   | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

|   |  |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |  |
|---|--|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|--|
| 26                                      | Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection? |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |  |
| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |  |
| Credibility Interval: +/-3.9 pct points |  | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |  |
| Legal                                   | 12%  | 38%     | 10%   | 9%    | 15%   | 4%     | 19%    | 4%       | 0%    | 10%       | 8%     | 8%      | 26%     | 15%     | 11%     | 9%      | 12%     | 11%     |  |
| Illegal                                 | 75%  | 53%     | 81%   | 79%   | 65%   | 96%    | 81%    | 77%      | 100%  | 74%       | 77%    | 80%     | 64%     | 70%     | 79%     | 78%     | 79%     | 71%     |  |
| Not Sure                                | 13%  | 9%      | 9%    | 12%   | 20%   | 0%     | 0%     | 19%      | 0%    | 16%       | 15%    | 11%     | 10%     | 15%     | 10%     | 13%     | 8%      | 18%     |  |
| Total                                   | 100%   | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |  |
| Composition of Adults                   | 100%   | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |  |

|   |  |        |      |         |            |        |       |  |
|---|--|--------|------|---------|------------|--------|-------|--|
| 26                                      | Is it legal or is it illegal to talk on a hand-held cell phone while stopped at an intersection? |        |      |         |            |        |       |  |
| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |  |
| Credibility Interval: +/-3.9 pct points |  | Yes    | No   | Not Sur | Urban      | Suburb | Rural |  |
| Legal                                   | 12%  | 12%    | 14%  | 0%      | 9%         | 15%    | 5%    |  |
| Illegal                                 | 75%  | 77%    | 67%  | 73%     | 77%        | 73%    | 77%   |  |
| Not Sure                                | 13%  | 11%    | 19%  | 27%     | 13%        | 11%    | 18%   |  |
| Total                                   | 100%   | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |  |
| Composition of Adults                   | 100%   | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

27

Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |  |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.1 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Legal                                   | 15%  | 21%                   | 6%   | 5%      | 23%     | 15%     | 15%  | 17%     | 23%     | 11%  | 58%     | 41%        | 22%      | 11%    | 7%      | 11%   | 18%     |  |
| Illegal                                 | 71%  | 69%                   | 75%  | 69%     | 68%     | 75%     | 74%  | 77%     | 71%     | 57%  | 42%     | 55%        | 60%      | 77%    | 67%     | 74%   | 53%     |  |
| Not Sure                                | 14%  | 10%                   | 19%  | 26%     | 9%      | 9%      | 11%  | 6%      | 6%      | 32%  | 0%      | 4%         | 18%      | 12%    | 26%     | 14%   | 29%     |  |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |  |

27

Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.1 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Legal                                   | 15%  | 58%     | 30%      | 14%    | 28%     | 9%    | 16%     | 63%                 | 34%      | 10%    | 17%     | 9%    | 76%     |  |
| Illegal                                 | 71%  | 36%     | 64%      | 71%    | 42%     | 77%   | 72%     | 37%                 | 53%      | 71%    | 68%     | 77%   | 24%     |  |
| Not Sure                                | 14%  | 6%      | 5%       | 14%    | 30%     | 14%   | 11%     | 0%                  | 13%      | 20%    | 15%     | 14%   | 0%      |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

27

Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 15%  | 26%                  | 28%      | 8%     | 22%     | 9%    | 43%     | 34%      | 29%      | 17%    | 19%     | 10%   | 42%     | 34%               | 31%     | 18%    | 7%     | 3%      |
| Illegal                                 | 71%  | 64%                  | 59%      | 77%    | 71%     | 76%   | 25%     | 53%      | 58%      | 68%    | 72%     | 76%   | 52%     | 66%               | 55%     | 63%    | 83%    | 79%     |
| Not Sure                                | 14%  | 10%                  | 13%      | 15%    | 7%      | 15%   | 32%     | 13%      | 13%      | 15%    | 9%      | 14%   | 6%      | 0%                | 14%     | 18%    | 9%     | 18%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |
|---|--|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| 27                                      | Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving? |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |
| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
| Credibility Interval: +/-4.1 pct points |  | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 15%  | 23%                | 15%     | 15%    | 6%     | 8%      | 23%             | 29%     | 23%    | 9%     | 17%     | 36%             | 28%     | 24%    | 12%    | 10%     |
| Illegal                                 | 71%  | 64%                | 71%     | 69%    | 88%    | 76%     | 77%             | 59%     | 63%    | 78%    | 48%     | 58%             | 59%     | 64%    | 74%    | 67%     |
| Not Sure                                | 14%  | 13%                | 14%     | 16%    | 6%     | 16%     | 0%              | 12%     | 15%    | 13%    | 34%     | 5%              | 13%     | 12%    | 14%    | 23%     |
| Total                                   | 100%   | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%   | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

|   |  |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|---|--|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 27                                      | Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving? |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.1 pct points |  | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Legal                                   | 15%  | 27%     | 25%     | 13%    | 14%    | 8%      | 9%             | 19%    | 15%     | 26%    | 3%      | 13%                     | 21%    | 21%     | 26%    | 19%     |
| Illegal                                 | 71%  | 52%     | 63%     | 73%    | 74%    | 68%     | 80%            | 66%    | 68%     | 67%    | 88%     | 72%                     | 68%    | 76%     | 47%    | 68%     |
| Not Sure                                | 14%  | 20%     | 12%     | 14%    | 12%    | 24%     | 11%            | 15%    | 17%     | 7%     | 9%      | 14%                     | 11%    | 3%      | 27%    | 14%     |
| Total                                   | 100%   | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%   | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|   |  |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|---|--|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 27                                      | Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving? |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.1 pct points |  | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Legal                                   | 15%  | 16%                  | 14%    | 14%     | 27%    | 35%     | 23%               | 11%    | 12%     | 18%    | 0%      | 17%              | 12%    | 26%     | 28%    | 0%      |
| Illegal                                 | 71%  | 70%                  | 74%    | 66%     | 64%    | 47%     | 62%               | 78%    | 72%     | 58%    | 85%     | 69%              | 75%    | 63%     | 54%    | 100%    |
| Not Sure                                | 14%  | 14%                  | 13%    | 20%     | 10%    | 17%     | 15%               | 11%    | 16%     | 24%    | 15%     | 14%              | 13%    | 11%     | 19%    | 0%      |
| Total                                   | 100%   | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%   | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

27

Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.1 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 15%  | 15%            | 13%    | 42%     | 49%    | 0%      | 14%            | 26%    | 64%     | 34%    | 0%      | 15%                    | 11%    | 69%     | 39%    | 0%      |  |
| Illegal                                 | 71%  | 72%            | 71%    | 46%     | 34%    | 100%    | 71%            | 68%    | 27%     | 54%    | 0%      | 72%                    | 66%    | 7%      | 47%    | 100%    |  |
| Not Sure                                | 14%  | 13%            | 16%    | 12%     | 18%    | 0%      | 14%            | 7%     | 9%      | 12%    | 0%      | 13%                    | 22%    | 23%     | 14%    | 0%      |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

|   |  |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
|---|--|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| 27                                      | Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving? |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
| Credibility Interval: +/-4.1 pct points |  | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Legal                                   | 15%  | 15%                     | 18%    | 17%     | 17%    | 0%      | 18%       | 11%    | 24%     | 26%    | 9%      | 44%           | 11%     | 16%     | 15%            | 25%     | 9%      |  |
| Illegal                                 | 71%  | 72%                     | 71%    | 70%     | 67%    | 45%     | 71%       | 75%    | 58%     | 58%    | 66%     | 52%           | 82%     | 50%     | 73%            | 70%     | 54%     |  |
| Not Sure                                | 14%  | 13%                     | 12%    | 13%     | 16%    | 55%     | 11%       | 13%    | 18%     | 17%    | 25%     | 4%            | 8%      | 35%     | 12%            | 5%      | 37%     |  |
| Total                                   | 100%   | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults                   | 100%   | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

27

Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.1 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 15%  | 45%                 | 12%     | 15%     | 54%                    | 10%     | 12%     | -                    | -       | -       | 23%      | 9%      | 4%      | 53%        | 8%      | 13%     |  |
| Illegal                                 | 71%  | 48%                 | 77%     | 24%     | 37%                    | 83%     | 33%     | -                    | -       | -       | 66%      | 87%     | 74%     | 35%        | 85%     | 56%     |  |
| Not Sure                                | 14%  | 6%                  | 12%     | 61%     | 9%                     | 7%      | 55%     | -                    | -       | -       | 11%      | 4%      | 23%     | 12%        | 6%      | 31%     |  |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    |                      |         |         | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     |                      |         |         | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
|---|--|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| 27                                      | Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
| Credibility Interval: +/-4.1 pct points |  | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 15%  | 30%               | 12%     | 10%     | 33%                     | 11%     | 16%     | 44%                     | 12%     | 10%     | 17%                  | 10%     | 7%      | 28%        | 15%     | 10%     |  |
| Illegal                                 | 71%  | 61%               | 81%     | 58%     | 53%                     | 82%     | 49%     | 39%                     | 80%     | 50%     | 71%                  | 83%     | 54%     | 57%        | 77%     | 59%     |  |
| Not Sure                                | 14%  | 9%                | 7%      | 32%     | 14%                     | 7%      | 35%     | 17%                     | 8%      | 40%     | 12%                  | 7%      | 39%     | 15%        | 8%      | 31%     |  |
| Total                                   | 100%   | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100%   | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

27

Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.1 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 15%  | 27%         | 15%     | 15%     | 35%                    | 35%    | 22%      | 9%      | 15%     | 12%              | 24%    | 34%      | 9%      | 10%     |  |
| Illegal                                 | 71%  | 67%         | 73%     | 33%     | 57%                    | 53%    | 66%      | 77%     | 42%     | 83%              | 63%    | 57%      | 75%     | 59%     |  |
| Not Sure                                | 14%  | 6%          | 11%     | 52%     | 8%                     | 12%    | 12%      | 14%     | 43%     | 5%               | 13%    | 9%       | 15%     | 31%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

|   |  |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
|---|--|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| 27                                      | Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving? |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
| Credibility Interval: +/-4.1 pct points |  | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 15%  | 16%             | 19%    | 30%      | 10%     | 17%     | 25%                    | 34%    | 15%      | 14%     | 14%     | 25%                    | 28%    | 15%      | 14%     | 14%     |  |
| Illegal                                 | 71%  | 74%             | 60%    | 60%      | 77%     | 33%     | 68%                    | 58%    | 76%      | 72%     | 40%     | 60%                    | 56%    | 77%      | 72%     | 48%     |  |
| Not Sure                                | 14%  | 9%              | 21%    | 10%      | 13%     | 50%     | 7%                     | 8%     | 9%       | 14%     | 46%     | 15%                    | 16%    | 7%       | 14%     | 38%     |  |
| Total                                   | 100%   | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100%   | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |  |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|--|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 27                                      | Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.1 pct points |  | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Legal                                   | 15%  | 25%                 | 24%    | 13%      | 15%     | 18%     | 20%                 | 24%    | 16%      | 15%     | 17%     | 14%            | 17%  | 14%            | 17%  | 13%            | 19%  |
| Illegal                                 | 71%  | 68%                 | 57%    | 77%      | 71%     | 59%     | 69%                 | 63%    | 73%      | 72%     | 48%     | 70%            | 72%  | 69%            | 72%  | 72%            | 69%  |
| Not Sure                                | 14%  | 7%                  | 19%    | 10%      | 14%     | 23%     | 11%                 | 13%    | 11%      | 14%     | 35%     | 16%            | 11%  | 17%            | 11%  | 15%            | 12%  |
| Total                                   | 100%   | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100%   | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|   |  |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|--|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 27                                      | Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.1 pct points |  | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal                                   | 15%  | 13%             | 19%  | 15%          | 16%  | 11%          | 21%  | 12%              | 20%  | 9%            | 18%  | 14%            | 17%  | 14%           | 16%  | 12%             | 20%  |
| Illegal                                 | 71%  | 72%             | 70%  | 71%          | 71%  | 76%          | 65%  | 74%              | 67%  | 71%           | 71%  | 72%            | 70%  | 69%           | 72%  | 73%             | 67%  |
| Not Sure                                | 14%  | 16%             | 11%  | 14%          | 13%  | 13%          | 14%  | 14%              | 14%  | 20%           | 12%  | 15%            | 13%  | 16%           | 12%  | 14%             | 13%  |
| Total                                   | 100%   | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%   | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

27

Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.1 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Legal                                   | 15%  | 14%             | 18%  | 6%            | 16%  | 20%    | 11%   | 10%    | 16%   | 19%   | 15%   | 8%   | 17%       | 12%  |
| Illegal                                 | 71%  | 72%             | 69%  | 82%           | 70%  | 67%    | 74%   | 77%    | 69%   | 63%   | 77%   | 80%  | 67%       | 78%  |
| Not Sure                                | 14%  | 15%             | 12%  | 12%           | 14%  | 12%    | 15%   | 13%    | 15%   | 18%   | 9%    | 12%  | 16%       | 10%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

27

Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal                                   | 15%  | 41%     | 20%   | 12%   | 15%   | 4%     | 39%    | 8%       | 27%   | 18%       | 9%     | 12%     | 28%     | 17%     | 14%     | 14%     | 23%     | 11%     |
| Illegal                                 | 71%  | 49%     | 72%   | 75%   | 62%   | 93%    | 53%    | 78%      | 73%   | 65%       | 74%    | 76%     | 60%     | 71%     | 71%     | 70%     | 66%     | 77%     |
| Not Sure                                | 14%  | 11%     | 9%    | 13%   | 23%   | 4%     | 9%     | 14%      | 0%    | 17%       | 17%    | 12%     | 11%     | 12%     | 15%     | 17%     | 11%     | 12%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

27

Is it legal or is it illegal to hold a cell phone to talk on speaker mode while you are driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |  |
|---|------|--------|------|---------|------------|--------|-------|--|
| Credibility Interval: +/-4.1 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |  |
| Legal                                   | 15%  | 14%    | 22%  | 0%      | 20%        | 12%    | 9%    |  |
| Illegal                                 | 71%  | 72%    | 63%  | 73%     | 66%        | 76%    | 71%   |  |
| Not Sure                                | 14%  | 13%    | 14%  | 27%     | 14%        | 12%    | 21%   |  |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |  |

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 57%  | 62%                   | 49%  | 28%     | 62%     | 76%     | 61%  | 79%     | 38%     | 54%  | 79%     | 72%        | 56%      | 54%    | 61%     | 54%   | 59%     |
| Illegal                                 | 13%  | 11%                   | 15%  | 9%      | 12%     | 5%      | 15%  | 0%      | 0%      | 4%   | 21%     | 13%        | 7%       | 11%    | 8%      | 15%   | 11%     |
| Not Sure                                | 30%  | 26%                   | 36%  | 62%     | 26%     | 19%     | 23%  | 21%     | 62%     | 42%  | 0%      | 15%        | 37%      | 35%    | 30%     | 31%   | 30%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

28 Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 57%  | 69%     | 74%      | 55%    | 72%     | 54%   | 28%     | 75%                 | 70%      | 58%    | 62%     | 53%   | 19%     |
| Illegal                                 | 13%  | 18%     | 5%       | 8%     | 8%      | 14%   | 20%     | 12%                 | 11%      | 11%    | 5%      | 14%   | 37%     |
| Not Sure                                | 30%  | 13%     | 21%      | 37%    | 20%     | 32%   | 52%     | 14%                 | 19%      | 31%    | 33%     | 33%   | 43%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

28 Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 57%  | 60%                  | 67%      | 53%    | 62%     | 52%   | 50%     | 62%      | 69%      | 58%    | 72%     | 53%   | 65%     | 67%               | 64%     | 60%    | 53%    | 37%     |
| Illegal                                 | 13%  | 20%                  | 7%       | 11%    | 6%      | 15%   | 0%      | 16%      | 11%      | 11%    | 2%      | 14%   | 0%      | 20%               | 8%      | 10%    | 16%    | 20%     |
| Not Sure                                | 30%  | 20%                  | 26%      | 36%    | 32%     | 33%   | 50%     | 22%      | 20%      | 32%    | 26%     | 33%   | 35%     | 13%               | 28%     | 30%    | 31%    | 43%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

28 Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 57%  | 62%                | 59%     | 47%    | 53%    | 38%     | 48%             | 60%     | 61%    | 54%    | 54%     | 81%             | 52%     | 59%    | 56%    | 69%     |
| Illegal                                 | 13%  | 16%                | 9%      | 17%    | 18%    | 13%     | 42%             | 10%     | 10%    | 14%    | 15%     | 19%             | 35%     | 8%     | 14%    | 15%     |
| Not Sure                                | 30%  | 22%                | 32%     | 35%    | 29%    | 48%     | 9%              | 30%     | 29%    | 32%    | 31%     | 0%              | 13%     | 33%    | 31%    | 17%     |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 57%  | 67%     | 63%     | 53%    | 57%    | 54%     | 47%            | 60%    | 58%     | 73%    | 72%     | 57%                     | 58%    | 56%     | 70%    | 57%     |  |
| Illegal                                 | 13%  | 23%     | 14%     | 11%    | 13%    | 3%      | 21%            | 9%     | 10%     | 14%    | 3%      | 14%                     | 9%     | 21%     | 22%    | 0%      |  |
| Not Sure                                | 30%  | 10%     | 23%     | 36%    | 29%    | 42%     | 32%            | 30%    | 32%     | 13%    | 26%     | 29%                     | 34%    | 24%     | 8%     | 43%     |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 57%  | 57%                  | 55%    | 71%     | 51%    | 62%     | 58%               | 54%    | 59%     | 71%    | 49%     | 58%              | 55%    | 66%     | 71%    | 0%      |  |
| Illegal                                 | 13%  | 13%                  | 11%    | 7%      | 39%    | 9%      | 12%               | 15%    | 10%     | 10%    | 0%      | 12%              | 14%    | 9%      | 19%    | 0%      |  |
| Not Sure                                | 30%  | 30%                  | 33%    | 22%     | 10%    | 29%     | 29%               | 31%    | 31%     | 19%    | 51%     | 30%              | 32%    | 25%     | 10%    | 100%    |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 57%  | 56%            | 60%    | 76%     | 49%    | 100%    | 57%            | 57%    | 82%     | 65%    | 0%      | 57%                    | 54%    | 84%     | 74%    | 65%     |  |
| Illegal                                 | 13%  | 13%            | 12%    | 12%     | 34%    | 0%      | 12%            | 19%    | 9%      | 23%    | 0%      | 13%                    | 14%    | 0%      | 12%    | 0%      |  |
| Not Sure                                | 30%  | 31%            | 28%    | 12%     | 18%    | 0%      | 31%            | 25%    | 9%      | 12%    | 0%      | 30%                    | 32%    | 16%     | 14%    | 35%     |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Legal                                   | 57%  | 55%                     | 63%    | 53%     | 60%    | 60%     | 55%       | 56%    | 66%     | 66%    | 57%     | 75%           | 52%     | 62%     | 59%            | 50%     | 47%     |
| Illegal                                 | 13%  | 14%                     | 11%    | 9%      | 10%    | 0%      | 17%       | 10%    | 11%     | 16%    | 5%      | 8%            | 17%     | 4%      | 11%            | 24%     | 11%     |
| Not Sure                                | 30%  | 31%                     | 26%    | 38%     | 30%    | 40%     | 27%       | 34%    | 23%     | 19%    | 38%     | 17%           | 31%     | 34%     | 30%            | 26%     | 42%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              |  | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|--|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |  |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                   |  | 57%  | 77%                 | 55%     | 42%     | 81%                    | 56%     | 41%     | 86%                  | 53%     | 46%     | -        | -       | -       | 80%        | 55%     | 49%     |
| Illegal                                 |  | 13%  | 11%                 | 13%     | 4%      | 9%                     | 15%     | 4%      | 7%                   | 16%     | 4%      | -        | -       | -       | 14%        | 17%     | 3%      |
| Not Sure                                |  | 30%  | 11%                 | 31%     | 54%     | 10%                    | 29%     | 55%     | 7%                   | 32%     | 50%     | -        | -       | -       | 6%         | 28%     | 48%     |
| Total                                   |  | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    |          |         |         | 100%       | 100%    | 100%    |
| Composition of Adults                   |  | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     |          |         |         | 14%        | 60%     | 27%     |

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 57%  | 73%               | 53%     | 51%     | 78%                     | 56%     | 44%     | 79%                     | 57%     | 39%     | 62%                  | 49%     | 27%     | 78%        | 56%     | 46%     |  |
| Illegal                                 | 13%  | 9%                | 18%     | 4%      | 10%                     | 16%     | 3%      | 11%                     | 15%     | 4%      | 11%                  | 31%     | 6%      | 6%         | 16%     | 6%      |  |
| Not Sure                                | 30%  | 19%               | 29%     | 44%     | 12%                     | 28%     | 53%     | 10%                     | 28%     | 57%     | 28%                  | 20%     | 67%     | 15%        | 28%     | 48%     |  |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
|---|---|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| 28                                      | Is it legal or is it illegal to call 911 while driving? |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
| 900 Adults                              | All   | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
| Credibility Interval: +/-4.5 pct points |   | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 57%   | 83%         | 57%     | 39%     | 60%                    | 67%    | 55%      | 55%     | 63%     | 82%              | 56%    | 67%      | 53%     | 29%     |  |
| Illegal                                 | 13%   | 5%          | 13%     | 5%      | 25%                    | 10%    | 7%       | 14%     | 7%      | 8%               | 15%    | 7%       | 14%     | 16%     |  |
| Not Sure                                | 30%   | 12%         | 29%     | 56%     | 15%                    | 23%    | 37%      | 30%     | 30%     | 10%              | 29%    | 26%      | 32%     | 54%     |  |
| Total                                   | 100%  | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100%  | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 57%  | 74%             | 52%    | 62%      | 56%     | 27%     | 41%                    | 54%    | 58%      | 58%     | 49%     | 46%                    | 56%    | 57%      | 58%     | 50%     |  |
| Illegal                                 | 13%  | 13%             | 10%    | 11%      | 14%     | 8%      | 29%                    | 9%     | 10%      | 13%     | 5%      | 36%                    | 8%     | 10%      | 13%     | 2%      |  |
| Not Sure                                | 30%  | 13%             | 38%    | 27%      | 31%     | 64%     | 29%                    | 37%    | 32%      | 29%     | 46%     | 17%                    | 36%    | 34%      | 29%     | 47%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |  |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |  |
| Legal                                   | 57%  | 39%                 | 64%    | 57%      | 58%     | 51%     | 44%                 | 57%    | 59%      | 58%     | 53%     | 57%            | 57%  | 59%            | 56%  | 58%            | 56%  |  |
| Illegal                                 | 13%  | 22%                 | 8%     | 8%       | 13%     | 16%     | 22%                 | 12%    | 8%       | 13%     | 5%      | 12%            | 13%  | 13%            | 13%  | 12%            | 13%  |  |
| Not Sure                                | 30%  | 39%                 | 27%    | 35%      | 29%     | 33%     | 35%                 | 32%    | 33%      | 29%     | 42%     | 31%            | 30%  | 29%            | 32%  | 30%            | 30%  |  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |  |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

28

Is it legal or is it illegal to call 911 while driving?

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal                                   | 57%  | 59%             | 54%  | 54%          | 61%  | 54%          | 60%  | 56%              | 59%  | 51%           | 59%  | 56%            | 58%  | 52%           | 60%  | 54%             | 61%  |
| Illegal                                 | 13%  | 11%             | 14%  | 14%          | 11%  | 13%          | 12%  | 13%              | 13%  | 15%           | 12%  | 13%            | 12%  | 13%           | 12%  | 13%             | 12%  |
| Not Sure                                | 30%  | 29%             | 32%  | 32%          | 29%  | 33%          | 28%  | 32%              | 29%  | 34%           | 29%  | 31%            | 30%  | 35%           | 27%  | 33%             | 27%  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Legal                                   | 57%  | 55%             | 60%  | 46%           | 57%  | 59%    | 55%   | 43%    | 57%   | 58%   | 62%   | 47%  | 58%       | 56%  |  |
| Illegal                                 | 13%  | 12%             | 14%  | 9%            | 13%  | 15%    | 10%   | 22%    | 10%   | 11%   | 17%   | 16%  | 10%       | 16%  |  |
| Not Sure                                | 30%  | 33%             | 27%  | 45%           | 30%  | 26%    | 35%   | 35%    | 33%   | 31%   | 22%   | 38%  | 32%       | 28%  |  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

28

Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal                                   | 57%  | 72%     | 68%   | 55%   | 51%   | 16%    | 100%   | 56%      | 75%   | 50%       | 57%    | 51%     | 73%     | 51%     | 57%     | 67%     | 56%     | 58%     |
| Illegal                                 | 13%  | 8%      | 16%   | 14%   | 9%    | 0%     | 0%     | 27%      | 0%    | 17%       | 13%    | 14%     | 6%      | 16%     | 13%     | 9%      | 9%      | 13%     |
| Not Sure                                | 30%  | 19%     | 17%   | 31%   | 40%   | 84%    | 0%     | 17%      | 25%   | 33%       | 30%    | 35%     | 21%     | 32%     | 31%     | 24%     | 35%     | 29%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

28 Is it legal or is it illegal to call 911 while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Legal                                   | 57%  | 57%    | 55%  | 54%     | 57%        | 57%    | 56%   |
| Illegal                                 | 13%  | 12%    | 14%  | 0%      | 13%        | 12%    | 18%   |
| Not Sure                                | 30%  | 30%    | 31%  | 46%     | 31%        | 31%    | 26%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 14%  | 16%                   | 10%  | 5%      | 16%     | 17%     | 14%  | 20%     | 0%      | 7%   | 79%     | 36%        | 18%      | 9%     | 2%      | 11%   | 7%      |
| Illegal                                 | 60%  | 60%                   | 59%  | 63%     | 60%     | 40%     | 62%  | 77%     | 54%     | 49%  | 21%     | 54%        | 57%      | 69%    | 72%     | 56%   | 53%     |
| Not Sure                                | 27%  | 25%                   | 30%  | 32%     | 24%     | 44%     | 24%  | 3%      | 46%     | 44%  | 0%      | 10%        | 24%      | 22%    | 26%     | 33%   | 40%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 14%  | 49%     | 24%      | 9%     | 5%      | 11%   | 16%     | 58%                 | 22%      | 12%    | 8%      | 9%    | 18%     |
| Illegal                                 | 60%  | 44%     | 57%      | 64%    | 45%     | 61%   | 72%     | 38%                 | 58%      | 61%    | 67%     | 61%   | 71%     |
| Not Sure                                | 27%  | 7%      | 19%      | 26%    | 51%     | 28%   | 11%     | 4%                  | 19%      | 27%    | 25%     | 31%   | 11%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|  |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|--|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection? |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults   | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-4.5 pct points  |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal  | 14%  | 15%                  | 20%      | 11%    | 7%      | 11%   | 50%     | 24%      | 28%      | 13%    | 0%      | 11%   | 30%     | 45%               | 25%     | 13%    | 10%    | 0%      |
| Illegal  | 60%  | 69%                  | 52%      | 63%    | 66%     | 59%   | 25%     | 61%      | 47%      | 65%    | 69%     | 60%   | 51%     | 52%               | 52%     | 57%    | 65%    | 61%     |
| Not Sure   | 27%  | 16%                  | 28%      | 27%    | 27%     | 29%   | 25%     | 16%      | 25%      | 23%    | 31%     | 30%   | 19%     | 3%                | 23%     | 30%    | 26%    | 39%     |
| Total  | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults  | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

29

Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Legal                                   | 14%  | 17%                | 13%     | 10%    | 16%    | 3%      | 18%             | 18%     | 16%    | 11%    | 5%      | 36%             | 9%      | 18%    | 11%    | 18%     |  |
| Illegal                                 | 60%  | 58%                | 60%     | 59%    | 63%    | 55%     | 82%             | 55%     | 57%    | 61%    | 60%     | 64%             | 72%     | 58%    | 60%    | 59%     |  |
| Not Sure                                | 27%  | 25%                | 27%     | 31%    | 21%    | 42%     | 0%              | 27%     | 27%    | 27%    | 35%     | 0%              | 18%     | 24%    | 29%    | 23%     |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

29

Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 14%  | 25%     | 13%     | 11%    | 15%    | 4%      | 15%            | 14%    | 10%     | 21%    | 0%      | 13%                     | 15%    | 14%     | 13%    | 19%     |  |
| Illegal                                 | 60%  | 67%     | 58%     | 62%    | 59%    | 48%     | 58%            | 60%    | 62%     | 65%    | 70%     | 58%                     | 62%    | 80%     | 78%    | 68%     |  |
| Not Sure                                | 27%  | 8%      | 29%     | 27%    | 25%    | 48%     | 28%            | 26%    | 28%     | 14%    | 30%     | 29%                     | 23%    | 7%      | 8%     | 14%     |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

29

Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 14%  | 14%                  | 13%    | 5%      | 27%    | 16%     | 17%               | 11%    | 12%     | 22%    | 0%      | 14%              | 10%    | 31%     | 38%    | 0%      |  |
| Illegal                                 | 60%  | 60%                  | 59%    | 58%     | 64%    | 47%     | 56%               | 61%    | 63%     | 48%    | 80%     | 61%              | 58%    | 58%     | 44%    | 100%    |  |
| Not Sure                                | 27%  | 26%                  | 28%    | 37%     | 10%    | 37%     | 26%               | 28%    | 25%     | 30%    | 20%     | 25%              | 32%    | 11%     | 19%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

29

Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 14%  | 14%            | 10%    | 32%     | 49%    | 0%      | 13%            | 18%    | 71%     | 34%    | 0%      | 13%                    | 16%    | 60%     | 39%    | 0%      |  |
| Illegal                                 | 60%  | 58%            | 67%    | 49%     | 34%    | 100%    | 60%            | 58%    | 21%     | 54%    | 0%      | 61%                    | 54%    | 17%     | 47%    | 65%     |  |
| Not Sure                                | 27%  | 28%            | 23%    | 19%     | 18%    | 0%      | 27%            | 24%    | 9%      | 12%    | 0%      | 27%                    | 30%    | 23%     | 14%    | 35%     |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

29

Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Legal                                   | 14%  | 14%                     | 13%    | 10%     | 12%    | 12%     | 17%       | 10%    | 15%     | 33%    | 5%      | 39%           | 10%     | 11%     | 13%            | 23%     | 5%      |  |
| Illegal                                 | 60%  | 61%                     | 58%    | 62%     | 37%    | 43%     | 60%       | 62%    | 56%     | 57%    | 49%     | 42%           | 66%     | 49%     | 60%            | 60%     | 57%     |  |
| Not Sure                                | 27%  | 24%                     | 29%    | 28%     | 51%    | 45%     | 23%       | 28%    | 29%     | 10%    | 46%     | 18%           | 23%     | 40%     | 27%            | 17%     | 38%     |  |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                   | 14%  | 39%                 | 11%     | 7%      | 61%                    | 7%      | 7%      | 46%                  | 7%      | 11%     | 19%      | 15%     | 3%      | -          | -       | -       |
| Illegal                                 | 60%  | 49%                 | 64%     | 14%     | 28%                    | 72%     | 17%     | 32%                  | 72%     | 28%     | 58%      | 79%     | 55%     | -          | -       | -       |
| Not Sure                                | 27%  | 12%                 | 25%     | 78%     | 11%                    | 21%     | 76%     | 22%                  | 21%     | 61%     | 23%      | 6%      | 43%     | -          | -       | -       |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    |            |         |         |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     |            |         |         |

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                   | 14%  | 26%               | 11%     | 9%      | 47%                     | 6%      | 13%     | 66%                     | 7%      | 5%      | 15%                  | 12%     | 6%      | 32%        | 12%     | 6%      |
| Illegal                                 | 60%  | 57%               | 72%     | 35%     | 37%                     | 77%     | 20%     | 16%                     | 74%     | 19%     | 61%                  | 68%     | 38%     | 51%        | 68%     | 36%     |
| Not Sure                                | 27%  | 18%               | 18%     | 56%     | 16%                     | 17%     | 67%     | 18%                     | 18%     | 76%     | 24%                  | 20%     | 56%     | 16%        | 20%     | 58%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Legal                                   | 14%  | 30%         | 13%     | 13%     | 23%                    | 28%    | 15%      | 10%     | 9%      | 14%              | 14%    | 23%      | 11%     | 0%      |
| Illegal                                 | 60%  | 49%         | 62%     | 21%     | 70%                    | 54%    | 59%      | 61%     | 35%     | 84%              | 61%    | 58%      | 59%     | 59%     |
| Not Sure                                | 27%  | 21%         | 25%     | 66%     | 7%                     | 18%    | 25%      | 29%     | 56%     | 2%               | 25%    | 19%      | 30%     | 41%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
|   |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Legal   | 14%  | 17%             | 15%    | 23%      | 10%     | 0%      | 10%                    | 27%    | 11%      | 13%     | 12%     | 12%                    | 20%    | 10%      | 13%     | 24%     |
| Illegal   | 60%  | 60%             | 55%    | 57%      | 62%     | 51%     | 84%                    | 50%    | 64%      | 60%     | 32%     | 74%                    | 49%    | 69%      | 59%     | 27%     |
| Not Sure  | 27%  | 22%             | 31%    | 20%      | 28%     | 49%     | 6%                     | 23%    | 25%      | 27%     | 56%     | 15%                    | 32%    | 21%      | 27%     | 49%     |
| Total   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Legal   | 14%  | 7%                  | 32%    | 9%       | 14%     | 12%     | 16%                 | 22%    | 9%       | 14%     | 8%      | 11%            | 16%  | 12%            | 15%  | 12%            | 16%  |
| Illegal   | 60%  | 67%                 | 53%    | 67%      | 59%     | 47%     | 56%                 | 60%    | 68%      | 59%     | 34%     | 59%            | 60%  | 60%            | 59%  | 60%            | 59%  |
| Not Sure  | 27%  | 26%                 | 15%    | 25%      | 27%     | 41%     | 27%                 | 19%    | 23%      | 27%     | 57%     | 29%            | 24%  | 28%            | 26%  | 28%            | 25%  |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults<br>Credibility Interval: +/-4.5 pct points | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal   | 14%  | 10%             | 18%  | 14%          | 13%  | 11%          | 17%  | 11%              | 17%  | 12%           | 14%  | 11%            | 15%  | 12%           | 14%  | 11%             | 18%  |
| Illegal   | 60%  | 60%             | 59%  | 62%          | 57%  | 64%          | 55%  | 62%              | 56%  | 60%           | 60%  | 58%            | 61%  | 61%           | 59%  | 62%             | 56%  |
| Not Sure  | 27%  | 30%             | 22%  | 24%          | 30%  | 25%          | 29%  | 27%              | 26%  | 28%           | 26%  | 31%            | 24%  | 27%           | 27%  | 27%             | 27%  |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Legal                                   | 14%  | 12%             | 17%  | 8%            | 14%  | 20%    | 7%    | 0%     | 10%   | 13%   | 19%   | 15%  | 11%       | 17%  |
| Illegal                                 | 60%  | 61%             | 58%  | 62%           | 60%  | 51%    | 68%   | 53%    | 66%   | 58%   | 58%   | 51%  | 62%       | 55%  |
| Not Sure                                | 27%  | 27%             | 26%  | 31%           | 27%  | 29%    | 24%   | 47%    | 24%   | 29%   | 24%   | 34%  | 26%       | 28%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal                                   | 14%  | 31%     | 12%   | 12%   | 14%   | 0%     | 39%    | 1%       | 0%    | 11%       | 12%    | 13%     | 19%     | 16%     | 13%     | 13%     | 15%     | 10%     |
| Illegal                                 | 60%  | 43%     | 62%   | 62%   | 59%   | 58%    | 53%    | 60%      | 77%   | 58%       | 65%    | 60%     | 54%     | 54%     | 64%     | 57%     | 60%     | 66%     |
| Not Sure                                | 27%  | 26%     | 27%   | 26%   | 26%   | 42%    | 9%     | 39%      | 23%   | 32%       | 24%    | 27%     | 28%     | 30%     | 24%     | 30%     | 25%     | 24%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

29 Is it legal or is it illegal to use the camera on your cell phone while stopped at an intersection?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Legal                                   | 14%  | 13%    | 14%  | 0%      | 14%        | 14%    | 6%    |
| Illegal                                 | 60%  | 61%    | 53%  | 27%     | 57%        | 61%    | 69%   |
| Not Sure                                | 27%  | 26%    | 33%  | 73%     | 29%        | 25%    | 25%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

30

Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 23%  | 27%                   | 15%  | 22%     | 29%     | 52%     | 25%  | 22%     | 0%      | 9%   | 20%     | 50%        | 32%      | 19%    | 34%     | 16%   | 20%     |
| Illegal                                 | 54%  | 52%                   | 56%  | 66%     | 52%     | 9%      | 52%  | 46%     | 77%     | 61%  | 80%     | 40%        | 45%      | 60%    | 38%     | 57%   | 35%     |
| Not Sure                                | 24%  | 21%                   | 29%  | 11%     | 20%     | 39%     | 23%  | 33%     | 23%     | 30%  | 0%      | 10%        | 23%      | 21%    | 28%     | 27%   | 45%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

30

Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Legal                                   | 23%  | 51%     | 38%      | 26%    | 25%     | 17%   | 11%     | 58%                 | 31%      | 17%    | 22%     | 20%   | 26%     |  |
| Illegal                                 | 54%  | 44%     | 44%      | 47%    | 58%     | 57%   | 20%     | 40%                 | 43%      | 53%    | 55%     | 56%   | 40%     |  |
| Not Sure                                | 24%  | 5%      | 19%      | 27%    | 17%     | 26%   | 69%     | 2%                  | 26%      | 30%    | 22%     | 24%   | 34%     |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

|   |   |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|---|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 30                                      | Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving? |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults                              | All   | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-4.6 pct points |   | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 23%   | 23%                  | 33%      | 20%    | 30%     | 18%   | 0%      | 32%      | 50%      | 27%    | 22%     | 16%   | 6%      | 50%               | 31%     | 22%    | 20%    | 15%     |
| Illegal                                 | 54%   | 53%                  | 48%      | 54%    | 42%     | 58%   | 32%     | 52%      | 34%      | 50%    | 52%     | 59%   | 42%     | 50%               | 48%     | 54%    | 56%    | 37%     |
| Not Sure                                | 24%   | 24%                  | 19%      | 27%    | 27%     | 24%   | 68%     | 16%      | 16%      | 24%    | 26%     | 26%   | 52%     | 0%                | 21%     | 24%    | 25%    | 49%     |
| Total                                   | 100%  | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%  | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

30

Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Legal                                   | 23%  | 26%                | 22%     | 24%    | 18%    | 25%     | 65%             | 32%     | 26%    | 18%    | 33%     | 48%             | 44%     | 29%    | 19%    | 61%     |  |
| Illegal                                 | 54%  | 55%                | 51%     | 53%    | 71%    | 38%     | 35%             | 44%     | 50%    | 58%    | 27%     | 52%             | 36%     | 46%    | 57%    | 7%      |  |
| Not Sure                                | 24%  | 19%                | 28%     | 23%    | 12%    | 36%     | 0%              | 24%     | 23%    | 24%    | 40%     | 0%              | 21%     | 24%    | 24%    | 31%     |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

30

Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 23%  | 43%     | 30%     | 22%    | 20%    | 13%     | 22%            | 19%    | 26%     | 63%    | 24%     | 20%                     | 28%    | 41%     | 40%    | 27%     |  |
| Illegal                                 | 54%  | 41%     | 46%     | 55%    | 58%    | 37%     | 56%            | 57%    | 46%     | 26%    | 39%     | 54%                     | 53%    | 32%     | 52%    | 51%     |  |
| Not Sure                                | 24%  | 16%     | 25%     | 23%    | 22%    | 50%     | 22%            | 24%    | 28%     | 11%    | 37%     | 26%                     | 18%    | 27%     | 8%     | 22%     |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

30

Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              |  | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|--|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |  |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   |  | 23%  | 24%                  | 19%    | 24%     | 45%    | 27%     | 26%               | 21%    | 18%     | 50%    | 0%      | 23%              | 20%    | 41%     | 25%    | 100%    |  |
| Illegal                                 |  | 54%  | 54%                  | 55%    | 47%     | 45%    | 26%     | 53%               | 53%    | 58%     | 34%    | 58%     | 55%              | 52%    | 48%     | 56%    | 0%      |  |
| Not Sure                                |  | 24%  | 23%                  | 26%    | 29%     | 10%    | 46%     | 21%               | 26%    | 24%     | 16%    | 42%     | 22%              | 28%    | 11%     | 19%    | 0%      |  |
| Total                                   |  | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   |  | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |   |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
|---|---|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| 30                                      | Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving? |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
| 900 Adults                              | All   | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
| Credibility Interval: +/-4.6 pct points |   | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 23%   | 21%            | 26%    | 47%     | 0%     | 100%    | 22%            | 24%    | 36%     | 31%    | 0%      | 22%                    | 25%    | 33%     | 35%    | 0%      |  |
| Illegal                                 | 54%   | 54%            | 52%    | 39%     | 82%    | 0%      | 54%            | 52%    | 64%     | 57%    | 0%      | 54%                    | 45%    | 59%     | 51%    | 100%    |  |
| Not Sure                                | 24%   | 25%            | 22%    | 13%     | 18%    | 0%      | 24%            | 24%    | 0%      | 12%    | 0%      | 23%                    | 31%    | 8%      | 14%    | 0%      |  |
| Total                                   | 100%  | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100%  | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

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Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Legal                                   | 23%  | 24%                     | 19%    | 24%     | 33%    | 25%     | 22%       | 22%    | 27%     | 48%    | 14%     | 63%           | 18%     | 17%     | 23%            | 28%     | 15%     |  |
| Illegal                                 | 54%  | 54%                     | 55%    | 50%     | 38%    | 44%     | 58%       | 54%    | 48%     | 33%    | 34%     | 29%           | 63%     | 38%     | 54%            | 59%     | 46%     |  |
| Not Sure                                | 24%  | 22%                     | 26%    | 26%     | 30%    | 32%     | 20%       | 24%    | 25%     | 19%    | 52%     | 8%            | 19%     | 46%     | 24%            | 13%     | 39%     |  |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

|   |   |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
|---|---|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| 30                                      | Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving? |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
| 900 Adults                              | All   | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
| Credibility Interval: +/-4.6 pct points |   | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 23%   | 53%                 | 19%     | 20%     | 53%                    | 19%     | 18%     | 43%                  | 19%     | 15%     | 29%      | 16%     | 14%     | 43%        | 21%     | 15%     |  |
| Illegal                                 | 54%   | 29%                 | 59%     | 22%     | 28%                    | 61%     | 32%     | 41%                  | 61%     | 29%     | 50%      | 76%     | 51%     | 42%        | 64%     | 35%     |  |
| Not Sure                                | 24%   | 18%                 | 23%     | 57%     | 19%                    | 20%     | 51%     | 15%                  | 19%     | 56%     | 21%      | 8%      | 35%     | 15%        | 14%     | 50%     |  |
| Total                                   | 100%  | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100%  | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

30

Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 23%  | -                 | -       | -       | 50%                     | 16%     | 22%     | 43%                     | 22%     | 11%     | 25%                  | 17%     | 10%     | 49%        | 20%     | 15%     |  |
| Illegal                                 | 54%  | -                 | -       | -       | 28%                     | 66%     | 33%     | 32%                     | 60%     | 36%     | 52%                  | 74%     | 45%     | 34%        | 64%     | 29%     |  |
| Not Sure                                | 24%  | -                 | -       | -       | 22%                     | 18%     | 45%     | 25%                     | 18%     | 52%     | 24%                  | 9%      | 45%     | 17%        | 16%     | 56%     |  |
| Total                                   | 100% |                   |         |         | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% |                   |         |         | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

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Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 23%  | 70%         | 21%     | 21%     | 57%                    | 40%    | 25%      | 18%     | 9%      | 55%              | 39%    | 34%      | 16%     | 39%     |  |
| Illegal                                 | 54%  | 19%         | 57%     | 21%     | 34%                    | 38%    | 52%      | 58%     | 40%     | 42%              | 42%    | 45%      | 58%     | 24%     |  |
| Not Sure                                | 24%  | 12%         | 22%     | 58%     | 10%                    | 21%    | 22%      | 25%     | 51%     | 3%               | 18%    | 21%      | 26%     | 37%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

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Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 23%  | 30%             | 33%    | 35%      | 17%     | 0%      | 50%                    | 26%    | 25%      | 22%     | 2%      | 34%                    | 25%    | 25%      | 22%     | 8%      |  |
| Illegal                                 | 54%  | 56%             | 38%    | 42%      | 60%     | 46%     | 46%                    | 63%    | 55%      | 53%     | 39%     | 53%                    | 57%    | 55%      | 54%     | 31%     |  |
| Not Sure                                | 24%  | 15%             | 29%    | 24%      | 23%     | 54%     | 4%                     | 11%    | 20%      | 25%     | 59%     | 13%                    | 18%    | 20%      | 24%     | 61%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |   |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|---|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 30                                      | Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All   | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.6 pct points |   | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Legal                                   | 23%   | 43%                 | 21%    | 21%      | 22%     | 15%     | 36%                 | 22%    | 24%      | 22%     | 5%      | 19%            | 27%  | 19%            | 26%  | 19%            | 26%  |
| Illegal                                 | 54%   | 48%                 | 66%    | 53%      | 54%     | 44%     | 50%                 | 55%    | 54%      | 54%     | 40%     | 57%            | 50%  | 58%            | 50%  | 57%            | 50%  |
| Not Sure                                | 24%   | 9%                  | 13%    | 27%      | 24%     | 41%     | 14%                 | 23%    | 22%      | 24%     | 55%     | 24%            | 24%  | 23%            | 24%  | 24%            | 24%  |
| Total                                   | 100%  | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100%  | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|   |   |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|---|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 30                                      | Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All   | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.6 pct points |   | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal                                   | 23%   | 17%             | 30%  | 22%          | 23%  | 20%          | 25%  | 19%              | 28%  | 18%           | 24%  | 20%            | 24%  | 15%           | 27%  | 19%             | 28%  |
| Illegal                                 | 54%   | 57%             | 49%  | 56%          | 51%  | 57%          | 50%  | 58%              | 48%  | 58%           | 52%  | 56%            | 52%  | 60%           | 50%  | 57%             | 48%  |
| Not Sure                                | 24%   | 26%             | 21%  | 22%          | 26%  | 23%          | 25%  | 23%              | 25%  | 24%           | 24%  | 24%            | 24%  | 25%           | 23%  | 23%             | 24%  |
| Total                                   | 100%  | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%  | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

30

Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Legal                                   | 23%  | 19%             | 29%  | 10%           | 23%  | 26%    | 19%   | 13%    | 32%   | 21%   | 20%   | 11%  | 26%       | 16%  |
| Illegal                                 | 54%  | 57%             | 48%  | 54%           | 54%  | 52%    | 55%   | 52%    | 46%   | 50%   | 62%   | 64%  | 48%       | 62%  |
| Not Sure                                | 24%  | 24%             | 23%  | 36%           | 23%  | 22%    | 26%   | 34%    | 22%   | 29%   | 19%   | 25%  | 26%       | 21%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

30

Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal                                   | 23%  | 38%     | 35%   | 20%   | 23%   | 0%     | 20%    | 19%      | 14%   | 23%       | 16%    | 18%     | 40%     | 23%     | 25%     | 22%     | 23%     | 19%     |
| Illegal                                 | 54%  | 41%     | 57%   | 56%   | 44%   | 82%    | 72%    | 47%      | 79%   | 52%       | 59%    | 55%     | 45%     | 56%     | 51%     | 52%     | 49%     | 60%     |
| Not Sure                                | 24%  | 20%     | 9%    | 24%   | 33%   | 18%    | 9%     | 34%      | 6%    | 25%       | 25%    | 27%     | 15%     | 21%     | 24%     | 26%     | 28%     | 21%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

30

Is it legal or is it illegal to change a song or adjust your cell phone music playlist while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |  |
|---|------|--------|------|---------|------------|--------|-------|--|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |  |
| Legal                                   | 23%  | 21%    | 30%  | 46%     | 22%        | 24%    | 14%   |  |
| Illegal                                 | 54%  | 55%    | 48%  | 27%     | 52%        | 52%    | 69%   |  |
| Not Sure                                | 24%  | 24%    | 22%  | 27%     | 26%        | 23%    | 17%   |  |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |  |

31

Is it legal or is it illegal to read a text message while stopped at an intersection?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 15%  | 18%                   | 12%  | 8%      | 17%     | 32%     | 18%  | 45%     | 0%      | 9%   | 20%     | 26%        | 16%      | 14%    | 23%     | 13%   | 47%     |
| Illegal                                 | 65%  | 64%                   | 65%  | 65%     | 66%     | 49%     | 61%  | 46%     | 100%    | 59%  | 80%     | 47%        | 66%      | 68%    | 68%     | 67%   | 45%     |
| Not Sure                                | 20%  | 18%                   | 23%  | 28%     | 17%     | 19%     | 21%  | 9%      | 0%      | 32%  | 0%      | 28%        | 18%      | 18%    | 8%      | 21%   | 8%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |   |         |          |        |         |       |         |                     |          |        |         |       |         |  |
|---|---|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| 31                                      | Is it legal or is it illegal to read a text message while stopped at an intersection? |         |          |        |         |       |         |                     |          |        |         |       |         |  |
| 900 Adults                              | All   | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
| Credibility Interval: +/-4.4 pct points |   | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Legal                                   | 15%   | 19%     | 26%      | 14%    | 13%     | 15%   | 28%     | 22%                 | 26%      | 13%    | 16%     | 14%   | 0%      |  |
| Illegal                                 | 65%   | 46%     | 60%      | 67%    | 63%     | 66%   | 72%     | 46%                 | 57%      | 67%    | 72%     | 66%   | 67%     |  |
| Not Sure                                | 20%   | 35%     | 15%      | 19%    | 24%     | 19%   | 0%      | 33%                 | 17%      | 19%    | 12%     | 20%   | 33%     |  |
| Total                                   | 100%  | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100%  | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

31

Is it legal or is it illegal to read a text message while stopped at an intersection?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 15%  | 20%                  | 16%      | 13%    | 23%     | 15%   | 18%     | 31%      | 10%      | 15%    | 21%     | 14%   | 14%     | 25%               | 15%     | 15%    | 16%    | 10%     |
| Illegal                                 | 65%  | 67%                  | 61%      | 65%    | 64%     | 65%   | 57%     | 56%      | 57%      | 61%    | 61%     | 68%   | 64%     | 61%               | 61%     | 62%    | 68%    | 76%     |
| Not Sure                                | 20%  | 13%                  | 23%      | 22%    | 13%     | 20%   | 25%     | 12%      | 34%      | 24%    | 19%     | 18%   | 22%     | 13%               | 24%     | 23%    | 17%    | 14%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

31

Is it legal or is it illegal to read a text message while stopped at an intersection?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Legal                                   | 15%  | 20%                | 14%     | 8%     | 24%    | 7%      | 23%             | 25%     | 16%    | 14%    | 21%     | 16%             | 39%     | 16%    | 14%    | 25%     |  |
| Illegal                                 | 65%  | 67%                | 64%     | 66%    | 60%    | 57%     | 67%             | 56%     | 60%    | 69%    | 44%     | 79%             | 54%     | 57%    | 67%    | 52%     |  |
| Not Sure                                | 20%  | 13%                | 21%     | 26%    | 17%    | 37%     | 9%              | 19%     | 24%    | 18%    | 35%     | 5%              | 7%      | 27%    | 18%    | 23%     |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|  |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|--|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults   | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.4 pct points  |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Legal  | 15%  | 25%     | 20%     | 17%    | 13%    | 11%     | 16%            | 13%    | 18%     | 47%    | 19%     | 13%                     | 21%    | 21%     | 13%    | 0%      |
| Illegal  | 65%  | 64%     | 61%     | 63%    | 69%    | 48%     | 62%            | 66%    | 67%     | 42%    | 69%     | 65%                     | 62%    | 69%     | 78%    | 57%     |
| Not Sure   | 20%  | 11%     | 20%     | 21%    | 18%    | 41%     | 22%            | 21%    | 15%     | 11%    | 13%     | 21%                     | 17%    | 10%     | 8%     | 43%     |
| Total  | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults  | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|  |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|--|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults   | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.4 pct points  |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Legal  | 15%  | 14%                  | 17%    | 22%     | 21%    | 28%     | 19%               | 15%    | 10%     | 14%    | 0%      | 16%              | 13%    | 21%     | 0%     | 0%      |
| Illegal  | 65%  | 65%                  | 65%    | 59%     | 69%    | 28%     | 57%               | 68%    | 70%     | 71%    | 71%     | 63%              | 67%    | 66%     | 90%    | 100%    |
| Not Sure   | 20%  | 21%                  | 18%    | 19%     | 10%    | 44%     | 24%               | 17%    | 20%     | 15%    | 29%     | 21%              | 20%    | 13%     | 10%    | 0%      |
| Total  | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults  | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

|  |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
|--|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
| 900 Adults   | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
| Credibility Interval: +/-4.4 pct points  |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Legal  | 15%  | 15%            | 18%    | 24%     | 0%     | 0%      | 15%            | 23%    | 18%     | 0%     | 0%      | 14%                    | 25%    | 33%     | 0%     | 0%      |
| Illegal  | 65%  | 64%            | 66%    | 64%     | 82%    | 100%    | 65%            | 58%    | 82%     | 88%    | 0%      | 65%                    | 57%    | 67%     | 86%    | 65%     |
| Not Sure   | 20%  | 21%            | 17%    | 12%     | 18%    | 0%      | 20%            | 19%    | 0%      | 12%    | 0%      | 21%                    | 17%    | 0%      | 14%    | 35%     |
| Total  | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults  | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|  |      |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
|--|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
| 900 Adults   | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
| Credibility Interval: +/-4.4 pct points  |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Legal  | 15%  | 16%                     | 13%    | 19%     | 16%    | 26%     | 15%       | 16%    | 18%     | 4%     | 12%     | 31%           | 13%     | 16%     | 17%            | 6%      | 10%     |  |
| Illegal  | 65%  | 62%                     | 72%    | 67%     | 42%    | 36%     | 65%       | 67%    | 57%     | 80%    | 48%     | 37%           | 73%     | 53%     | 66%            | 62%     | 53%     |  |
| Not Sure   | 20%  | 22%                     | 16%    | 13%     | 41%    | 38%     | 20%       | 17%    | 25%     | 16%    | 40%     | 32%           | 14%     | 31%     | 17%            | 32%     | 37%     |  |
| Total  | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults  | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

|  |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |  |
|--|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|--|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |  |
| 900 Adults   | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |  |
| Credibility Interval: +/-4.4 pct points  |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |  |
| Legal  | 15%  | 31%                 | 13%     | 17%     | 57%                    | 9%      | 16%     | 33%                  | 11%     | 16%     | 21%      | 13%     | 6%      | 54%        | 9%      | 9%      |  |  |
| Illegal  | 65%  | 48%                 | 69%     | 23%     | 21%                    | 80%     | 16%     | 46%                  | 75%     | 33%     | 64%      | 83%     | 59%     | 27%        | 84%     | 41%     |  |  |
| Not Sure   | 20%  | 21%                 | 18%     | 60%     | 22%                    | 12%     | 69%     | 21%                  | 14%     | 51%     | 15%      | 5%      | 35%     | 19%        | 7%      | 50%     |  |  |
| Total  | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |  |
| Composition of Adults  | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |  |

|  |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |  |
|--|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|--|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |  |
| 900 Adults   | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |  |
| Credibility Interval: +/-4.4 pct points  |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |  |
| Legal  | 15%  | 34%               | 8%      | 14%     | -                       | -       | -       | 91%                     | 6%      | 4%      | 17%                  | 13%     | 8%      | 47%        | 11%     | 11%     |  |  |
| Illegal  | 65%  | 46%               | 80%     | 48%     | -                       | -       | -       | 5%                      | 85%     | 6%      | 66%                  | 75%     | 43%     | 36%        | 75%     | 46%     |  |  |
| Not Sure   | 20%  | 20%               | 12%     | 38%     | -                       | -       | -       | 4%                      | 9%      | 90%     | 18%                  | 12%     | 50%     | 17%        | 14%     | 43%     |  |  |
| Total  | 100% | 100%              | 100%    | 100%    |                         |         |         | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |  |
| Composition of Adults  | 100% | 23%               | 54%     | 24%     |                         |         |         | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|  |      |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
|--|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
| 900 Adults   | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
| Credibility Interval: +/-4.4 pct points  |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal  | 15%  | 67%         | 14%     | 17%     | 28%                    | 14%    | 16%      | 15%     | 32%     | 46%              | 21%    | 18%      | 13%     | 22%     |  |
| Illegal  | 65%  | 22%         | 68%     | 29%     | 57%                    | 61%    | 68%      | 65%     | 40%     | 50%              | 66%    | 60%      | 67%     | 24%     |  |
| Not Sure   | 20%  | 11%         | 18%     | 54%     | 16%                    | 25%    | 16%      | 20%     | 28%     | 4%               | 13%    | 22%      | 20%     | 54%     |  |
| Total  | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults  | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

31

Is it legal or is it illegal to read a text message while stopped at an intersection?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 15%  | 19%             | 19%    | 14%      | 15%     | 4%      | 41%                    | 20%    | 15%      | 15%     | 9%      | 28%                    | 22%    | 15%      | 15%     | 9%      |  |
| Illegal                                 | 65%  | 72%             | 55%    | 61%      | 68%     | 21%     | 45%                    | 55%    | 74%      | 64%     | 44%     | 60%                    | 56%    | 73%      | 65%     | 44%     |  |
| Not Sure                                | 20%  | 9%              | 26%    | 24%      | 17%     | 76%     | 13%                    | 25%    | 11%      | 21%     | 46%     | 12%                    | 22%    | 12%      | 21%     | 46%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

31

Is it legal or is it illegal to read a text message while stopped at an intersection?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |  |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |  |
| Legal                                   | 15%  | 17%                 | 19%    | 14%      | 15%     | 17%     | 21%                 | 24%    | 15%      | 15%     | 8%      | 15%            | 16%  | 16%            | 15%  | 14%            | 17%  |  |
| Illegal                                 | 65%  | 55%                 | 62%    | 73%      | 64%     | 51%     | 52%                 | 61%    | 73%      | 64%     | 49%     | 63%            | 66%  | 63%            | 65%  | 66%            | 63%  |  |
| Not Sure                                | 20%  | 29%                 | 19%    | 12%      | 21%     | 33%     | 27%                 | 16%    | 12%      | 21%     | 43%     | 22%            | 18%  | 20%            | 20%  | 21%            | 20%  |  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |  |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|--|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults   | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.4 pct points  |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal  | 15%  | 13%             | 19%  | 14%          | 17%  | 14%          | 18%  | 13%              | 19%  | 13%           | 16%  | 15%            | 16%  | 13%           | 16%  | 14%             | 17%  |
| Illegal  | 65%  | 67%             | 62%  | 64%          | 66%  | 66%          | 63%  | 68%              | 60%  | 62%           | 65%  | 63%            | 65%  | 67%           | 63%  | 68%             | 59%  |
| Not Sure   | 20%  | 20%             | 20%  | 22%          | 17%  | 21%          | 19%  | 19%              | 21%  | 25%           | 18%  | 22%            | 19%  | 19%           | 21%  | 18%             | 23%  |
| Total  | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults  | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

|  |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
|--|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
| 900 Adults   | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
| Credibility Interval: +/-4.4 pct points  |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Legal  | 15%  | 14%             | 17%  | 10%           | 16%  | 18%    | 12%   | 12%    | 23%   | 13%   | 9%    | 13%  | 18%       | 11%  |
| Illegal  | 65%  | 68%             | 59%  | 71%           | 64%  | 57%    | 71%   | 74%    | 60%   | 64%   | 68%   | 69%  | 62%       | 69%  |
| Not Sure   | 20%  | 18%             | 24%  | 18%           | 20%  | 24%    | 16%   | 13%    | 17%   | 22%   | 22%   | 18%  | 20%       | 21%  |
| Total  | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults  | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

|  |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
|--|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| 31 Is it legal or is it illegal to read a text message while stopped at an intersection? |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
| 900 Adults   | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
| Credibility Interval: +/-4.4 pct points  |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal  | 15%  | 26%     | 15%   | 13%   | 21%   | 0%     | 20%    | 17%      | 0%    | 15%       | 14%    | 12%     | 24%     | 10%     | 19%     | 19%     | 17%     | 14%     |
| Illegal  | 65%  | 41%     | 66%   | 70%   | 51%   | 75%    | 72%    | 61%      | 94%   | 66%       | 67%    | 68%     | 54%     | 61%     | 66%     | 66%     | 68%     | 63%     |
| Not Sure   | 20%  | 32%     | 20%   | 17%   | 28%   | 25%    | 9%     | 22%      | 6%    | 19%       | 19%    | 20%     | 22%     | 29%     | 15%     | 15%     | 16%     | 23%     |
| Total  | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults  | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

31 Is it legal or is it illegal to read a text message while stopped at an intersection?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Legal                                   | 15%  | 15%    | 19%  | 0%      | 16%        | 15%    | 13%   |
| Illegal                                 | 65%  | 66%    | 54%  | 73%     | 63%        | 65%    | 71%   |
| Not Sure                                | 20%  | 19%    | 27%  | 27%     | 22%        | 19%    | 17%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---------------------------------------|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                 | 11%  | 12%                   | 9%   | 9%      | 12%     | 17%     | 13%  | 17%     | 0%      | 9%   | 20%     | 20%        | 14%      | 7%     | 7%      | 10%   | 47%     |
| Illegal                               | 74%  | 76%                   | 72%  | 65%     | 78%     | 64%     | 69%  | 74%     | 100%    | 59%  | 21%     | 73%        | 73%      | 81%    | 87%     | 72%   | 45%     |
| Not Sure                              | 15%  | 12%                   | 19%  | 26%     | 10%     | 19%     | 18%  | 9%      | 0%      | 32%  | 58%     | 7%         | 13%      | 12%    | 6%      | 19%   | 8%      |
| Total                                 | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                 | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---------------------------------------|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                 | 11%  | 20%     | 23%      | 11%    | 6%      | 9%    | 16%     | 25%                 | 21%      | 9%     | 8%      | 9%    | 9%      |
| Illegal                               | 74%  | 72%     | 66%      | 75%    | 70%     | 75%   | 72%     | 70%                 | 66%      | 74%    | 80%     | 75%   | 80%     |
| Not Sure                              | 15%  | 7%      | 11%      | 14%    | 23%     | 15%   | 11%     | 6%                  | 13%      | 17%    | 12%     | 16%   | 11%     |
| Total                                 | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                 | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---------------------------------------|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal                                 | 11%  | 16%                  | 14%      | 9%     | 9%      | 9%    | 18%     | 30%      | 8%       | 11%    | 1%      | 10%   | 20%     | 25%               | 14%     | 11%    | 10%    | 0%      |
| Illegal                               | 74%  | 75%                  | 73%      | 77%    | 86%     | 73%   | 57%     | 63%      | 78%      | 76%    | 78%     | 75%   | 42%     | 66%               | 77%     | 71%    | 77%    | 86%     |
| Not Sure                              | 15%  | 9%                   | 13%      | 14%    | 5%      | 18%   | 25%     | 8%       | 14%      | 13%    | 20%     | 16%   | 38%     | 9%                | 9%      | 18%    | 13%    | 14%     |
| Total                                 | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---------------------------------------|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Legal                                 | 11%  | 15%                | 11%     | 7%     | 8%     | 3%      | 23%             | 21%     | 12%    | 9%     | 5%      | 16%             | 39%     | 13%    | 9%     | 15%     |
| Illegal                               | 74%  | 74%                | 75%     | 68%    | 78%    | 66%     | 67%             | 64%     | 73%    | 76%    | 60%     | 69%             | 54%     | 69%    | 77%    | 62%     |
| Not Sure                              | 15%  | 11%                | 13%     | 25%    | 14%    | 31%     | 9%              | 15%     | 15%    | 14%    | 35%     | 15%             | 7%      | 18%    | 14%    | 23%     |
| Total                                 | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---------------------------------------|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Legal                                 | 11%  | 20%     | 15%     | 11%    | 10%    | 2%      | 13%            | 10%    | 11%     | 12%    | 2%      | 9%                      | 18%    | 0%      | 13%    | 0%      |
| Illegal                               | 74%  | 69%     | 71%     | 73%    | 77%    | 68%     | 68%            | 76%    | 77%     | 71%    | 89%     | 75%                     | 72%    | 90%     | 59%    | 68%     |
| Not Sure                              | 15%  | 11%     | 14%     | 16%    | 13%    | 30%     | 18%            | 14%    | 13%     | 16%    | 9%      | 16%                     | 11%    | 10%     | 27%    | 32%     |
| Total                                 | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|                                       |   |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |  |
|---------------------------------------|---|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| 32                                    | Is it legal or is it illegal to type a text message while stopped at an intersection? |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |  |
| 900 Adults                            | All   | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
| Credibility Interval: +/-4 pct points |   | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Legal                                 | 11%   | 10%                  | 13%    | 6%      | 21%    | 28%     | 13%               | 10%    | 9%      | 14%    | 0%      | 11%              | 9%     | 31%     | 0%     | 0%      |  |
| Illegal                               | 74%   | 75%                  | 74%    | 76%     | 43%    | 39%     | 70%               | 77%    | 76%     | 72%    | 80%     | 74%              | 75%    | 69%     | 63%    | 100%    |  |
| Not Sure                              | 15%   | 15%                  | 14%    | 17%     | 36%    | 33%     | 17%               | 13%    | 15%     | 14%    | 20%     | 15%              | 16%    | 0%      | 37%    | 0%      |  |
| Total                                 | 100%  | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                 | 100%  | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

|                                       |   |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
|---------------------------------------|---|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| 32                                    | Is it legal or is it illegal to type a text message while stopped at an intersection? |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
| 900 Adults                            | All   | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
| Credibility Interval: +/-4 pct points |   | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                 | 11%   | 10%            | 12%    | 30%     | 0%     | 0%      | 10%            | 17%    | 61%     | 0%     | 0%      | 10%                    | 17%    | 68%     | 0%     | 0%      |  |
| Illegal                               | 74%   | 75%            | 74%    | 61%     | 34%    | 100%    | 75%            | 67%    | 39%     | 54%    | 0%      | 75%                    | 72%    | 32%     | 47%    | 100%    |  |
| Not Sure                              | 15%   | 15%            | 14%    | 9%      | 66%    | 0%      | 15%            | 16%    | 0%      | 46%    | 0%      | 15%                    | 11%    | 0%      | 53%    | 0%      |  |
| Total                                 | 100%  | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                 | 100%  | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

32

Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
|---------------------------------------|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| Credibility Interval: +/-4 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Legal                                 | 11%  | 11%                     | 9%     | 16%     | 16%    | 16%     | 11%       | 11%    | 11%     | 0%     | 9%      | 25%           | 8%      | 12%     | 12%            | 6%      | 7%      |  |
| Illegal                               | 74%  | 74%                     | 78%    | 76%     | 46%    | 57%     | 75%       | 75%    | 69%     | 86%    | 66%     | 63%           | 82%     | 59%     | 74%            | 84%     | 64%     |  |
| Not Sure                              | 15%  | 16%                     | 13%    | 8%      | 38%    | 27%     | 14%       | 13%    | 20%     | 14%    | 24%     | 13%           | 10%     | 29%     | 14%            | 10%     | 29%     |  |
| Total                                 | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults                 | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---------------------------------------|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                 | 11%  | 18%                 | 10%     | 12%     | 46%                    | 5%      | 14%     | 31%                  | 6%      | 13%     | 15%      | 10%     | 4%      | 54%        | 3%      | 7%      |
| Illegal                               | 74%  | 78%                 | 77%     | 27%     | 48%                    | 87%     | 25%     | 59%                  | 84%     | 43%     | 75%      | 86%     | 69%     | 41%        | 92%     | 50%     |
| Not Sure                              | 15%  | 4%                  | 13%     | 61%     | 6%                     | 8%      | 61%     | 10%                  | 10%     | 44%     | 10%      | 4%      | 28%     | 5%         | 5%      | 42%     |
| Total                                 | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                 | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---------------------------------------|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                 | 11%  | 21%               | 6%      | 11%     | 65%                     | 1%      | 2%      | -                       | -       | -       | 12%                  | 8%      | 4%      | 34%        | 8%      | 8%      |
| Illegal                               | 74%  | 71%               | 83%     | 56%     | 31%                     | 98%     | 31%     | -                       | -       | -       | 76%                  | 83%     | 51%     | 58%        | 83%     | 56%     |
| Not Sure                              | 15%  | 7%                | 10%     | 32%     | 4%                      | 1%      | 67%     | -                       | -       | -       | 12%                  | 9%      | 45%     | 9%         | 10%     | 36%     |
| Total                                 | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    |                         |         |         | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                 | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     |                         |         |         | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

32 Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---------------------------------------|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Legal                                 | 11%  | 31%         | 10%     | 12%     | 25%                    | 9%     | 15%      | 9%      | 27%     | 5%               | 17%    | 16%      | 9%      | 10%     |
| Illegal                               | 74%  | 60%         | 77%     | 35%     | 68%                    | 79%    | 73%      | 74%     | 45%     | 88%              | 72%    | 73%      | 74%     | 59%     |
| Not Sure                              | 15%  | 9%          | 13%     | 53%     | 7%                     | 12%    | 12%      | 16%     | 28%     | 7%               | 11%    | 11%      | 16%     | 31%     |
| Total                                 | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                 | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|                                       |   |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
|---------------------------------------|---|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| 32                                    | Is it legal or is it illegal to type a text message while stopped at an intersection? |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
| 900 Adults                            | All   | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
| Credibility Interval: +/-4 pct points |   | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                 | 11%   | 16%             | 13%    | 14%      | 10%     | 0%      | 16%                    | 20%    | 13%      | 10%     | 9%      | 9%                     | 20%    | 11%      | 10%     | 15%     |  |
| Illegal                               | 74%   | 72%             | 64%    | 76%      | 75%     | 83%     | 74%                    | 56%    | 78%      | 75%     | 47%     | 73%                    | 57%    | 79%      | 75%     | 53%     |  |
| Not Sure                              | 15%   | 12%             | 23%    | 10%      | 15%     | 17%     | 10%                    | 25%    | 9%       | 15%     | 44%     | 18%                    | 22%    | 9%       | 15%     | 32%     |  |
| Total                                 | 100%  | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                 | 100%  | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

32

Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |  |
|---------------------------------------|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|--|
| Credibility Interval: +/-4 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |  |
| Legal                                 | 11%  | 9%                  | 17%    | 11%      | 11%     | 14%     | 8%                  | 26%    | 13%      | 10%     | 14%     | 11%            | 11%  | 11%            | 11%  | 10%            | 12%  |  |
| Illegal                               | 74%  | 62%                 | 70%    | 80%      | 75%     | 60%     | 63%                 | 63%    | 77%      | 76%     | 51%     | 70%            | 78%  | 71%            | 77%  | 73%            | 75%  |  |
| Not Sure                              | 15%  | 30%                 | 13%    | 9%       | 15%     | 27%     | 29%                 | 11%    | 11%      | 14%     | 35%     | 18%            | 12%  | 18%            | 12%  | 17%            | 13%  |  |
| Total                                 | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |  |
| Composition of Adults                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |  |

32

Is it legal or is it illegal to type a text message while stopped at an intersection?

| 900 Adults                            | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---------------------------------------|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal                                 | 11%  | 9%              | 14%  | 10%          | 13%  | 9%           | 14%  | 8%               | 15%  | 9%            | 12%  | 10%            | 12%  | 10%           | 12%  | 10%             | 12%  |
| Illegal                               | 74%  | 74%             | 75%  | 74%          | 75%  | 72%          | 76%  | 75%              | 74%  | 68%           | 76%  | 70%            | 77%  | 72%           | 75%  | 74%             | 75%  |
| Not Sure                              | 15%  | 18%             | 11%  | 17%          | 12%  | 19%          | 10%  | 17%              | 12%  | 24%           | 12%  | 20%            | 11%  | 18%           | 13%  | 16%             | 13%  |
| Total                                 | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|                                       |   |                 |      |               |      |        |       |        |       |       |       |      |           |      |  |
|---------------------------------------|---|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| 32                                    | Is it legal or is it illegal to type a text message while stopped at an intersection? |                 |      |               |      |        |       |        |       |       |       |      |           |      |  |
| 900 Adults                            | All   | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
| Credibility Interval: +/-4 pct points |   | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Legal                                 | 11%   | 11%             | 11%  | 8%            | 11%  | 14%    | 9%    | 0%     | 13%   | 13%   | 5%    | 12%  | 13%       | 8%   |  |
| Illegal                               | 74%   | 73%             | 76%  | 75%           | 74%  | 70%    | 78%   | 87%    | 72%   | 70%   | 83%   | 75%  | 71%       | 80%  |  |
| Not Sure                              | 15%   | 16%             | 13%  | 17%           | 15%  | 16%    | 14%   | 13%    | 16%   | 18%   | 12%   | 13%  | 16%       | 12%  |  |
| Total                                 | 100%  | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                 | 100%  | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

|                                       |   |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |  |
|---------------------------------------|---|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|--|
| 32                                    | Is it legal or is it illegal to type a text message while stopped at an intersection? |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |  |
| 900 Adults                            | All   | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |  |
| Credibility Interval: +/-4 pct points |   | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |  |
| Legal                                 | 11%   | 10%     | 7%    | 11%   | 18%   | 0%     | 20%    | 3%       | 0%    | 9%        | 11%    | 11%     | 11%     | 8%      | 12%     | 13%     | 16%     | 9%      |  |
| Illegal                               | 74%   | 77%     | 76%   | 76%   | 59%   | 84%    | 53%    | 76%      | 100%  | 74%       | 73%    | 72%     | 80%     | 74%     | 75%     | 76%     | 71%     | 74%     |  |
| Not Sure                              | 15%   | 13%     | 17%   | 13%   | 22%   | 16%    | 28%    | 21%      | 0%    | 16%       | 15%    | 17%     | 9%      | 18%     | 13%     | 11%     | 13%     | 17%     |  |
| Total                                 | 100%  | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |  |
| Composition of Adults                 | 100%  | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |  |

|                                       |   |        |      |         |            |        |       |  |
|---------------------------------------|---|--------|------|---------|------------|--------|-------|--|
| 32                                    | Is it legal or is it illegal to type a text message while stopped at an intersection? |        |      |         |            |        |       |  |
| 900 Adults                            | All   | Driven |      |         | Urbanicity |        |       |  |
| Credibility Interval: +/-4 pct points |   | Yes    | No   | Not Sur | Urban      | Suburb | Rural |  |
| Legal                                 | 11%   | 11%    | 12%  | 0%      | 13%        | 9%     | 7%    |  |
| Illegal                               | 74%   | 76%    | 63%  | 73%     | 71%        | 77%    | 77%   |  |
| Not Sure                              | 15%   | 13%    | 25%  | 27%     | 16%        | 14%    | 16%   |  |
| Total                                 | 100%  | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |  |
| Composition of Adults                 | 100%  | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.7 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 80%  | 81%                   | 77%  | 87%     | 83%     | 88%     | 79%  | 89%     | 68%     | 55%  | 20%     | 77%        | 83%      | 86%    | 88%     | 76%   | 78%     |
| Illegal                                 | 11%  | 12%                   | 10%  | 5%      | 11%     | 12%     | 14%  | 5%      | 27%     | 24%  | 21%     | 17%        | 8%       | 11%    | 7%      | 11%   | 11%     |
| Not Sure                                | 9%   | 7%                    | 13%  | 8%      | 6%      | 0%      | 6%   | 6%      | 6%      | 21%  | 58%     | 6%         | 9%       | 4%     | 5%      | 12%   | 11%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |  |  |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|--|--|--|
| Credibility Interval: +/-3.7 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |  |  |  |
| Legal                                   | 80%  | 73%     | 86%      | 84%    | 85%     | 78%   | 80%     | 79%                 | 83%      | 80%    | 89%     | 78%   | 77%     |  |  |  |  |
| Illegal                                 | 11%  | 17%     | 7%       | 11%    | 7%      | 11%   | 20%     | 14%                 | 11%      | 16%    | 1%      | 11%   | 10%     |  |  |  |  |
| Not Sure                                | 9%   | 10%     | 7%       | 5%     | 8%      | 11%   | 0%      | 7%                  | 6%       | 4%     | 10%     | 11%   | 13%     |  |  |  |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |  |  |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |  |  |  |

|  |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|--|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 33 Is it legal or is it illegal to talk on a hands-free phone while driving? |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults   | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-3.7 pct points                                      |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Legal  | 80%  | 82%                  | 86%      | 84%    | 92%     | 72%   | 68%     | 76%      | 83%      | 84%    | 88%     | 78%   | 67%     | 76%               | 85%     | 82%    | 76%    | 62%     |
| Illegal  | 11%  | 13%                  | 9%       | 9%     | 7%      | 14%   | 0%      | 17%      | 10%      | 10%    | 10%     | 11%   | 0%      | 15%               | 11%     | 10%    | 12%    | 15%     |
| Not Sure   | 9%   | 5%                   | 4%       | 7%     | 2%      | 14%   | 32%     | 6%       | 7%       | 5%     | 2%      | 11%   | 33%     | 9%                | 4%      | 7%     | 12%    | 22%     |
| Total  | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults  | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

33 Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-3.7 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Legal                                   | 80%  | 94%                | 85%     | 57%    | 55%    | 73%     | 57%             | 81%     | 85%    | 76%    | 90%     | 70%             | 60%     | 84%    | 79%    | 81%     |
| Illegal                                 | 11%  | 3%                 | 8%      | 21%    | 32%    | 10%     | 43%             | 10%     | 8%     | 13%    | 5%      | 15%             | 37%     | 9%     | 12%    | 10%     |
| Not Sure                                | 9%   | 3%                 | 7%      | 22%    | 13%    | 17%     | 0%              | 9%      | 7%     | 11%    | 5%      | 15%             | 3%      | 7%     | 10%    | 8%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

33 Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-3.7 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Legal                                   | 80%  | 74%     | 85%     | 83%    | 77%    | 78%     | 72%            | 82%    | 85%     | 78%    | 83%     | 80%                     | 80%    | 82%     | 59%    | 40%     |
| Illegal                                 | 11%  | 19%     | 10%     | 9%     | 13%    | 9%      | 15%            | 9%     | 11%     | 6%     | 13%     | 11%                     | 12%    | 11%     | 32%    | 33%     |
| Not Sure                                | 9%   | 7%      | 5%      | 9%     | 10%    | 13%     | 13%            | 8%     | 4%      | 16%    | 3%      | 9%                      | 8%     | 7%      | 8%     | 27%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

33 Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-3.7 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Legal                                   | 80%  | 79%                  | 83%    | 59%     | 55%    | 71%     | 76%               | 82%    | 82%     | 76%    | 52%     | 80%              | 79%    | 91%     | 44%    | 100%    |
| Illegal                                 | 11%  | 11%                  | 12%    | 25%     | 9%     | 0%      | 12%               | 9%     | 14%     | 7%     | 33%     | 12%              | 11%    | 6%      | 19%    | 0%      |
| Not Sure                                | 9%   | 10%                  | 6%     | 15%     | 36%    | 29%     | 12%               | 8%     | 4%      | 17%    | 15%     | 9%               | 10%    | 3%      | 37%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-3.7 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 80%  | 80%            | 81%    | 51%     | 18%    | 100%    | 80%            | 74%    | 70%     | 43%    | 0%      | 80%                    | 75%    | 83%     | 35%    | 100%    |  |
| Illegal                                 | 11%  | 11%            | 9%     | 40%     | 16%    | 0%      | 11%            | 15%    | 30%     | 11%    | 0%      | 11%                    | 17%    | 9%      | 12%    | 0%      |  |
| Not Sure                                | 9%   | 9%             | 10%    | 9%      | 66%    | 0%      | 9%             | 11%    | 0%      | 46%    | 0%      | 9%                     | 8%     | 8%      | 53%    | 0%      |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-3.7 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Legal                                   | 80%  | 79%                     | 80%    | 86%     | 75%    | 80%     | 78%       | 81%    | 82%     | 78%    | 73%     | 84%           | 79%     | 80%     | 85%            | 63%     | 49%     |
| Illegal                                 | 11%  | 10%                     | 13%    | 11%     | 21%    | 12%     | 12%       | 11%    | 12%     | 4%     | 11%     | 6%            | 14%     | 6%      | 9%             | 28%     | 12%     |
| Not Sure                                | 9%   | 11%                     | 7%     | 2%      | 4%     | 8%      | 11%       | 7%     | 6%      | 18%    | 16%     | 10%           | 7%      | 14%     | 6%             | 9%      | 40%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-3.7 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                   | 80%  | 98%                 | 79%     | 51%     | 89%                    | 80%     | 67%     | 89%                  | 80%     | 68%     | 86%      | 68%     | 72%     | 86%        | 81%     | 72%     |
| Illegal                                 | 11%  | 2%                  | 13%     | 6%      | 7%                     | 13%     | 3%      | 7%                   | 13%     | 6%      | 10%      | 28%     | 8%      | 10%        | 13%     | 9%      |
| Not Sure                                | 9%   | 0%                  | 8%      | 43%     | 3%                     | 7%      | 30%     | 4%                   | 7%      | 26%     | 4%       | 4%      | 20%     | 4%         | 6%      | 19%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-3.7 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Legal                                   | 80%  | 87%               | 77%     | 79%     | 86%                     | 81%     | 71%     | 88%                     | 81%     | 65%     | -                    | -       | -       | 92%        | 80%     | 71%     |
| Illegal                                 | 11%  | 9%                | 16%     | 4%      | 10%                     | 13%     | 7%      | 9%                      | 13%     | 7%      | -                    | -       | -       | 6%         | 14%     | 5%      |
| Not Sure                                | 9%   | 4%                | 8%      | 17%     | 4%                      | 6%      | 23%     | 4%                      | 6%      | 28%     | -                    | -       | -       | 3%         | 6%      | 24%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    |                      |         |         | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     |                      |         |         | 13%        | 68%     | 20%     |

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-3.7 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 80%  | 90%         | 81%     | 43%     | 69%                    | 86%    | 81%      | 79%     | 74%     | 71%              | 82%    | 84%      | 79%     | 57%     |  |
| Illegal                                 | 11%  | 8%          | 12%     | 5%      | 31%                    | 8%     | 15%      | 10%     | 0%      | 15%              | 15%    | 11%      | 11%     | 16%     |  |
| Not Sure                                | 9%   | 2%          | 7%      | 52%     | 0%                     | 5%     | 5%       | 11%     | 26%     | 14%              | 2%     | 6%       | 10%     | 27%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-3.7 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 80%  | 74%             | 80%    | 86%      | 77%     | 96%     | 58%                    | 68%    | 79%      | 81%     | 72%     | 70%                    | 62%    | 82%      | 82%     | 58%     |  |
| Illegal                                 | 11%  | 18%             | 10%    | 9%       | 12%     | 0%      | 34%                    | 15%    | 13%      | 10%     | 5%      | 23%                    | 16%    | 12%      | 11%     | 11%     |  |
| Not Sure                                | 9%   | 8%              | 10%    | 5%       | 11%     | 4%      | 8%                     | 18%    | 8%       | 8%      | 23%     | 7%                     | 22%    | 7%       | 8%      | 31%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-3.7 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Legal                                   | 80%  | 49%                 | 81%    | 83%      | 80%     | 75%     | 57%                 | 76%    | 86%      | 80%     | 64%     | 78%            | 81%  | 77%            | 81%  | 80%            | 79%  |
| Illegal                                 | 11%  | 22%                 | 6%     | 12%      | 11%     | 8%      | 18%                 | 11%    | 10%      | 11%     | 11%     | 10%            | 13%  | 11%            | 12%  | 10%            | 13%  |
| Not Sure                                | 9%   | 29%                 | 13%    | 5%       | 8%      | 17%     | 25%                 | 13%    | 4%       | 8%      | 24%     | 12%            | 6%   | 12%            | 7%   | 11%            | 8%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              |  | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|--|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-3.7 pct points |  |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal                                   |  | 80%  | 83%             | 75%  | 77%          | 82%  | 78%          | 82%  | 80%              | 79%  | 75%           | 81%  | 79%            | 80%  | 79%           | 80%  | 80%             | 79%  |
| Illegal                                 |  | 11%  | 8%              | 15%  | 13%          | 9%   | 12%          | 10%  | 11%              | 12%  | 11%           | 12%  | 10%            | 12%  | 11%           | 12%  | 11%             | 12%  |
| Not Sure                                |  | 9%   | 9%              | 10%  | 10%          | 9%   | 10%          | 8%   | 10%              | 8%   | 14%           | 7%   | 10%            | 8%   | 10%           | 9%   | 9%              | 9%   |
| Total                                   |  | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   |  | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| Credibility Interval: +/-3.7 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Legal                                   | 80%  | 80%             | 78%  | 76%           | 80%  | 77%    | 82%   | 91%    | 75%   | 86%   | 81%   | 75%  | 80%       | 79%  |  |
| Illegal                                 | 11%  | 10%             | 13%  | 13%           | 11%  | 12%    | 10%   | 9%     | 15%   | 7%    | 13%   | 9%   | 11%       | 12%  |  |
| Not Sure                                | 9%   | 9%              | 9%   | 11%           | 9%   | 11%    | 8%    | 0%     | 10%   | 8%    | 6%    | 16%  | 9%        | 10%  |  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-3.7 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal                                   | 80%  | 95%     | 72%   | 79%   | 72%   | 84%    | 81%    | 82%      | 89%   | 72%       | 79%    | 80%     | 85%     | 75%     | 79%     | 86%     | 81%     | 80%     |
| Illegal                                 | 11%  | 2%      | 23%   | 13%   | 9%    | 12%    | 0%     | 6%       | 5%    | 13%       | 15%    | 11%     | 8%      | 13%     | 12%     | 10%     | 10%     | 11%     |
| Not Sure                                | 9%   | 4%      | 5%    | 8%    | 19%   | 4%     | 19%    | 12%      | 6%    | 15%       | 7%     | 10%     | 7%      | 12%     | 9%      | 4%      | 9%      | 9%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

33

Is it legal or is it illegal to talk on a hands-free phone while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |  |
|---|------|--------|------|---------|------------|--------|-------|--|
| Credibility Interval: +/-3.7 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |  |
| Legal                                   | 80%  | 81%    | 73%  | 46%     | 80%        | 80%    | 71%   |  |
| Illegal                                 | 11%  | 11%    | 16%  | 0%      | 12%        | 10%    | 21%   |  |
| Not Sure                                | 9%   | 9%     | 11%  | 54%     | 8%         | 10%    | 9%    |  |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |  |

34

Is it legal or is it illegal to use any app on your cell phone other than the GPS system?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.3 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 13%  | 13%                   | 13%  | 8%      | 11%     | 46%     | 13%  | 35%     | 17%     | 2%   | 20%     | 10%        | 18%      | 16%    | 20%     | 11%   | 8%      |
| Illegal                                 | 68%  | 69%                   | 66%  | 40%     | 74%     | 15%     | 61%  | 53%     | 60%     | 66%  | 21%     | 73%        | 62%      | 68%    | 60%     | 68%   | 35%     |
| Not Sure                                | 20%  | 18%                   | 21%  | 53%     | 15%     | 39%     | 26%  | 12%     | 23%     | 32%  | 58%     | 16%        | 20%      | 16%    | 20%     | 21%   | 57%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |      |         |          |        |         |       |         |                     |          |        |         |       |         |  |
|--|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |         |          |        |         |       |         |                     |          |        |         |       |         |  |
| 900 Adults   | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
| Credibility Interval: +/-4.3 pct points  |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Legal  | 13%  | 10%     | 26%      | 16%    | 7%      | 11%   | 0%      | 20%                 | 26%      | 10%    | 13%     | 11%   | 0%      |  |
| Illegal  | 68%  | 76%     | 62%      | 64%    | 80%     | 67%   | 60%     | 72%                 | 57%      | 69%    | 72%     | 68%   | 45%     |  |
| Not Sure   | 20%  | 14%     | 12%      | 20%    | 13%     | 21%   | 40%     | 8%                  | 17%      | 21%    | 14%     | 21%   | 55%     |  |
| Total  | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults  | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

|  |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
|--|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|--|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
| 900 Adults   | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |  |
| Credibility Interval: +/-4.3 pct points  |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |  |
| Legal  | 13%  | 18%                  | 13%      | 12%    | 10%     | 12%   | 0%      | 32%      | 22%      | 14%    | 10%     | 9%    | 6%      | 33%               | 13%     | 14%    | 11%    | 3%      |  |
| Illegal  | 68%  | 68%                  | 72%      | 64%    | 76%     | 67%   | 32%     | 53%      | 55%      | 65%    | 75%     | 73%   | 30%     | 58%               | 76%     | 66%    | 67%    | 75%     |  |
| Not Sure   | 20%  | 14%                  | 15%      | 24%    | 14%     | 22%   | 68%     | 15%      | 23%      | 22%    | 15%     | 19%   | 64%     | 9%                | 11%     | 20%    | 22%    | 21%     |  |
| Total  | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults  | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |  |

|  |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
|--|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
| 900 Adults   | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
| Credibility Interval: +/-4.3 pct points  |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Legal  | 13%  | 19%                | 13%     | 9%     | 7%     | 3%      | 30%             | 8%      | 15%    | 11%    | 21%     | 30%             | 17%     | 12%    | 13%    | 15%     |  |
| Illegal  | 68%  | 63%                | 67%     | 70%    | 78%    | 59%     | 60%             | 66%     | 67%    | 69%    | 38%     | 56%             | 79%     | 67%    | 68%    | 54%     |  |
| Not Sure   | 20%  | 18%                | 20%     | 21%    | 14%    | 38%     | 9%              | 27%     | 18%    | 20%    | 40%     | 15%             | 4%      | 21%    | 20%    | 31%     |  |
| Total  | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults  | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|  |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|--|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults   | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.3 pct points  |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Legal  | 13%  | 38%     | 29%     | 13%    | 7%     | 3%      | 10%            | 12%    | 20%     | 15%    | 9%      | 10%                     | 21%    | 18%     | 64%    | 0%      |
| Illegal  | 68%  | 46%     | 44%     | 66%    | 81%    | 30%     | 72%            | 67%    | 65%     | 67%    | 57%     | 71%                     | 61%    | 34%     | 27%    | 73%     |
| Not Sure   | 20%  | 16%     | 27%     | 21%    | 12%    | 67%     | 19%            | 21%    | 15%     | 18%    | 34%     | 19%                     | 18%    | 47%     | 8%     | 27%     |
| Total  | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults  | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|  |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|--|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults   | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.3 pct points  |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Legal  | 13%  | 11%                  | 15%    | 17%     | 45%    | 8%      | 13%               | 13%    | 13%     | 27%    | 0%      | 13%              | 11%    | 22%     | 25%    | 0%      |
| Illegal  | 68%  | 70%                  | 64%    | 64%     | 18%    | 48%     | 70%               | 65%    | 71%     | 38%    | 48%     | 67%              | 69%    | 69%     | 29%    | 0%      |
| Not Sure   | 20%  | 19%                  | 21%    | 19%     | 36%    | 44%     | 17%               | 22%    | 16%     | 35%    | 52%     | 19%              | 20%    | 10%     | 46%    | 100%    |
| Total  | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults  | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

|  |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
|--|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
| 900 Adults   | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
| Credibility Interval: +/-4.3 pct points  |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Legal  | 13%  | 12%            | 17%    | 24%     | 0%     | 0%      | 12%            | 19%    | 30%     | 31%    | 0%      | 11%                    | 22%    | 27%     | 35%    | 0%      |
| Illegal  | 68%  | 68%            | 64%    | 73%     | 34%    | 100%    | 69%            | 52%    | 52%     | 23%    | 0%      | 69%                    | 54%    | 66%     | 12%    | 65%     |
| Not Sure   | 20%  | 20%            | 19%    | 3%      | 66%    | 0%      | 19%            | 29%    | 18%     | 46%    | 0%      | 19%                    | 24%    | 7%      | 53%    | 35%     |
| Total  | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults  | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|  |      |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
|--|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |  |
| 900 Adults   | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
| Credibility Interval: +/-4.3 pct points  |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Legal  | 13%  | 14%                     | 10%    | 14%     | 30%    | 3%      | 7%        | 14%    | 27%     | 59%    | 4%      | 34%           | 9%      | 14%     | 15%            | 1%      | 2%      |  |
| Illegal  | 68%  | 68%                     | 67%    | 71%     | 49%    | 47%     | 81%       | 66%    | 44%     | 24%    | 33%     | 58%           | 76%     | 50%     | 66%            | 89%     | 57%     |  |
| Not Sure   | 20%  | 18%                     | 23%    | 15%     | 20%    | 50%     | 12%       | 19%    | 29%     | 17%    | 63%     | 9%            | 15%     | 36%     | 18%            | 11%     | 41%     |  |
| Total  | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults  | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

|  |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |  |
|--|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|--|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |  |
| 900 Adults   | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |  |
| Credibility Interval: +/-4.3 pct points  |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |  |
| Legal  | 13%  | 19%                 | 12%     | 6%      | 27%                    | 11%     | 12%     | 23%                  | 10%     | 14%     | 18%      | 6%      | 6%      | 31%        | 11%     | 8%      |  |  |
| Illegal  | 68%  | 71%                 | 69%     | 32%     | 62%                    | 73%     | 38%     | 64%                  | 73%     | 41%     | 67%      | 84%     | 62%     | 61%        | 77%     | 50%     |  |  |
| Not Sure   | 20%  | 10%                 | 18%     | 62%     | 10%                    | 16%     | 51%     | 13%                  | 16%     | 44%     | 16%      | 9%      | 31%     | 9%         | 12%     | 42%     |  |  |
| Total  | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |  |
| Composition of Adults  | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |  |

|  |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |  |
|--|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|--|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |  |
| 900 Adults   | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |  |
| Credibility Interval: +/-4.3 pct points  |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |  |
| Legal  | 13%  | 28%               | 8%      | 9%      | 39%                     | 7%      | 11%     | 39%                     | 10%     | 7%      | 15%                  | 6%      | 4%      | -          | -       | -       |  |  |
| Illegal  | 68%  | 59%               | 81%     | 45%     | 46%                     | 79%     | 48%     | 46%                     | 75%     | 44%     | 68%                  | 85%     | 46%     | -          | -       | -       |  |  |
| Not Sure   | 20%  | 13%               | 11%     | 46%     | 14%                     | 14%     | 42%     | 14%                     | 15%     | 48%     | 18%                  | 9%      | 51%     | -          | -       | -       |  |  |
| Total  | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    |            |         |         |  |  |
| Composition of Adults  | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      |            |         |         |  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |   |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
|---|---|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| 34                                      | Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
| 900 Adults                              | All   | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
| Credibility Interval: +/-4.3 pct points |   | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 13%   | 36%         | 12%     | 7%      | 23%                    | 15%    | 12%      | 12%     | 28%     | 16%              | 24%    | 12%      | 12%     | 10%     |  |
| Illegal                                 | 68%   | 40%         | 71%     | 25%     | 74%                    | 67%    | 69%      | 68%     | 37%     | 69%              | 64%    | 71%      | 67%     | 56%     |  |
| Not Sure                                | 20%   | 24%         | 17%     | 69%     | 2%                     | 18%    | 19%      | 21%     | 34%     | 15%              | 12%    | 17%      | 21%     | 34%     |  |
| Total                                   | 100%  | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100%  | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

34

Is it legal or is it illegal to use any app on your cell phone other than the GPS system?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.3 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 13%  | 47%             | 25%    | 11%      | 8%      | 34%     | 11%                    | 20%    | 15%      | 12%     | 8%      | 22%                    | 19%    | 16%      | 12%     | 0%      |  |
| Illegal                                 | 68%  | 37%             | 46%    | 69%      | 75%     | 4%      | 68%                    | 66%    | 67%      | 68%     | 55%     | 58%                    | 64%    | 66%      | 68%     | 69%     |  |
| Not Sure                                | 20%  | 16%             | 29%    | 20%      | 17%     | 62%     | 21%                    | 14%    | 18%      | 20%     | 36%     | 19%                    | 17%    | 18%      | 20%     | 31%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

34

Is it legal or is it illegal to use any app on your cell phone other than the GPS system?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |  |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|--|
| Credibility Interval: +/-4.3 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |  |
| Legal                                   | 13%  | 21%                 | 34%    | 11%      | 12%     | 0%      | 29%                 | 18%    | 13%      | 12%     | 0%      | 10%            | 15%  | 12%            | 14%  | 10%            | 15%  |  |
| Illegal                                 | 68%  | 65%                 | 45%    | 69%      | 69%     | 69%     | 57%                 | 55%    | 65%      | 69%     | 73%     | 70%            | 65%  | 69%            | 66%  | 71%            | 64%  |  |
| Not Sure                                | 20%  | 13%                 | 21%    | 21%      | 19%     | 31%     | 15%                 | 27%    | 21%      | 19%     | 27%     | 20%            | 20%  | 19%            | 20%  | 19%            | 20%  |  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |  |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|--|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults   | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.3 pct points  |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal  | 13%  | 10%             | 17%  | 11%          | 14%  | 12%          | 14%  | 11%              | 15%  | 11%           | 13%  | 11%            | 14%  | 8%            | 16%  | 11%             | 15%  |
| Illegal  | 68%  | 68%             | 67%  | 70%          | 64%  | 69%          | 66%  | 70%              | 64%  | 70%           | 67%  | 68%            | 67%  | 72%           | 65%  | 70%             | 64%  |
| Not Sure   | 20%  | 22%             | 16%  | 19%          | 21%  | 19%          | 20%  | 19%              | 21%  | 19%           | 20%  | 21%            | 19%  | 20%           | 19%  | 19%             | 21%  |
| Total  | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults  | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

|  |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
|--|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
| 900 Adults   | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
| Credibility Interval: +/-4.3 pct points  |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Legal  | 13%  | 12%             | 14%  | 2%            | 13%  | 14%    | 12%   | 12%    | 16%   | 17%   | 6%    | 9%   | 16%       | 7%   |
| Illegal  | 68%  | 69%             | 66%  | 84%           | 67%  | 64%    | 72%   | 39%    | 65%   | 62%   | 77%   | 70%  | 64%       | 74%  |
| Not Sure   | 20%  | 19%             | 20%  | 14%           | 20%  | 23%    | 16%   | 48%    | 19%   | 21%   | 17%   | 21%  | 20%       | 19%  |
| Total  | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults  | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

|  |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
|--|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| 34 Is it legal or is it illegal to use any app on your cell phone other than the GPS system? |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
| 900 Adults   | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
| Credibility Interval: +/-4.3 pct points  |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal  | 13%  | 17%     | 14%   | 10%   | 24%   | 9%     | 20%    | 10%      | 0%    | 17%       | 14%    | 9%      | 16%     | 10%     | 12%     | 15%     | 16%     | 14%     |
| Illegal  | 68%  | 74%     | 68%   | 70%   | 54%   | 78%    | 61%    | 56%      | 75%   | 59%       | 67%    | 71%     | 66%     | 67%     | 71%     | 67%     | 64%     | 65%     |
| Not Sure   | 20%  | 9%      | 18%   | 20%   | 22%   | 12%    | 19%    | 35%      | 25%   | 23%       | 19%    | 20%     | 18%     | 23%     | 17%     | 18%     | 20%     | 20%     |
| Total  | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults  | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

34

Is it legal or is it illegal to use any app on your cell phone other than the GPS system?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.3 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Legal                                   | 13%  | 11%    | 20%  | 0%      | 16%        | 11%    | 9%    |
| Illegal                                 | 68%  | 70%    | 55%  | 73%     | 61%        | 72%    | 74%   |
| Not Sure                                | 20%  | 19%    | 25%  | 27%     | 23%        | 17%    | 17%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-2.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 3%   | 4%                    | 1%   | 0%      | 5%      | 0%      | 3%   | 3%      | 0%      | 0%   | 20%     | 11%        | 2%       | 3%     | 2%      | 2%    | 8%      |
| Illegal                                 | 91%  | 91%                   | 92%  | 97%     | 91%     | 96%     | 87%  | 97%     | 93%     | 90%  | 21%     | 81%        | 94%      | 96%    | 95%     | 91%   | 82%     |
| Not Sure                                | 6%   | 5%                    | 7%   | 3%      | 4%      | 4%      | 10%  | 0%      | 7%      | 10%  | 58%     | 8%         | 4%       | 1%     | 3%      | 7%    | 10%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-2.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Legal                                   | 3%   | 3%      | 4%       | 3%     | 4%      | 3%    | 0%      | 4%                  | 6%       | 2%     | 1%      | 3%    | 0%      |
| Illegal                                 | 91%  | 88%     | 94%      | 92%    | 91%     | 91%   | 77%     | 88%                 | 91%      | 97%    | 93%     | 90%   | 89%     |
| Not Sure                                | 6%   | 9%      | 2%       | 4%     | 5%      | 6%    | 23%     | 8%                  | 3%       | 1%     | 6%      | 7%    | 11%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|--|
| 35 Is it legal or is it illegal to watch a video while driving? |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
| 900 Adults  | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |  |
| Credibility Interval: +/-2.6 pct points                         |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |  |
| Legal   | 3%   | 5%                   | 2%       | 2%     | 2%      | 4%    | 0%      | 4%       | 5%       | 3%     | 0%      | 3%    | 0%      | 7%                | 2%      | 2%     | 4%     | 0%      |  |
| Illegal   | 91%  | 88%                  | 96%      | 96%    | 91%     | 87%   | 75%     | 91%      | 92%      | 91%    | 94%     | 92%   | 68%     | 63%               | 95%     | 93%    | 90%    | 93%     |  |
| Not Sure  | 6%   | 7%                   | 2%       | 2%     | 6%      | 9%    | 25%     | 5%       | 3%       | 7%     | 6%      | 6%    | 32%     | 30%               | 3%      | 5%     | 6%     | 7%      |  |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |  |

|   |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| 35 Is it legal or is it illegal to watch a video while driving? |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
| 900 Adults  | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
| Credibility Interval: +/-2.6 pct points                         |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Legal   | 3%   | 4%                 | 2%      | 2%     | 11%    | 0%      | 18%             | 1%      | 2%     | 3%     | 9%      | 16%             | 6%      | 2%     | 3%     | 22%     |  |
| Illegal   | 91%  | 90%                | 94%     | 88%    | 84%    | 84%     | 72%             | 83%     | 94%    | 91%    | 80%     | 69%             | 90%     | 95%    | 91%    | 61%     |  |
| Not Sure  | 6%   | 6%                 | 4%      | 10%    | 5%     | 16%     | 9%              | 16%     | 4%     | 6%     | 11%     | 15%             | 3%      | 3%     | 6%     | 17%     |  |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

|   |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 35 Is it legal or is it illegal to watch a video while driving? |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults  | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-2.6 pct points                         |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Legal   | 3%   | 6%      | 4%      | 2%     | 3%     | 3%      | 2%             | 2%     | 3%      | 34%    | 0%      | 3%                      | 4%     | 7%      | 0%     | 0%      |
| Illegal   | 91%  | 87%     | 90%     | 93%    | 91%    | 90%     | 89%            | 94%    | 91%     | 56%    | 97%     | 92%                     | 92%    | 90%     | 92%    | 60%     |
| Not Sure  | 6%   | 7%      | 6%      | 5%     | 6%     | 7%      | 8%             | 4%     | 6%      | 10%    | 3%      | 6%                      | 4%     | 3%      | 8%     | 40%     |
| Total   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-2.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 3%   | 3%                   | 2%     | 5%      | 0%     | 8%      | 4%                | 3%     | 1%      | 0%     | 0%      | 4%               | 2%     | 0%      | 0%     | 0%      |  |
| Illegal                                 | 91%  | 91%                  | 93%    | 82%     | 64%    | 92%     | 88%               | 93%    | 96%     | 68%    | 100%    | 90%              | 95%    | 85%     | 54%    | 100%    |  |
| Not Sure                                | 6%   | 5%                   | 5%     | 13%     | 36%    | 0%      | 7%                | 4%     | 3%      | 32%    | 0%      | 6%               | 3%     | 15%     | 46%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-2.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Legal                                   | 3%   | 3%             | 3%     | 0%      | 0%     | 0%      | 3%             | 8%     | 18%     | 0%     | 0%      | 3%                     | 5%     | 0%      | 0%     | 0%      |  |
| Illegal                                 | 91%  | 92%            | 90%    | 97%     | 34%    | 100%    | 92%            | 87%    | 73%     | 54%    | 0%      | 92%                    | 89%    | 85%     | 47%    | 65%     |  |
| Not Sure                                | 6%   | 5%             | 6%     | 3%      | 66%    | 0%      | 5%             | 5%     | 9%      | 46%    | 0%      | 5%                     | 5%     | 15%     | 53%    | 35%     |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-2.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Legal                                   | 3%   | 3%                      | 2%     | 4%      | 9%     | 0%      | 4%        | 3%     | 2%      | 0%     | 0%      | 6%            | 3%      | 3%      | 3%             | 1%      | 2%      |
| Illegal                                 | 91%  | 90%                     | 93%    | 91%     | 87%    | 97%     | 91%       | 92%    | 93%     | 67%    | 92%     | 86%           | 95%     | 85%     | 93%            | 95%     | 74%     |
| Not Sure                                | 6%   | 6%                      | 5%     | 5%      | 4%     | 3%      | 5%        | 5%     | 6%      | 33%    | 8%      | 7%            | 3%      | 13%     | 4%             | 4%      | 24%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-2.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 3%   | 17%                 | 1%      | 2%      | 16%                    | 1%      | 1%      | 5%                   | 3%      | 1%      | 4%       | 1%      | 1%      | 7%         | 2%      | 2%      |  |
| Illegal                                 | 91%  | 79%                 | 95%     | 62%     | 77%                    | 97%     | 74%     | 89%                  | 95%     | 77%     | 92%      | 97%     | 88%     | 88%        | 96%     | 84%     |  |
| Not Sure                                | 6%   | 4%                  | 4%      | 35%     | 7%                     | 2%      | 26%     | 5%                   | 3%      | 22%     | 4%       | 2%      | 10%     | 5%         | 2%      | 14%     |  |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-2.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Legal                                   | 3%   | 9%                | 1%      | 1%      | 13%                     | 1%      | 2%      | 8%                      | 2%      | 2%      | 3%                   | 2%      | 1%      | 8%         | 2%      | 4%      |  |
| Illegal                                 | 91%  | 86%               | 97%     | 85%     | 81%                     | 96%     | 83%     | 85%                     | 95%     | 78%     | 94%                  | 95%     | 67%     | 89%        | 96%     | 77%     |  |
| Not Sure                                | 6%   | 5%                | 2%      | 14%     | 6%                      | 3%      | 15%     | 6%                      | 3%      | 20%     | 3%                   | 3%      | 32%     | 3%         | 2%      | 20%     |  |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-2.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 3%   | -           | -       | -       | 5%                     | 6%     | 1%       | 3%      | 0%      | 40%              | 5%     | 2%       | 2%      | 0%      |  |
| Illegal                                 | 91%  | -           | -       | -       | 88%                    | 91%    | 94%      | 91%     | 89%     | 51%              | 91%    | 94%      | 93%     | 36%     |  |
| Not Sure                                | 6%   | -           | -       | -       | 7%                     | 4%     | 5%       | 6%      | 11%     | 9%               | 4%     | 4%       | 6%      | 64%     |  |
| Total                                   | 100% |             |         |         | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% |             |         |         | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-2.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Legal                                   | 3%   | 5%              | 2%     | 2%       | 3%      | 0%      | 10%                    | 8%     | 3%       | 3%      | 0%      | 12%                    | 9%     | 3%       | 2%      | 0%      |  |
| Illegal                                 | 91%  | 86%             | 88%    | 93%      | 92%     | 93%     | 80%                    | 87%    | 91%      | 92%     | 94%     | 88%                    | 85%    | 91%      | 92%     | 86%     |  |
| Not Sure                                | 6%   | 9%              | 10%    | 5%       | 5%      | 7%      | 10%                    | 5%     | 6%       | 5%      | 6%      | 0%                     | 7%     | 6%       | 5%      | 14%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-2.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Legal                                   | 3%   | 8%                  | 9%     | 2%       | 3%      | 0%      | 10%                 | 6%     | 3%       | 3%      | 0%      | 1%             | 5%   | 2%             | 4%   | 2%             | 4%   |
| Illegal                                 | 91%  | 91%                 | 84%    | 94%      | 92%     | 84%     | 89%                 | 88%    | 95%      | 91%     | 87%     | 92%            | 90%  | 92%            | 91%  | 92%            | 90%  |
| Not Sure                                | 6%   | 2%                  | 7%     | 4%       | 6%      | 16%     | 1%                  | 6%     | 2%       | 6%      | 13%     | 6%             | 5%   | 7%             | 5%   | 5%             | 6%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

35

Is it legal or is it illegal to watch a video while driving?

| 900 Adults                              |  | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|--|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-2.6 pct points |  |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Legal                                   |  | 3%   | 2%              | 5%   | 2%           | 5%   | 2%           | 4%   | 2%               | 5%   | 2%            | 3%   | 2%             | 4%   | 2%            | 4%   | 2%              | 4%   |
| Illegal                                 |  | 91%  | 92%             | 90%  | 93%          | 89%  | 93%          | 90%  | 93%              | 89%  | 88%           | 92%  | 91%            | 92%  | 91%           | 92%  | 94%             | 88%  |
| Not Sure                                |  | 6%   | 6%              | 5%   | 5%           | 7%   | 6%           | 6%   | 5%               | 7%   | 9%            | 4%   | 7%             | 5%   | 7%            | 5%   | 5%              | 7%   |
| Total                                   |  | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   |  | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| 35 Is it legal or is it illegal to watch a video while driving? |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
| 900 Adults  | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
| Credibility Interval: +/-2.6 pct points                         |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Legal   | 3%   | 2%              | 5%   | 0%            | 3%   | 5%     | 1%    | 13%    | 6%    | 2%    | 1%    | 0%   | 4%        | 1%   |
| Illegal   | 91%  | 93%             | 88%  | 94%           | 91%  | 88%    | 95%   | 87%    | 86%   | 91%   | 96%   | 97%  | 88%       | 96%  |
| Not Sure  | 6%   | 5%              | 7%   | 6%            | 6%   | 8%     | 4%    | 0%     | 8%    | 7%    | 3%    | 3%   | 7%        | 3%   |
| Total   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

|   |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| 35 Is it legal or is it illegal to watch a video while driving? |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
| 900 Adults  | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
| Credibility Interval: +/-2.6 pct points                         |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Legal   | 3%   | 11%     | 0%    | 2%    | 4%    | 0%     | 0%     | 4%       | 0%    | 2%        | 2%     | 1%      | 7%      | 2%      | 5%      | 3%      | 2%      | 1%      |
| Illegal   | 91%  | 83%     | 95%   | 93%   | 86%   | 100%   | 81%    | 90%      | 100%  | 90%       | 92%    | 93%     | 89%     | 91%     | 89%     | 94%     | 94%     | 89%     |
| Not Sure  | 6%   | 6%      | 5%    | 5%    | 10%   | 0%     | 19%    | 5%       | 0%    | 8%        | 6%     | 6%      | 4%      | 7%      | 6%      | 3%      | 4%      | 9%      |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

|   |      |        |      |         |            |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| 35 Is it legal or is it illegal to watch a video while driving? |      |        |      |         |            |        |       |
| 900 Adults  | All  | Driven |      |         | Urbanicity |        |       |
| Credibility Interval: +/-2.6 pct points                         |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Legal   | 3%   | 3%     | 3%   | 0%      | 3%         | 3%     | 1%    |
| Illegal   | 91%  | 92%    | 86%  | 73%     | 91%        | 92%    | 92%   |
| Not Sure  | 6%   | 5%     | 10%  | 27%     | 6%         | 5%     | 8%    |
| Total   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.3 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                             | 3%   | 4%                    | 1%   | 0%      | 5%      | 5%      | 2%   | 0%      | 0%      | 0%   | 0%      | 16%        | 4%       | 1%     | 3%      | 1%    | 19%     |
| Likely                                  | 11%  | 15%                   | 5%   | 0%      | 17%     | 28%     | 10%  | 15%     | 0%      | 6%   | 58%     | 33%        | 32%      | 14%    | 10%     | 3%    | 0%      |
| Unlikely                                | 18%  | 20%                   | 14%  | 26%     | 22%     | 9%      | 15%  | 24%     | 40%     | 8%   | 0%      | 25%        | 32%      | 30%    | 24%     | 9%    | 18%     |
| Very Unlikely                           | 66%  | 59%                   | 78%  | 69%     | 55%     | 57%     | 72%  | 61%     | 60%     | 84%  | 42%     | 27%        | 31%      | 53%    | 62%     | 86%   | 36%     |
| Not Sure                                | 1%   | 1%                    | 1%   | 5%      | 1%      | 0%      | 1%   | 0%      | 0%      | 2%   | 0%      | 0%         | 1%       | 2%     | 1%      | 1%    | 27%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.3 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                             | 3%   | 18%     | 9%       | 3%     | 3%      | 1%    | 20%     | 17%                 | 15%      | 1%     | 3%      | 1%    | 11%     |
| Likely                                  | 11%  | 49%     | 31%      | 18%    | 13%     | 4%    | 0%      | 49%                 | 44%      | 21%    | 7%      | 2%    | 0%      |
| Unlikely                                | 18%  | 19%     | 26%      | 38%    | 22%     | 11%   | 52%     | 24%                 | 25%      | 36%    | 34%     | 9%    | 27%     |
| Very Unlikely                           | 66%  | 14%     | 33%      | 40%    | 61%     | 83%   | 11%     | 10%                 | 15%      | 40%    | 55%     | 87%   | 62%     |
| Not Sure                                | 1%   | 0%      | 2%       | 1%     | 1%      | 1%    | 16%     | 0%                  | 1%       | 2%     | 1%      | 1%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Likely   | 3%   | 8%                   | 2%       | 3%     | 2%      | 2%    | 25%     | 16%      | 5%       | 3%     | 0%      | 1%    | 7%      | 44%               | 8%      | 2%     | 1%     | 0%      |
| Likely  | 11%  | 21%                  | 20%      | 8%     | 6%      | 7%    | 0%      | 28%      | 37%      | 15%    | 18%     | 4%    | 25%     | 21%               | 44%     | 11%    | 1%     | 21%     |
| Unlikely  | 18%  | 19%                  | 24%      | 26%    | 12%     | 11%   | 25%     | 28%      | 21%      | 34%    | 37%     | 11%   | 19%     | 12%               | 23%     | 28%    | 5%     | 56%     |
| Very Unlikely   | 66%  | 50%                  | 52%      | 64%    | 77%     | 79%   | 32%     | 28%      | 34%      | 48%    | 42%     | 83%   | 45%     | 24%               | 21%     | 59%    | 92%    | 18%     |
| Not Sure  | 1%   | 1%                   | 2%       | 0%     | 3%      | 1%    | 18%     | 0%       | 3%       | 1%     | 3%      | 1%    | 5%      | 0%                | 4%      | 0%     | 1%     | 5%      |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
|   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Likely   | 3%   | 4%                 | 3%      | 3%     | 0%     | 12%     | 56%             | 12%     | 3%     | 1%     | 5%      | 35%             | 35%     | 3%     | 1%     | 10%     |
| Likely  | 11%  | 18%                | 12%     | 7%     | 2%     | 7%      | 20%             | 31%     | 20%    | 4%     | 5%      | 38%             | 38%     | 26%    | 5%     | 26%     |
| Unlikely  | 18%  | 16%                | 20%     | 19%    | 8%     | 22%     | 9%              | 30%     | 25%    | 12%    | 38%     | 0%              | 12%     | 30%    | 14%    | 34%     |
| Very Unlikely   | 66%  | 60%                | 64%     | 70%    | 88%    | 55%     | 14%             | 26%     | 51%    | 82%    | 52%     | 27%             | 14%     | 40%    | 78%    | 30%     |
| Not Sure  | 1%   | 3%                 | 1%      | 0%     | 2%     | 4%      | 0%              | 1%      | 1%     | 1%     | 0%      | 0%              | 0%      | 1%     | 1%     | 0%      |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
|   |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Likely   | 3%   | 19%     | 6%      | 3%     | 1%     | 0%      | 2%             | 1%     | 8%      | 13%    | 0%      | 2%                      | 4%     | 7%      | 21%    | 21%     |
| Likely  | 11%  | 34%     | 14%     | 12%    | 9%     | 11%     | 5%             | 14%    | 18%     | 9%     | 8%      | 10%                     | 14%    | 28%     | 0%     | 32%     |
| Unlikely  | 18%  | 18%     | 27%     | 28%    | 9%     | 20%     | 7%             | 22%    | 21%     | 9%     | 48%     | 14%                     | 31%    | 16%     | 12%    | 6%      |
| Very Unlikely   | 66%  | 29%     | 50%     | 57%    | 80%    | 70%     | 85%            | 62%    | 49%     | 66%    | 44%     | 73%                     | 49%    | 49%     | 67%    | 41%     |
| Not Sure  | 1%   | 0%      | 3%      | 1%     | 1%     | 0%      | 1%             | 1%     | 3%      | 3%     | 0%      | 1%                      | 2%     | 0%      | 0%     | 0%      |
| Total   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                                 | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults<br>Credibility Interval: +/-4.3 pct points | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
|   |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Likely   | 3%   | 2%                   | 4%     | 6%      | 33%    | 0%      | 1%                | 3%     | 5%      | 32%    | 0%      | 2%               | 3%     | 25%     | 34%    | 0%      |
| Likely  | 11%  | 10%                  | 13%    | 28%     | 27%    | 20%     | 13%               | 9%     | 14%     | 23%    | 7%      | 11%              | 13%    | 10%     | 28%    | 0%      |
| Unlikely  | 18%  | 16%                  | 23%    | 15%     | 0%     | 27%     | 16%               | 19%    | 20%     | 10%    | 39%     | 17%              | 20%    | 28%     | 9%     | 100%    |
| Very Unlikely   | 66%  | 71%                  | 58%    | 51%     | 40%    | 53%     | 69%               | 68%    | 60%     | 32%    | 54%     | 70%              | 62%    | 34%     | 30%    | 0%      |
| Not Sure  | 1%   | 1%                   | 2%     | 0%      | 0%     | 0%      | 1%                | 2%     | 0%      | 3%     | 0%      | 1%               | 2%     | 3%      | 0%     | 0%      |
| Total   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                                 | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.3 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 3%   | 2%             | 4%     | 37%     | 16%    | 0%      | 3%             | 5%     | 0%      | 42%    | 0%      | 2%                     | 10%    | 25%     | 47%    | 0%      |
| Likely                                  | 11%  | 11%            | 14%    | 3%      | 49%    | 0%      | 11%            | 16%    | 27%     | 34%    | 0%      | 11%                    | 17%    | 7%      | 39%    | 0%      |
| Unlikely                                | 18%  | 17%            | 21%    | 33%     | 0%     | 100%    | 18%            | 25%    | 52%     | 0%     | 0%      | 18%                    | 16%    | 42%     | 0%     | 0%      |
| Very Unlikely                           | 66%  | 69%            | 58%    | 27%     | 35%    | 0%      | 68%            | 54%    | 21%     | 24%    | 0%      | 68%                    | 56%    | 26%     | 14%    | 100%    |
| Not Sure                                | 1%   | 1%             | 3%     | 0%      | 0%     | 0%      | 1%             | 0%     | 0%      | 0%     | 0%      | 1%                     | 1%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Likely                             | 3%   | 2%                      | 2%     | 8%      | 27%    | 0%      | 2%        | 2%     | 7%      | 32%    | 1%      | 6%            | 3%      | 2%      | 3%             | 1%      | 4%      |
| Likely                                  | 11%  | 10%                     | 13%    | 16%     | 33%    | 0%      | 13%       | 9%     | 17%     | 25%    | 13%     | 31%           | 9%      | 9%      | 9%             | 28%     | 11%     |
| Unlikely                                | 18%  | 17%                     | 18%    | 30%     | 0%     | 24%     | 10%       | 24%    | 23%     | 25%    | 19%     | 14%           | 19%     | 18%     | 18%            | 22%     | 10%     |
| Very Unlikely                           | 66%  | 70%                     | 66%    | 44%     | 41%    | 76%     | 75%       | 64%    | 50%     | 19%    | 66%     | 49%           | 68%     | 69%     | 68%            | 47%     | 75%     |
| Not Sure                                | 1%   | 1%                      | 1%     | 2%      | 0%     | 0%      | 1%        | 1%     | 4%      | 0%     | 0%      | 0%            | 1%      | 2%      | 1%             | 1%      | 1%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 3%   | 7%                  | 2%      | 2%      | 10%                    | 2%      | 1%      | 7%                   | 2%      | 2%      | 3%       | 6%      | 2%      | 5%         | 4%      | 1%      |
| Likely                                  | 11%  | 32%                 | 9%      | 15%     | 22%                    | 10%     | 8%      | 26%                  | 9%      | 10%     | 13%      | 9%      | 9%      | 23%        | 10%     | 8%      |
| Unlikely                                | 18%  | 13%                 | 19%     | 15%     | 19%                    | 18%     | 15%     | 26%                  | 17%     | 16%     | 18%      | 10%     | 22%     | 20%        | 18%     | 17%     |
| Very Unlikely                           | 66%  | 47%                 | 69%     | 56%     | 48%                    | 68%     | 71%     | 40%                  | 72%     | 68%     | 65%      | 74%     | 66%     | 50%        | 67%     | 72%     |
| Not Sure                                | 1%   | 0%                  | 1%      | 11%     | 1%                     | 1%      | 5%      | 1%                   | 1%      | 4%      | 1%       | 1%      | 1%      | 1%         | 1%      | 3%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 3%   | 8%                | 2%      | 1%      | 5%                      | 3%      | 2%      | 7%                      | 3%      | 1%      | 3%                   | 8%      | 0%      | 5%         | 3%      | 0%      |
| Likely                                  | 11%  | 21%               | 8%      | 10%     | 11%                     | 11%     | 14%     | 9%                      | 12%     | 10%     | 12%                  | 8%      | 7%      | 14%        | 11%     | 10%     |
| Unlikely                                | 18%  | 20%               | 18%     | 17%     | 18%                     | 19%     | 15%     | 24%                     | 18%     | 14%     | 18%                  | 23%     | 9%      | 17%        | 18%     | 17%     |
| Very Unlikely                           | 66%  | 51%               | 71%     | 69%     | 63%                     | 67%     | 67%     | 57%                     | 66%     | 73%     | 65%                  | 60%     | 81%     | 61%        | 66%     | 70%     |
| Not Sure                                | 1%   | 0%                | 1%      | 3%      | 3%                      | 1%      | 2%      | 3%                      | 1%      | 2%      | 1%                   | 0%      | 3%      | 3%         | 1%      | 2%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                             | 3%   | 5%          | 3%      | 4%      | -                      | -      | -        | -       | -       | 39%              | 10%    | 4%       | 0%      | 27%     |
| Likely                                  | 11%  | 22%         | 11%     | 7%      | -                      | -      | -        | -       | -       | 25%              | 42%    | 27%      | 4%      | 0%      |
| Unlikely                                | 18%  | 7%          | 19%     | 16%     | -                      | -      | -        | -       | -       | 0%               | 26%    | 47%      | 9%      | 15%     |
| Very Unlikely                           | 66%  | 66%         | 66%     | 71%     | -                      | -      | -        | -       | -       | 35%              | 19%    | 21%      | 86%     | 32%     |
| Not Sure                                | 1%   | 0%          | 1%      | 2%      | -                      | -      | -        | -       | -       | 0%               | 4%     | 0%       | 1%      | 25%     |
| Total                                   | 100% | 100%        | 100%    | 100%    |                        |        |          |         |         | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      |                        |        |          |         |         | 3%               | 6%     | 21%      | 69%     | 1%      |

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                             | 3%   | 26%             | 5%     | 4%       | 1%      | 4%      | 32%                    | 12%    | 1%       | 2%      | 0%      | 21%                    | 9%     | 1%       | 2%      | 8%      |
| Likely                                  | 11%  | 33%             | 25%    | 26%      | 3%      | 0%      | 7%                     | 27%    | 21%      | 8%      | 22%     | 8%                     | 25%    | 19%      | 9%      | 9%      |
| Unlikely                                | 18%  | 11%             | 29%    | 44%      | 9%      | 4%      | 22%                    | 33%    | 46%      | 10%     | 16%     | 26%                    | 25%    | 45%      | 12%     | 27%     |
| Very Unlikely                           | 66%  | 30%             | 36%    | 26%      | 87%     | 84%     | 39%                    | 27%    | 32%      | 79%     | 49%     | 35%                    | 39%    | 35%      | 76%     | 52%     |
| Not Sure                                | 1%   | 0%              | 5%     | 0%       | 1%      | 7%      | 0%                     | 2%     | 0%       | 1%      | 13%     | 9%                     | 2%     | 1%       | 1%      | 4%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

36

In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.3 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Likely                             | 3%   | 20%                 | 8%     | 2%       | 2%      | 6%      | 14%                 | 6%     | 3%       | 2%      | 6%      | 2%             | 4%   | 2%             | 4%   | 2%             | 4%   |
| Likely                                  | 11%  | 8%                  | 19%    | 21%      | 9%      | 19%     | 15%                 | 19%    | 21%      | 9%      | 20%     | 5%             | 18%  | 8%             | 15%  | 9%             | 14%  |
| Unlikely                                | 18%  | 18%                 | 29%    | 39%      | 13%     | 20%     | 18%                 | 32%    | 38%      | 14%     | 20%     | 21%            | 15%  | 18%            | 18%  | 18%            | 18%  |
| Very Unlikely                           | 66%  | 54%                 | 36%    | 38%      | 76%     | 52%     | 52%                 | 38%    | 37%      | 75%     | 50%     | 71%            | 62%  | 72%            | 61%  | 70%            | 62%  |
| Not Sure                                | 1%   | 0%                  | 8%     | 0%       | 1%      | 3%      | 2%                  | 5%     | 2%       | 1%      | 4%      | 1%             | 1%   | 1%             | 1%   | 1%             | 2%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

36

In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.3 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Likely                             | 3%   | 2%              | 4%   | 3%           | 3%   | 1%           | 5%   | 1%               | 5%   | 2%            | 3%   | 2%             | 4%   | 1%            | 4%   | 1%              | 5%   |
| Likely                                  | 11%  | 9%              | 14%  | 11%          | 12%  | 9%           | 15%  | 9%               | 15%  | 5%            | 14%  | 8%             | 14%  | 7%            | 14%  | 10%             | 14%  |
| Unlikely                                | 18%  | 19%             | 16%  | 17%          | 20%  | 19%          | 17%  | 18%              | 18%  | 16%           | 19%  | 19%            | 17%  | 19%           | 18%  | 19%             | 17%  |
| Very Unlikely                           | 66%  | 68%             | 64%  | 68%          | 64%  | 71%          | 61%  | 71%              | 60%  | 77%           | 63%  | 71%            | 63%  | 72%           | 63%  | 69%             | 62%  |
| Not Sure                                | 1%   | 1%              | 1%   | 1%           | 1%   | 1%           | 2%   | 1%               | 2%   | 0%            | 2%   | 1%             | 2%   | 0%            | 2%   | 1%              | 2%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.3 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Likely                             | 3%   | 2%              | 5%   | 4%            | 3%   | 4%     | 2%    | 9%     | 3%    | 5%    | 1%    | 1%   | 4%        | 1%   |
| Likely                                  | 11%  | 10%             | 14%  | 0%            | 12%  | 14%    | 9%    | 10%    | 17%   | 11%   | 11%   | 3%   | 14%       | 8%   |
| Unlikely                                | 18%  | 19%             | 16%  | 6%            | 18%  | 18%    | 18%   | 19%    | 24%   | 25%   | 8%    | 7%   | 24%       | 8%   |
| Very Unlikely                           | 66%  | 68%             | 64%  | 88%           | 65%  | 62%    | 71%   | 62%    | 54%   | 58%   | 80%   | 88%  | 56%       | 83%  |
| Not Sure                                | 1%   | 1%              | 1%   | 2%            | 1%   | 2%     | 1%    | 0%     | 2%    | 2%    | 0%    | 1%   | 2%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

36 In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.3 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Likely                             | 3%   | 0%      | 9%    | 3%    | 2%    | 0%     | 14%    | 2%       | 0%    | 1%        | 3%     | 3%      | 4%      | 3%      | 3%      | 3%      | 5%      | 1%      |
| Likely                                  | 11%  | 28%     | 6%    | 11%   | 8%    | 0%     | 19%    | 7%       | 0%    | 12%       | 12%    | 7%      | 19%     | 14%     | 10%     | 11%     | 13%     | 9%      |
| Unlikely                                | 18%  | 13%     | 18%   | 20%   | 14%   | 12%    | 9%     | 20%      | 19%   | 20%       | 17%    | 19%     | 16%     | 13%     | 16%     | 21%     | 29%     | 15%     |
| Very Unlikely                           | 66%  | 57%     | 67%   | 65%   | 75%   | 88%    | 58%    | 69%      | 81%   | 65%       | 65%    | 70%     | 61%     | 69%     | 70%     | 62%     | 52%     | 75%     |
| Not Sure                                | 1%   | 2%      | 1%    | 1%    | 1%    | 0%     | 0%     | 2%       | 0%    | 2%        | 2%     | 1%      | 0%      | 1%      | 2%      | 2%      | 1%      | 0%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

**36** In the next 30 days, how likely is it you will talk on a hand-held cell phone while driving?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.3 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Likely                             | 3%   | 3%     | 3%   | 0%      | 4%         | 3%     | 2%    |
| Likely                                  | 11%  | 13%    | 5%   | 0%      | 14%        | 10%    | 8%    |
| Unlikely                                | 18%  | 18%    | 16%  | 54%     | 18%        | 17%    | 25%   |
| Very Unlikely                           | 66%  | 65%    | 74%  | 46%     | 63%        | 69%    | 65%   |
| Not Sure                                | 1%   | 1%     | 1%   | 0%      | 1%         | 2%     | 0%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

**37** In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.2 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                             | 3%   | 4%                    | 1%   | 0%      | 5%      | 0%      | 0%   | 0%      | 0%      | 0%   | 58%     | 21%        | 3%       | 0%     | 0%      | 0%    | 0%      |
| Likely                                  | 6%   | 8%                    | 2%   | 4%      | 10%     | 0%      | 6%   | 6%      | 0%      | 0%   | 0%      | 13%        | 34%      | 7%     | 1%      | 0%    | 15%     |
| Unlikely                                | 21%  | 28%                   | 11%  | 0%      | 32%     | 30%     | 17%  | 20%     | 23%     | 4%   | 0%      | 45%        | 44%      | 40%    | 20%     | 5%    | 38%     |
| Very Unlikely                           | 69%  | 60%                   | 85%  | 96%     | 53%     | 70%     | 76%  | 74%     | 77%     | 96%  | 42%     | 19%        | 20%      | 53%    | 77%     | 94%   | 48%     |
| Not Sure                                | 1%   | 1%                    | 1%   | 0%      | 1%      | 0%      | 1%   | 0%      | 0%      | 0%   | 0%      | 2%         | 0%       | 1%     | 2%      | 1%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

| 37 In the next 30 days, how likely is it you will type a text message while driving? |      |         |          |        |         |       |         |                     |          |        |         |       |         |  |
|--|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| 900 Adults<br>Credibility Interval: +/-4.2 pct points                                | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|  |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Very Likely  | 3%   | 21%     | 5%       | 0%     | 0%      | 2%    | 0%      | 18%                 | 5%       | 1%     | 0%      | 2%    | 0%      |  |
| Likely   | 6%   | 17%     | 41%      | 13%    | 1%      | 0%    | 16%     | 16%                 | 23%      | 8%     | 6%      | 2%    | 0%      |  |
| Unlikely   | 21%  | 48%     | 34%      | 51%    | 29%     | 8%    | 72%     | 58%                 | 40%      | 34%    | 28%     | 10%   | 51%     |  |
| Very Unlikely  | 69%  | 13%     | 20%      | 34%    | 70%     | 90%   | 0%      | 7%                  | 29%      | 57%    | 65%     | 84%   | 49%     |  |
| Not Sure   | 1%   | 1%      | 0%       | 2%     | 0%      | 1%    | 11%     | 0%                  | 3%       | 0%     | 0%      | 1%    | 0%      |  |
| Total  | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults  | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

| 37 In the next 30 days, how likely is it you will type a text message while driving? |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|--|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 900 Adults<br>Credibility Interval: +/-4.2 pct points                                | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|  |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Likely  | 3%   | 5%                   | 1%       | 1%     | 0%      | 4%    | 0%      | 17%      | 2%       | 1%     | 0%      | 2%    | 19%     | 33%               | 5%      | 1%     | 3%     | 0%      |
| Likely   | 6%   | 14%                  | 7%       | 5%     | 10%     | 3%    | 18%     | 21%      | 15%      | 10%    | 13%     | 1%    | 5%      | 12%               | 11%     | 8%     | 2%     | 3%      |
| Unlikely   | 21%  | 35%                  | 39%      | 22%    | 11%     | 8%    | 50%     | 40%      | 42%      | 38%    | 36%     | 10%   | 34%     | 12%               | 43%     | 28%    | 8%     | 38%     |
| Very Unlikely  | 69%  | 45%                  | 53%      | 71%    | 79%     | 83%   | 32%     | 22%      | 41%      | 50%    | 51%     | 87%   | 42%     | 33%               | 40%     | 62%    | 87%    | 58%     |
| Not Sure   | 1%   | 1%                   | 0%       | 1%     | 0%      | 1%    | 0%      | 0%       | 1%       | 2%     | 0%      | 1%    | 0%      | 10%               | 0%      | 1%     | 1%     | 0%      |
| Total  | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults  | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Likely                             | 3%   | 4%                 | 2%      | 1%     | 10%    | 0%      | 43%             | 11%     | 1%     | 2%     | 0%      | 50%             | 28%     | 2%     | 2%     | 0%      |
| Likely                                  | 6%   | 7%                 | 5%      | 10%    | 2%     | 0%      | 22%             | 11%     | 11%    | 2%     | 9%      | 5%              | 32%     | 15%    | 2%     | 18%     |
| Unlikely                                | 21%  | 25%                | 24%     | 17%    | 6%     | 14%     | 21%             | 51%     | 36%    | 8%     | 27%     | 18%             | 17%     | 46%    | 12%    | 59%     |
| Very Unlikely                           | 69%  | 63%                | 69%     | 70%    | 81%    | 77%     | 14%             | 23%     | 51%    | 87%    | 63%     | 27%             | 22%     | 37%    | 83%    | 23%     |
| Not Sure                                | 1%   | 1%                 | 0%      | 1%     | 1%     | 9%      | 0%              | 5%      | 0%     | 1%     | 0%      | 0%              | 0%      | 0%     | 1%     | 0%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 3%   | 20%     | 3%      | 0%     | 3%     | 0%      | 1%             | 1%     | 4%      | 46%    | 0%      | 3%                      | 2%     | 7%      | 21%    | 19%     |
| Likely                                  | 6%   | 19%     | 13%     | 9%     | 1%     | 2%      | 3%             | 6%     | 12%     | 4%     | 0%      | 3%                      | 13%    | 14%     | 13%    | 14%     |
| Unlikely                                | 21%  | 30%     | 29%     | 30%    | 13%    | 17%     | 10%            | 26%    | 27%     | 24%    | 22%     | 16%                     | 37%    | 20%     | 12%    | 14%     |
| Very Unlikely                           | 69%  | 31%     | 54%     | 60%    | 81%    | 80%     | 85%            | 66%    | 56%     | 26%    | 78%     | 78%                     | 47%    | 60%     | 54%    | 33%     |
| Not Sure                                | 1%   | 0%      | 1%      | 1%     | 1%     | 0%      | 2%             | 0%     | 1%      | 1%     | 0%      | 0%                      | 1%     | 0%      | 0%     | 21%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 3%   | 3%                   | 1%     | 9%      | 51%    | 0%      | 4%                | 1%     | 2%      | 20%    | 0%      | 3%               | 2%     | 6%      | 52%    | 0%      |
| Likely                                  | 6%   | 5%                   | 8%     | 18%     | 0%     | 0%      | 3%                | 7%     | 9%      | 7%     | 0%      | 4%               | 10%    | 6%      | 0%     | 0%      |
| Unlikely                                | 21%  | 20%                  | 22%    | 28%     | 9%     | 67%     | 22%               | 19%    | 25%     | 21%    | 20%     | 19%              | 25%    | 47%     | 18%    | 0%      |
| Very Unlikely                           | 69%  | 71%                  | 68%    | 45%     | 40%    | 33%     | 69%               | 73%    | 63%     | 38%    | 80%     | 74%              | 63%    | 29%     | 30%    | 100%    |
| Not Sure                                | 1%   | 1%                   | 1%     | 0%      | 0%     | 0%      | 1%                | 0%     | 0%      | 15%    | 0%      | 1%               | 0%     | 13%     | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 3%   | 2%             | 2%     | 24%     | 49%    | 0%      | 2%             | 3%     | 0%      | 65%    | 0%      | 2%                     | 7%     | 7%      | 74%    | 0%      |
| Likely                                  | 6%   | 5%             | 9%     | 17%     | 0%     | 0%      | 5%             | 17%    | 27%     | 0%     | 0%      | 6%                     | 10%    | 7%      | 0%     | 0%      |
| Unlikely                                | 21%  | 20%            | 26%    | 21%     | 16%    | 100%    | 21%            | 19%    | 61%     | 11%    | 0%      | 21%                    | 23%    | 60%     | 12%    | 0%      |
| Very Unlikely                           | 69%  | 72%            | 61%    | 39%     | 35%    | 0%      | 70%            | 61%    | 12%     | 24%    | 0%      | 71%                    | 57%    | 26%     | 14%    | 100%    |
| Not Sure                                | 1%   | 1%             | 2%     | 0%      | 0%     | 0%      | 1%             | 0%     | 0%      | 0%     | 0%      | 1%                     | 2%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Likely                             | 3%   | 3%                      | 2%     | 4%      | 10%    | 0%      | 4%        | 1%     | 4%      | 20%    | 0%      | 3%            | 3%      | 1%      | 3%             | 1%      | 2%      |
| Likely                                  | 6%   | 4%                      | 8%     | 11%     | 7%     | 3%      | 3%        | 6%     | 14%     | 17%    | 4%      | 14%           | 5%      | 6%      | 6%             | 6%      | 3%      |
| Unlikely                                | 21%  | 20%                     | 21%    | 33%     | 34%    | 16%     | 15%       | 25%    | 27%     | 11%    | 30%     | 26%           | 22%     | 17%     | 19%            | 42%     | 20%     |
| Very Unlikely                           | 69%  | 72%                     | 69%    | 50%     | 49%    | 81%     | 77%       | 67%    | 54%     | 40%    | 66%     | 55%           | 70%     | 74%     | 71%            | 50%     | 70%     |
| Not Sure                                | 1%   | 1%                      | 0%     | 3%      | 0%     | 0%      | 1%        | 0%     | 1%      | 12%    | 0%      | 2%            | 0%      | 2%      | 0%             | 1%      | 5%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 3%   | 12%                 | 2%      | 2%      | 12%                    | 2%      | 0%      | 2%                   | 3%      | 1%      | 4%       | 2%      | 1%      | 3%         | 4%      | 0%      |
| Likely                                  | 6%   | 6%                  | 6%      | 3%      | 11%                    | 5%      | 6%      | 9%                   | 5%      | 6%      | 6%       | 7%      | 6%      | 6%         | 6%      | 5%      |
| Unlikely                                | 21%  | 38%                 | 19%     | 21%     | 38%                    | 20%     | 14%     | 47%                  | 17%     | 13%     | 25%      | 12%     | 18%     | 36%        | 21%     | 15%     |
| Very Unlikely                           | 69%  | 44%                 | 72%     | 67%     | 36%                    | 73%     | 78%     | 41%                  | 74%     | 78%     | 65%      | 78%     | 74%     | 54%        | 69%     | 78%     |
| Not Sure                                | 1%   | 0%                  | 1%      | 6%      | 3%                     | 0%      | 2%      | 1%                   | 1%      | 2%      | 0%       | 1%      | 1%      | 0%         | 1%      | 1%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

37

In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.2 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 3%   | 7%                | 2%      | 0%      | 8%                      | 2%      | 1%      | 1%                      | 3%      | 1%      | 3%                   | 4%      | 4%      | 4%         | 3%      | 2%      |
| Likely                                  | 6%   | 10%               | 5%      | 5%      | 8%                      | 6%      | 4%      | 9%                      | 6%      | 4%      | 6%                   | 8%      | 2%      | 11%        | 6%      | 4%      |
| Unlikely                                | 21%  | 32%               | 18%     | 19%     | 24%                     | 20%     | 24%     | 30%                     | 21%     | 16%     | 22%                  | 20%     | 13%     | 20%        | 22%     | 18%     |
| Very Unlikely                           | 69%  | 49%               | 75%     | 75%     | 58%                     | 72%     | 70%     | 59%                     | 69%     | 76%     | 68%                  | 67%     | 79%     | 64%        | 69%     | 74%     |
| Not Sure                                | 1%   | 1%                | 0%      | 1%      | 1%                      | 0%      | 2%      | 1%                      | 1%      | 2%      | 1%                   | 1%      | 2%      | 1%         | 1%      | 1%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

37

In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.2 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Very Likely                             | 3%   | 38%         | 2%      | 4%      | 37%                    | 6%     | 0%       | 2%      | 0%      | -                | -      | -        | -       | -       |  |
| Likely                                  | 6%   | 10%         | 6%      | 5%      | 20%                    | 21%    | 8%       | 2%      | 20%     | -                | -      | -        | -       | -       |  |
| Unlikely                                | 21%  | 13%         | 22%     | 14%     | 31%                    | 50%    | 56%      | 7%      | 5%      | -                | -      | -        | -       | -       |  |
| Very Unlikely                           | 69%  | 39%         | 70%     | 68%     | 5%                     | 22%    | 35%      | 90%     | 59%     | -                | -      | -        | -       | -       |  |
| Not Sure                                | 1%   | 0%          | 0%      | 9%      | 7%                     | 0%     | 1%       | 0%      | 16%     | -                | -      | -        | -       | -       |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |                  |        |          |         |         |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      |                  |        |          |         |         |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
|   |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Likely   | 3%   | 32%             | 2%     | 0%       | 2%      | 0%      | 10%                    | 5%     | 3%       | 2%      | 3%      | 12%                    | 5%     | 2%       | 2%      | 3%      |
| Likely  | 6%   | 23%             | 28%    | 5%       | 1%      | 4%      | 12%                    | 24%    | 14%      | 2%      | 11%     | 3%                     | 30%    | 12%      | 3%      | 11%     |
| Unlikely  | 21%  | 13%             | 32%    | 66%      | 6%      | 4%      | 26%                    | 41%    | 42%      | 15%     | 18%     | 35%                    | 36%    | 49%      | 14%     | 36%     |
| Very Unlikely   | 69%  | 32%             | 37%    | 27%      | 91%     | 84%     | 42%                    | 30%    | 41%      | 80%     | 57%     | 50%                    | 28%    | 36%      | 81%     | 30%     |
| Not Sure  | 1%   | 0%              | 1%     | 1%       | 0%      | 7%      | 10%                    | 0%     | 1%       | 0%      | 11%     | 0%                     | 0%     | 1%       | 0%      | 19%     |
| Total   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Likely   | 3%   | 7%                  | 4%     | 3%       | 3%      | 3%      | 9%                  | 1%     | 3%       | 2%      | 4%      | 1%             | 4%   | 2%             | 4%   | 2%             | 4%   |
| Likely  | 6%   | 7%                  | 15%    | 19%      | 3%      | 6%      | 4%                  | 23%    | 20%      | 2%      | 8%      | 3%             | 9%   | 2%             | 9%   | 5%             | 7%   |
| Unlikely  | 21%  | 26%                 | 36%    | 37%      | 16%     | 46%     | 25%                 | 38%    | 46%      | 15%     | 53%     | 19%            | 23%  | 19%            | 23%  | 19%            | 24%  |
| Very Unlikely   | 69%  | 60%                 | 40%    | 41%      | 79%     | 38%     | 62%                 | 37%    | 30%      | 80%     | 25%     | 76%            | 63%  | 76%            | 63%  | 74%            | 64%  |
| Not Sure  | 1%   | 0%                  | 5%     | 0%       | 0%      | 8%      | 0%                  | 0%     | 1%       | 1%      | 11%     | 1%             | 1%   | 1%             | 1%   | 0%             | 1%   |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

37

In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.2 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Likely                             | 3%   | 1%              | 5%   | 2%           | 4%   | 1%           | 5%   | 2%               | 5%   | 2%            | 3%   | 2%             | 4%   | 1%            | 4%   | 1%              | 6%   |
| Likely                                  | 6%   | 6%              | 6%   | 5%           | 7%   | 5%           | 7%   | 5%               | 7%   | 4%            | 7%   | 6%             | 6%   | 5%            | 6%   | 7%              | 4%   |
| Unlikely                                | 21%  | 20%             | 23%  | 19%          | 24%  | 17%          | 26%  | 17%              | 27%  | 14%           | 24%  | 19%            | 23%  | 15%           | 25%  | 18%             | 26%  |
| Very Unlikely                           | 69%  | 73%             | 65%  | 73%          | 64%  | 76%          | 61%  | 76%              | 61%  | 80%           | 65%  | 73%            | 67%  | 78%           | 64%  | 73%             | 63%  |
| Not Sure                                | 1%   | 0%              | 1%   | 1%           | 1%   | 0%           | 1%   | 0%               | 1%   | 0%            | 1%   | 1%             | 1%   | 0%            | 1%   | 0%              | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

37

In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.2 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Likely                             | 3%   | 1%              | 5%   | 0%            | 3%   | 4%     | 1%    | 0%     | 6%    | 2%    | 1%    | 0%   | 4%        | 0%   |
| Likely                                  | 6%   | 7%              | 4%   | 0%            | 6%   | 6%     | 5%    | 10%    | 11%   | 7%    | 1%    | 0%   | 9%        | 0%   |
| Unlikely                                | 21%  | 19%             | 26%  | 9%            | 22%  | 22%    | 21%   | 12%    | 28%   | 26%   | 19%   | 2%   | 27%       | 12%  |
| Very Unlikely                           | 69%  | 73%             | 63%  | 87%           | 69%  | 66%    | 72%   | 78%    | 53%   | 64%   | 80%   | 97%  | 58%       | 86%  |
| Not Sure                                | 1%   | 0%              | 1%   | 4%            | 1%   | 1%     | 0%    | 0%     | 1%    | 0%    | 0%    | 1%   | 1%        | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
|   |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Likely   | 3%   | 11%     | 5%    | 2%    | 1%    | 0%     | 19%    | 0%       | 0%    | 2%        | 2%     | 1%      | 8%      | 2%      | 5%      | 2%      | 3%      | 1%      |
| Likely  | 6%   | 0%      | 6%    | 6%    | 7%    | 0%     | 0%     | 11%      | 0%    | 5%        | 5%     | 6%      | 7%      | 3%      | 5%      | 11%     | 6%      | 7%      |
| Unlikely  | 21%  | 39%     | 25%   | 21%   | 15%   | 20%    | 14%    | 6%       | 29%   | 21%       | 16%    | 20%     | 30%     | 21%     | 18%     | 19%     | 31%     | 20%     |
| Very Unlikely   | 69%  | 50%     | 63%   | 70%   | 76%   | 80%    | 67%    | 81%      | 71%   | 70%       | 76%    | 72%     | 55%     | 73%     | 71%     | 68%     | 58%     | 72%     |
| Not Sure  | 1%   | 0%      | 1%    | 1%    | 0%    | 0%     | 0%     | 1%       | 0%    | 2%        | 1%     | 1%      | 0%      | 1%      | 0%      | 0%      | 2%      | 0%      |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

37 In the next 30 days, how likely is it you will type a text message while driving?

| 900 Adults<br>Credibility Interval: +/-4.2 pct points | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
|   |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Likely   | 3%   | 3%     | 1%   | 0%      | 3%         | 3%     | 1%    |
| Likely  | 6%   | 7%     | 3%   | 0%      | 6%         | 6%     | 4%    |
| Unlikely  | 21%  | 23%    | 14%  | 27%     | 23%        | 21%    | 15%   |
| Very Unlikely   | 69%  | 67%    | 82%  | 73%     | 67%        | 69%    | 78%   |
| Not Sure  | 1%   | 1%     | 0%   | 0%      | 0%         | 1%     | 2%    |
| Total   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                             | 5%   | 6%                    | 3%   | 0%      | 7%      | 0%      | 5%   | 0%      | 0%      | 2%   | 58%     | 18%        | 6%       | 6%     | 2%      | 2%    | 0%      |
| Likely                                  | 11%  | 13%                   | 7%   | 4%      | 14%     | 40%     | 6%   | 7%      | 0%      | 13%  | 0%      | 15%        | 41%      | 13%    | 7%      | 4%    | 36%     |
| Unlikely                                | 20%  | 24%                   | 13%  | 14%     | 28%     | 11%     | 18%  | 31%     | 16%     | 2%   | 0%      | 38%        | 32%      | 31%    | 32%     | 9%    | 21%     |
| Very Unlikely                           | 63%  | 56%                   | 73%  | 83%     | 51%     | 44%     | 70%  | 62%     | 84%     | 84%  | 42%     | 29%        | 20%      | 45%    | 57%     | 84%   | 43%     |
| Not Sure                                | 2%   | 1%                    | 3%   | 0%      | 1%      | 4%      | 1%   | 0%      | 0%      | 0%   | 0%      | 1%         | 1%       | 4%     | 3%      | 1%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                             | 5%   | 22%     | 17%      | 5%     | 0%      | 2%    | 0%      | 23%                 | 15%      | 3%     | 3%      | 3%    | 0%      |
| Likely                                  | 11%  | 25%     | 32%      | 20%    | 7%      | 5%    | 37%     | 18%                 | 24%      | 20%    | 9%      | 6%    | 0%      |
| Unlikely                                | 20%  | 42%     | 21%      | 40%    | 28%     | 11%   | 52%     | 50%                 | 35%      | 29%    | 20%     | 12%   | 40%     |
| Very Unlikely                           | 63%  | 10%     | 29%      | 35%    | 64%     | 79%   | 11%     | 10%                 | 26%      | 48%    | 68%     | 76%   | 28%     |
| Not Sure                                | 2%   | 0%      | 1%       | 0%     | 2%      | 2%    | 0%      | 0%                  | 0%       | 0%     | 0%      | 2%    | 31%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

38

In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Likely                             | 5%   | 12%                  | 5%       | 2%     | 6%      | 4%    | 0%      | 35%      | 7%       | 3%     | 2%      | 1%    | 31%     | 42%               | 10%     | 3%     | 3%     | 7%      |
| Likely                                  | 11%  | 25%                  | 15%      | 10%    | 4%      | 5%    | 18%     | 30%      | 34%      | 14%    | 22%     | 3%    | 11%     | 12%               | 20%     | 14%    | 5%     | 7%      |
| Unlikely                                | 20%  | 29%                  | 33%      | 22%    | 10%     | 11%   | 25%     | 19%      | 42%      | 46%    | 32%     | 8%    | 31%     | 39%               | 39%     | 23%    | 9%     | 45%     |
| Very Unlikely                           | 63%  | 34%                  | 45%      | 61%    | 80%     | 79%   | 32%     | 16%      | 17%      | 30%    | 41%     | 87%   | 21%     | 7%                | 31%     | 57%    | 82%    | 41%     |
| Not Sure                                | 2%   | 0%                   | 1%       | 5%     | 0%      | 0%    | 25%     | 0%       | 0%       | 7%     | 2%      | 1%    | 7%      | 0%                | 0%      | 3%     | 1%     | 0%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

38

In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Very Likely                             | 5%   | 9%                 | 4%      | 4%     | 3%     | 0%      | 65%             | 16%     | 4%     | 3%     | 5%      | 45%             | 48%     | 4%     | 3%     | 18%     |  |
| Likely                                  | 11%  | 16%                | 10%     | 13%    | 2%     | 6%      | 0%              | 23%     | 18%    | 5%     | 0%      | 10%             | 10%     | 23%    | 7%     | 0%      |  |
| Unlikely                                | 20%  | 29%                | 21%     | 14%    | 8%     | 26%     | 21%             | 30%     | 31%    | 12%    | 22%     | 19%             | 9%      | 38%    | 14%    | 45%     |  |
| Very Unlikely                           | 63%  | 46%                | 62%     | 70%    | 88%    | 68%     | 14%             | 27%     | 44%    | 80%    | 68%     | 27%             | 32%     | 34%    | 75%    | 38%     |  |
| Not Sure                                | 2%   | 1%                 | 3%      | 0%     | 1%     | 0%      | 0%              | 3%      | 2%     | 1%     | 5%      | 0%              | 0%      | 1%     | 2%     | 0%      |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 5%   | 40%     | 10%     | 3%     | 2%     | 2%      | 2%             | 5%     | 9%      | 15%    | 5%      | 2%                      | 10%    | 24%     | 21%    | 19%     |
| Likely                                  | 11%  | 25%     | 28%     | 13%    | 3%     | 15%     | 9%             | 9%     | 21%     | 16%    | 14%     | 9%                      | 16%    | 24%     | 13%    | 14%     |
| Unlikely                                | 20%  | 13%     | 32%     | 31%    | 11%    | 11%     | 9%             | 25%    | 27%     | 11%    | 29%     | 17%                     | 28%    | 16%     | 12%    | 35%     |
| Very Unlikely                           | 63%  | 22%     | 30%     | 51%    | 83%    | 58%     | 81%            | 59%    | 42%     | 58%    | 50%     | 71%                     | 41%    | 35%     | 54%    | 33%     |
| Not Sure                                | 2%   | 0%      | 1%      | 2%     | 0%     | 14%     | 0%             | 3%     | 2%      | 0%     | 2%      | 1%                      | 5%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 5%   | 4%                   | 5%     | 10%     | 51%    | 0%      | 2%                | 5%     | 10%     | 23%    | 0%      | 3%               | 6%     | 12%     | 52%    | 0%      |
| Likely                                  | 11%  | 9%                   | 15%    | 17%     | 9%     | 16%     | 9%                | 11%    | 14%     | 10%    | 13%     | 9%               | 15%    | 6%      | 19%    | 0%      |
| Unlikely                                | 20%  | 18%                  | 26%    | 25%     | 0%     | 39%     | 20%               | 19%    | 22%     | 46%    | 14%     | 19%              | 22%    | 49%     | 9%     | 100%    |
| Very Unlikely                           | 63%  | 68%                  | 52%    | 48%     | 40%    | 45%     | 69%               | 64%    | 51%     | 18%    | 73%     | 68%              | 55%    | 31%     | 20%    | 0%      |
| Not Sure                                | 2%   | 1%                   | 3%     | 0%      | 0%     | 0%      | 0%                | 2%     | 3%      | 3%     | 0%      | 1%               | 2%     | 3%      | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

**38** In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 5%   | 4%             | 6%     | 43%     | 49%    | 0%      | 4%             | 8%     | 18%     | 65%    | 0%      | 4%                     | 9%     | 7%      | 74%    | 0%      |
| Likely                                  | 11%  | 10%            | 15%    | 6%      | 16%    | 0%      | 11%            | 11%    | 9%      | 11%    | 0%      | 10%                    | 16%    | 7%      | 12%    | 65%     |
| Unlikely                                | 20%  | 20%            | 22%    | 24%     | 0%     | 100%    | 20%            | 26%    | 52%     | 0%     | 0%      | 19%                    | 24%    | 60%     | 0%     | 35%     |
| Very Unlikely                           | 63%  | 65%            | 55%    | 27%     | 35%    | 0%      | 64%            | 52%    | 21%     | 24%    | 0%      | 65%                    | 48%    | 26%     | 14%    | 0%      |
| Not Sure                                | 2%   | 2%             | 2%     | 0%      | 0%     | 0%      | 2%             | 3%     | 0%      | 0%     | 0%      | 2%                     | 2%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

**38** In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Likely                             | 5%   | 4%                      | 5%     | 6%      | 19%    | 3%      | 2%        | 3%     | 13%     | 48%    | 6%      | 10%           | 4%      | 4%      | 6%             | 1%      | 3%      |
| Likely                                  | 11%  | 10%                     | 13%    | 10%     | 4%     | 3%      | 6%        | 10%    | 30%     | 15%    | 19%     | 15%           | 10%     | 12%     | 11%            | 9%      | 6%      |
| Unlikely                                | 20%  | 18%                     | 20%    | 33%     | 27%    | 23%     | 13%       | 26%    | 26%     | 22%    | 15%     | 30%           | 20%     | 16%     | 17%            | 44%     | 21%     |
| Very Unlikely                           | 63%  | 65%                     | 60%    | 51%     | 51%    | 71%     | 78%       | 60%    | 30%     | 15%    | 43%     | 45%           | 65%     | 65%     | 64%            | 45%     | 67%     |
| Not Sure                                | 2%   | 2%                      | 2%     | 0%      | 0%     | 0%      | 0%        | 2%     | 1%      | 0%     | 17%     | 0%            | 1%      | 4%      | 2%             | 1%      | 2%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 5%   | 4%                  | 5%      | 4%      | 8%                     | 5%      | 3%      | 5%                   | 5%      | 3%      | 6%       | 5%      | 2%      | 6%         | 5%      | 4%      |
| Likely                                  | 11%  | 6%                  | 11%     | 18%     | 11%                    | 9%      | 19%     | 14%                  | 9%      | 16%     | 10%      | 9%      | 13%     | 12%        | 10%     | 12%     |
| Unlikely                                | 20%  | 40%                 | 18%     | 21%     | 36%                    | 18%     | 16%     | 39%                  | 17%     | 14%     | 22%      | 18%     | 18%     | 34%        | 19%     | 15%     |
| Very Unlikely                           | 63%  | 50%                 | 65%     | 56%     | 44%                    | 67%     | 56%     | 40%                  | 68%     | 60%     | 61%      | 67%     | 63%     | 48%        | 65%     | 66%     |
| Not Sure                                | 2%   | 0%                  | 2%      | 1%      | 0%                     | 1%      | 6%      | 2%                   | 1%      | 6%      | 1%       | 1%      | 3%      | 0%         | 1%      | 3%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 5%   | 6%                | 5%      | 3%      | 6%                      | 5%      | 2%      | 7%                      | 5%      | 4%      | 5%                   | 8%      | 4%      | 18%        | 3%      | 4%      |
| Likely                                  | 11%  | 16%               | 8%      | 13%     | 13%                     | 9%      | 14%     | 13%                     | 9%      | 17%     | 11%                  | 9%      | 12%     | 21%        | 7%      | 16%     |
| Unlikely                                | 20%  | 31%               | 16%     | 20%     | 19%                     | 19%     | 24%     | 25%                     | 21%     | 14%     | 22%                  | 17%     | 11%     | 18%        | 21%     | 20%     |
| Very Unlikely                           | 63%  | 47%               | 70%     | 60%     | 62%                     | 66%     | 53%     | 55%                     | 64%     | 63%     | 61%                  | 66%     | 73%     | 39%        | 69%     | 55%     |
| Not Sure                                | 2%   | 0%                | 1%      | 4%      | 0%                      | 1%      | 6%      | 0%                      | 2%      | 2%      | 2%                   | 0%      | 1%      | 4%         | 0%      | 5%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                             | 5%   | 9%          | 5%      | 7%      | 42%                    | 14%    | 3%       | 2%      | 0%      | 55%              | 19%    | 3%       | 2%      | 0%      |
| Likely                                  | 11%  | 9%          | 10%     | 19%     | 18%                    | 23%    | 17%      | 6%      | 44%     | 10%              | 50%    | 16%      | 6%      | 17%     |
| Unlikely                                | 20%  | 14%         | 20%     | 19%     | 26%                    | 46%    | 49%      | 8%      | 0%      | 0%               | 18%    | 63%      | 8%      | 27%     |
| Very Unlikely                           | 63%  | 69%         | 63%     | 52%     | 12%                    | 17%    | 30%      | 82%     | 46%     | 35%              | 11%    | 18%      | 82%     | 40%     |
| Not Sure                                | 2%   | 0%          | 2%      | 2%      | 2%                     | 0%     | 0%       | 2%      | 10%     | 0%               | 1%     | 0%       | 2%      | 15%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                             | 5%   | -               | -      | -        | -       | -       | 23%                    | 15%    | 5%       | 4%      | 3%      | 16%                    | 16%    | 4%       | 4%      | 3%      |
| Likely                                  | 11%  | -               | -      | -        | -       | -       | 9%                     | 30%    | 17%      | 7%      | 29%     | 27%                    | 25%    | 18%      | 7%      | 23%     |
| Unlikely                                | 20%  | -               | -      | -        | -       | -       | 33%                    | 18%    | 38%      | 16%     | 13%     | 23%                    | 22%    | 44%      | 15%     | 26%     |
| Very Unlikely                           | 63%  | -               | -      | -        | -       | -       | 35%                    | 37%    | 38%      | 71%     | 53%     | 35%                    | 38%    | 33%      | 72%     | 45%     |
| Not Sure                                | 2%   | -               | -      | -        | -       | -       | 0%                     | 0%     | 0%       | 2%      | 2%      | 0%                     | 0%     | 1%       | 2%      | 2%      |
| Total                                   | 100% |                 |        |          |         |         | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% |                 |        |          |         |         | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

38

In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.4 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Likely                             | 5%   | 13%                 | 13%    | 6%       | 4%      | 3%      | 10%                 | 9%     | 8%       | 4%      | 4%      | 3%             | 7%   | 3%             | 6%   | 4%             | 5%   |
| Likely                                  | 11%  | 14%                 | 31%    | 18%      | 8%      | 15%     | 17%                 | 30%    | 19%      | 7%      | 23%     | 9%             | 13%  | 10%            | 12%  | 10%            | 12%  |
| Unlikely                                | 20%  | 19%                 | 29%    | 36%      | 15%     | 36%     | 16%                 | 40%    | 42%      | 15%     | 33%     | 17%            | 24%  | 15%            | 24%  | 17%            | 23%  |
| Very Unlikely                           | 63%  | 54%                 | 27%    | 39%      | 71%     | 43%     | 57%                 | 21%    | 30%      | 72%     | 38%     | 69%            | 56%  | 70%            | 57%  | 67%            | 58%  |
| Not Sure                                | 2%   | 0%                  | 0%     | 1%       | 2%      | 4%      | 0%                  | 0%     | 1%       | 2%      | 2%      | 2%             | 1%   | 2%             | 1%   | 2%             | 1%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

38

In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.4 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Likely                             | 5%   | 4%              | 6%   | 4%           | 6%   | 3%           | 7%   | 3%               | 8%   | 4%            | 5%   | 4%             | 6%   | 2%            | 6%   | 3%              | 7%   |
| Likely                                  | 11%  | 12%             | 9%   | 10%          | 12%  | 11%          | 11%  | 11%              | 10%  | 11%           | 11%  | 13%            | 9%   | 11%           | 11%  | 10%             | 12%  |
| Unlikely                                | 20%  | 18%             | 22%  | 17%          | 25%  | 15%          | 26%  | 14%              | 28%  | 8%            | 24%  | 17%            | 23%  | 12%           | 25%  | 17%             | 24%  |
| Very Unlikely                           | 63%  | 64%             | 61%  | 67%          | 56%  | 70%          | 54%  | 70%              | 53%  | 74%           | 59%  | 66%            | 60%  | 73%           | 57%  | 67%             | 55%  |
| Not Sure                                | 2%   | 1%              | 2%   | 2%           | 1%   | 1%           | 2%   | 2%               | 1%   | 3%            | 1%   | 1%             | 2%   | 2%            | 1%   | 2%              | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.4 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Likely                             | 5%   | 4%              | 7%   | 0%            | 5%   | 7%     | 3%    | 0%     | 8%    | 6%    | 1%    | 2%   | 7%        | 1%   |
| Likely                                  | 11%  | 10%             | 12%  | 2%            | 11%  | 12%    | 9%    | 22%    | 16%   | 15%   | 4%    | 2%   | 15%       | 3%   |
| Unlikely                                | 20%  | 19%             | 23%  | 4%            | 21%  | 23%    | 18%   | 7%     | 25%   | 22%   | 23%   | 4%   | 23%       | 15%  |
| Very Unlikely                           | 63%  | 66%             | 57%  | 94%           | 61%  | 57%    | 68%   | 63%    | 52%   | 54%   | 71%   | 91%  | 53%       | 79%  |
| Not Sure                                | 2%   | 2%              | 1%   | 0%            | 2%   | 1%     | 2%    | 9%     | 1%    | 3%    | 1%    | 2%   | 2%        | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

38 In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Likely                             | 5%   | 1%      | 6%    | 5%    | 7%    | 0%     | 19%    | 2%       | 0%    | 6%        | 5%     | 5%      | 4%      | 5%      | 4%      | 6%      | 6%      | 4%      |
| Likely                                  | 11%  | 7%      | 6%    | 12%   | 12%   | 4%     | 0%     | 15%      | 0%    | 7%        | 9%     | 11%     | 14%     | 6%      | 12%     | 13%     | 9%      | 17%     |
| Unlikely                                | 20%  | 37%     | 22%   | 19%   | 16%   | 25%    | 14%    | 11%      | 6%    | 18%       | 19%    | 20%     | 23%     | 20%     | 19%     | 17%     | 29%     | 18%     |
| Very Unlikely                           | 63%  | 56%     | 66%   | 63%   | 59%   | 72%    | 67%    | 70%      | 94%   | 68%       | 64%    | 63%     | 58%     | 69%     | 64%     | 62%     | 56%     | 56%     |
| Not Sure                                | 2%   | 0%      | 0%    | 1%    | 6%    | 0%     | 0%     | 1%       | 0%    | 1%        | 3%     | 1%      | 1%      | 1%      | 1%      | 1%      | 0%      | 5%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

**38** In the next 30 days, how likely is it you will use an app on your phone other than the GPS app?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Likely                             | 5%   | 5%     | 3%   | 0%      | 6%         | 4%     | 2%    |
| Likely                                  | 11%  | 12%    | 5%   | 0%      | 14%        | 9%     | 6%    |
| Unlikely                                | 20%  | 21%    | 12%  | 73%     | 21%        | 19%    | 20%   |
| Very Unlikely                           | 63%  | 60%    | 78%  | 27%     | 57%        | 66%    | 73%   |
| Not Sure                                | 2%   | 2%     | 1%   | 0%      | 2%         | 1%     | 0%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

**39** How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.1 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                             | 2%   | 2%                    | 2%   | 3%      | 3%      | 7%      | 0%   | 0%      | 0%      | 0%   | 0%      | 7%         | 2%       | 1%     | 3%      | 1%    | 0%      |
| Likely                                  | 5%   | 6%                    | 3%   | 0%      | 7%      | 9%      | 2%   | 0%      | 10%     | 0%   | 0%      | 14%        | 13%      | 5%     | 4%      | 2%    | 0%      |
| Unlikely                                | 18%  | 20%                   | 13%  | 20%     | 21%     | 5%      | 18%  | 31%     | 15%     | 8%   | 20%     | 22%        | 33%      | 27%    | 22%     | 10%   | 37%     |
| Very Unlikely                           | 73%  | 69%                   | 79%  | 77%     | 66%     | 74%     | 79%  | 69%     | 76%     | 85%  | 80%     | 56%        | 49%      | 64%    | 68%     | 84%   | 57%     |
| Not Sure                                | 3%   | 3%                    | 2%   | 0%      | 3%      | 5%      | 1%   | 0%      | 0%      | 6%   | 0%      | 1%         | 3%       | 4%     | 3%      | 2%    | 7%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.1 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                             | 2%   | 5%      | 1%       | 3%     | 4%      | 1%    | 20%     | 2%                  | 6%       | 1%     | 1%      | 2%    | 17%     |
| Likely                                  | 5%   | 16%     | 23%      | 7%     | 1%      | 2%    | 0%      | 18%                 | 15%      | 4%     | 5%      | 2%    | 0%      |
| Unlikely                                | 18%  | 26%     | 26%      | 34%    | 19%     | 11%   | 34%     | 23%                 | 34%      | 29%    | 29%     | 11%   | 11%     |
| Very Unlikely                           | 73%  | 51%     | 48%      | 51%    | 76%     | 84%   | 0%      | 57%                 | 40%      | 61%    | 65%     | 83%   | 73%     |
| Not Sure                                | 3%   | 2%      | 2%       | 5%     | 0%      | 2%    | 45%     | 0%                  | 5%       | 4%     | 1%      | 2%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Likely                             | 2%   | 2%                   | 2%       | 2%     | 0%      | 2%    | 0%      | 7%       | 4%       | 3%     | 0%      | 1%    | 0%      | 26%               | 2%      | 1%     | 1%     | 12%     |
| Likely                                  | 5%   | 6%                   | 8%       | 1%     | 4%      | 5%    | 0%      | 18%      | 11%      | 3%     | 13%     | 2%    | 0%      | 6%                | 12%     | 6%     | 2%     | 0%      |
| Unlikely                                | 18%  | 25%                  | 21%      | 21%    | 21%     | 12%   | 25%     | 30%      | 16%      | 30%    | 24%     | 13%   | 15%     | 22%               | 26%     | 24%    | 8%     | 38%     |
| Very Unlikely                           | 73%  | 67%                  | 64%      | 73%    | 73%     | 79%   | 57%     | 45%      | 64%      | 61%    | 63%     | 82%   | 80%     | 45%               | 57%     | 65%    | 88%    | 47%     |
| Not Sure                                | 3%   | 0%                   | 4%       | 3%     | 2%      | 2%    | 18%     | 1%       | 6%       | 2%     | 0%      | 2%    | 5%      | 0%                | 4%      | 4%     | 1%     | 4%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Likely                             | 2%   | 4%                 | 1%      | 2%     | 4%     | 9%      | 33%             | 6%      | 1%     | 2%     | 0%      | 11%             | 10%     | 2%     | 2%     | 0%      |
| Likely                                  | 5%   | 6%                 | 4%      | 8%     | 1%     | 0%      | 8%              | 17%     | 7%     | 2%     | 0%      | 10%             | 19%     | 9%     | 3%     | 10%     |
| Unlikely                                | 18%  | 18%                | 21%     | 17%    | 4%     | 4%      | 12%             | 26%     | 25%    | 12%    | 38%     | 13%             | 14%     | 29%    | 14%    | 45%     |
| Very Unlikely                           | 73%  | 71%                | 71%     | 68%    | 89%    | 84%     | 47%             | 50%     | 62%    | 83%    | 62%     | 66%             | 55%     | 56%    | 80%    | 45%     |
| Not Sure                                | 3%   | 1%                 | 3%      | 4%     | 2%     | 3%      | 0%              | 1%      | 4%     | 2%     | 0%      | 0%              | 2%      | 3%     | 2%     | 0%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 2%   | 10%     | 2%      | 2%     | 1%     | 0%      | 3%             | 1%     | 3%      | 0%     | 0%      | 2%                      | 2%     | 14%     | 0%     | 21%     |
| Likely                                  | 5%   | 10%     | 12%     | 7%     | 1%     | 0%      | 6%             | 3%     | 7%      | 8%     | 0%      | 3%                      | 8%     | 20%     | 12%    | 0%      |
| Unlikely                                | 18%  | 15%     | 20%     | 27%    | 11%    | 20%     | 8%             | 21%    | 26%     | 10%    | 31%     | 14%                     | 31%    | 17%     | 13%    | 6%      |
| Very Unlikely                           | 73%  | 64%     | 63%     | 61%    | 84%    | 74%     | 81%            | 72%    | 59%     | 82%    | 63%     | 79%                     | 56%    | 49%     | 74%    | 60%     |
| Not Sure                                | 3%   | 1%      | 2%      | 3%     | 2%     | 6%      | 2%             | 2%     | 4%      | 0%     | 6%      | 2%                      | 3%     | 0%      | 0%     | 14%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 2%   | 2%                   | 2%     | 8%      | 9%     | 0%      | 3%                | 1%     | 2%      | 15%    | 0%      | 2%               | 1%     | 10%     | 9%     | 0%      |
| Likely                                  | 5%   | 5%                   | 4%     | 13%     | 0%     | 17%     | 6%                | 3%     | 7%      | 3%     | 0%      | 3%               | 8%     | 22%     | 0%     | 0%      |
| Unlikely                                | 18%  | 15%                  | 25%    | 20%     | 0%     | 19%     | 15%               | 22%    | 15%     | 0%     | 31%     | 17%              | 20%    | 14%     | 0%     | 0%      |
| Very Unlikely                           | 73%  | 76%                  | 66%    | 59%     | 91%    | 63%     | 76%               | 70%    | 74%     | 82%    | 54%     | 76%              | 67%    | 55%     | 91%    | 100%    |
| Not Sure                                | 3%   | 2%                   | 3%     | 0%      | 0%     | 0%      | 1%                | 4%     | 2%      | 0%     | 15%     | 2%               | 5%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Likely                             | 2%   | 2%             | 2%     | 10%     | 16%    | 0%      | 2%             | 3%     | 0%      | 11%    | 0%      | 2%                     | 3%     | 0%      | 12%    | 0%      |
| Likely                                  | 5%   | 4%             | 8%     | 27%     | 0%     | 0%      | 4%             | 10%    | 79%     | 0%     | 0%      | 4%                     | 9%     | 50%     | 0%     | 0%      |
| Unlikely                                | 18%  | 17%            | 24%    | 3%      | 0%     | 100%    | 17%            | 30%    | 9%      | 0%     | 0%      | 17%                    | 22%    | 8%      | 0%     | 65%     |
| Very Unlikely                           | 73%  | 75%            | 63%    | 50%     | 84%    | 0%      | 74%            | 56%    | 12%     | 89%    | 0%      | 74%                    | 61%    | 43%     | 88%    | 35%     |
| Not Sure                                | 3%   | 2%             | 2%     | 9%      | 0%     | 0%      | 3%             | 2%     | 0%      | 0%     | 0%      | 2%                     | 4%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Likely                             | 2%   | 2%                      | 1%     | 3%      | 4%     | 14%     | 2%        | 1%     | 7%      | 12%    | 0%      | 5%            | 2%      | 2%      | 2%             | 3%      | 2%      |
| Likely                                  | 5%   | 4%                      | 5%     | 9%      | 3%     | 8%      | 5%        | 4%     | 8%      | 0%     | 1%      | 12%           | 4%      | 3%      | 5%             | 3%      | 3%      |
| Unlikely                                | 18%  | 15%                     | 23%    | 26%     | 0%     | 23%     | 10%       | 25%    | 22%     | 6%     | 18%     | 19%           | 18%     | 17%     | 18%            | 17%     | 16%     |
| Very Unlikely                           | 73%  | 77%                     | 68%    | 61%     | 93%    | 50%     | 81%       | 67%    | 62%     | 82%    | 73%     | 63%           | 74%     | 73%     | 73%            | 76%     | 72%     |
| Not Sure                                | 3%   | 2%                      | 3%     | 1%      | 0%     | 5%      | 2%        | 2%     | 2%      | 0%     | 8%      | 1%            | 2%      | 5%      | 2%             | 1%      | 7%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 2%   | 4%                  | 2%      | 1%      | 5%                     | 2%      | 2%      | 3%                   | 2%      | 1%      | 2%       | 5%      | 2%      | 2%         | 3%      | 0%      |
| Likely                                  | 5%   | 2%                  | 5%      | 5%      | 5%                     | 5%      | 3%      | 10%                  | 4%      | 3%      | 5%       | 3%      | 6%      | 10%        | 4%      | 4%      |
| Unlikely                                | 18%  | 16%                 | 18%     | 15%     | 16%                    | 18%     | 15%     | 17%                  | 19%     | 12%     | 18%      | 15%     | 18%     | 15%        | 19%     | 16%     |
| Very Unlikely                           | 73%  | 77%                 | 73%     | 65%     | 73%                    | 73%     | 71%     | 67%                  | 74%     | 76%     | 74%      | 76%     | 70%     | 72%        | 73%     | 74%     |
| Not Sure                                | 3%   | 1%                  | 2%      | 13%     | 0%                     | 2%      | 9%      | 2%                   | 1%      | 8%      | 2%       | 1%      | 4%      | 2%         | 1%      | 5%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 2%   | 5%                | 2%      | 0%      | 6%                      | 1%      | 1%      | 3%                      | 2%      | 1%      | 2%                   | 6%      | 2%      | 2%         | 2%      | 2%      |
| Likely                                  | 5%   | 5%                | 6%      | 2%      | 6%                      | 4%      | 6%      | 9%                      | 4%      | 8%      | 4%                   | 6%      | 9%      | 7%         | 5%      | 3%      |
| Unlikely                                | 18%  | 19%               | 18%     | 15%     | 18%                     | 20%     | 10%     | 21%                     | 19%     | 11%     | 18%                  | 20%     | 15%     | 21%        | 18%     | 16%     |
| Very Unlikely                           | 73%  | 70%               | 72%     | 76%     | 69%                     | 72%     | 77%     | 66%                     | 74%     | 72%     | 74%                  | 66%     | 67%     | 68%        | 73%     | 74%     |
| Not Sure                                | 3%   | 0%                | 2%      | 6%      | 2%                      | 2%      | 6%      | 2%                      | 2%      | 7%      | 2%                   | 1%      | 6%      | 2%         | 2%      | 5%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                             | 2%   | 7%          | 2%      | 4%      | 22%                    | 1%     | 3%       | 1%      | 0%      | 7%               | 4%     | 3%       | 1%      | 27%     |
| Likely                                  | 5%   | 12%         | 5%      | 4%      | 19%                    | 11%    | 9%       | 2%      | 7%      | 9%               | 19%    | 9%       | 2%      | 0%      |
| Unlikely                                | 18%  | 19%         | 18%     | 19%     | 6%                     | 32%    | 45%      | 9%      | 6%      | 17%              | 41%    | 35%      | 10%     | 14%     |
| Very Unlikely                           | 73%  | 62%         | 73%     | 70%     | 52%                    | 51%    | 41%      | 86%     | 61%     | 63%              | 30%    | 51%      | 84%     | 24%     |
| Not Sure                                | 3%   | 0%          | 3%      | 3%      | 0%                     | 5%     | 2%       | 2%      | 26%     | 3%               | 5%     | 2%       | 2%      | 35%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                             | 2%   | 10%             | 2%     | 3%       | 1%      | 0%      | -                      | -      | -        | -       | -       | 70%                    | 4%     | 0%       | 0%      | 8%      |
| Likely                                  | 5%   | 14%             | 13%    | 4%       | 3%      | 0%      | -                      | -      | -        | -       | -       | 20%                    | 56%    | 4%       | 0%      | 0%      |
| Unlikely                                | 18%  | 20%             | 29%    | 34%      | 11%     | 5%      | -                      | -      | -        | -       | -       | 1%                     | 23%    | 80%      | 6%      | 11%     |
| Very Unlikely                           | 73%  | 54%             | 50%    | 57%      | 83%     | 91%     | -                      | -      | -        | -       | -       | 0%                     | 15%    | 13%      | 94%     | 16%     |
| Not Sure                                | 3%   | 2%              | 7%     | 2%       | 2%      | 4%      | -                      | -      | -        | -       | -       | 9%                     | 1%     | 3%       | 0%      | 65%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    |                        |        |          |         |         | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      |                        |        |          |         |         | 2%                     | 6%     | 15%      | 74%     | 3%      |

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.1 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Likely                             | 2%   | 40%                 | 9%     | 0%       | 0%      | 7%      | 29%                 | 6%     | 0%       | 1%      | 0%      | 2%             | 2%   | 2%             | 2%   | 2%             | 3%   |
| Likely                                  | 5%   | 39%                 | 34%    | 8%       | 1%      | 0%      | 36%                 | 28%    | 8%       | 1%      | 0%      | 5%             | 4%   | 5%             | 5%   | 4%             | 6%   |
| Unlikely                                | 18%  | 17%                 | 19%    | 63%      | 7%      | 28%     | 17%                 | 24%    | 65%      | 9%      | 24%     | 16%            | 19%  | 16%            | 19%  | 18%            | 18%  |
| Very Unlikely                           | 73%  | 4%                  | 32%    | 25%      | 91%     | 28%     | 18%                 | 30%    | 25%      | 89%     | 27%     | 75%            | 70%  | 76%            | 70%  | 75%            | 70%  |
| Not Sure                                | 3%   | 0%                  | 7%     | 4%       | 1%      | 36%     | 0%                  | 13%    | 2%       | 1%      | 48%     | 1%             | 4%   | 1%             | 4%   | 1%             | 4%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

39

How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.1 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Likely                             | 2%   | 1%              | 4%   | 2%           | 2%   | 1%           | 3%   | 1%               | 3%   | 1%            | 2%   | 1%             | 3%   | 1%            | 3%   | 1%              | 3%   |
| Likely                                  | 5%   | 5%              | 4%   | 5%           | 5%   | 4%           | 5%   | 5%               | 4%   | 6%            | 4%   | 5%             | 4%   | 3%            | 6%   | 5%              | 5%   |
| Unlikely                                | 18%  | 19%             | 17%  | 16%          | 19%  | 19%          | 16%  | 17%              | 19%  | 13%           | 19%  | 16%            | 19%  | 15%           | 19%  | 19%             | 16%  |
| Very Unlikely                           | 73%  | 73%             | 73%  | 75%          | 70%  | 74%          | 72%  | 75%              | 70%  | 78%           | 71%  | 76%            | 71%  | 79%           | 69%  | 73%             | 72%  |
| Not Sure                                | 3%   | 3%              | 3%   | 2%           | 4%   | 1%           | 4%   | 1%               | 4%   | 2%            | 3%   | 2%             | 3%   | 2%            | 3%   | 2%              | 4%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

39

How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.1 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Likely                             | 2%   | 1%              | 4%   | 4%            | 2%   | 3%     | 1%    | 0%     | 2%    | 1%    | 3%    | 2%   | 2%        | 2%   |
| Likely                                  | 5%   | 5%              | 4%   | 0%            | 5%   | 6%     | 3%    | 12%    | 5%    | 8%    | 1%    | 5%   | 6%        | 2%   |
| Unlikely                                | 18%  | 19%             | 16%  | 2%            | 18%  | 17%    | 18%   | 19%    | 24%   | 20%   | 9%    | 14%  | 22%       | 11%  |
| Very Unlikely                           | 73%  | 73%             | 73%  | 91%           | 72%  | 71%    | 75%   | 69%    | 66%   | 67%   | 87%   | 77%  | 67%       | 83%  |
| Not Sure                                | 3%   | 2%              | 3%   | 4%            | 2%   | 3%     | 2%    | 0%     | 2%    | 4%    | 2%    | 3%   | 3%        | 2%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Likely                             | 2%   | 0%      | 8%    | 2%    | 1%    | 0%     | 0%     | 5%       | 0%    | 3%        | 3%     | 2%      | 2%      | 3%      | 1%      | 3%      | 3%      | 0%      |
| Likely                                  | 5%   | 2%      | 13%   | 3%    | 15%   | 0%     | 0%     | 3%       | 0%    | 2%        | 3%     | 6%      | 6%      | 6%      | 2%      | 6%      | 7%      | 5%      |
| Unlikely                                | 18%  | 13%     | 22%   | 20%   | 13%   | 20%    | 8%     | 11%      | 19%   | 20%       | 18%    | 18%     | 16%     | 16%     | 18%     | 19%     | 25%     | 13%     |
| Very Unlikely                           | 73%  | 82%     | 56%   | 74%   | 68%   | 80%    | 83%    | 77%      | 59%   | 74%       | 74%    | 72%     | 73%     | 74%     | 75%     | 70%     | 63%     | 81%     |
| Not Sure                                | 3%   | 3%      | 1%    | 2%    | 4%    | 0%     | 9%     | 4%       | 23%   | 2%        | 2%     | 3%      | 4%      | 1%      | 4%      | 2%      | 3%      | 1%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

39 How likely is it you will get a ticket for talking on a cell phone?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.1 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Likely                             | 2%   | 2%     | 5%   | 0%      | 2%         | 1%     | 6%    |
| Likely                                  | 5%   | 5%     | 3%   | 0%      | 6%         | 4%     | 0%    |
| Unlikely                                | 18%  | 19%    | 13%  | 0%      | 21%        | 15%    | 15%   |
| Very Unlikely                           | 73%  | 72%    | 76%  | 100%    | 68%        | 77%    | 77%   |
| Not Sure                                | 3%   | 3%     | 3%   | 0%      | 2%         | 3%     | 2%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---------------------------------------|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                           | 2%   | 2%                    | 2%   | 3%      | 3%      | 0%      | 0%   | 2%      | 10%     | 0%   | 0%      | 6%         | 3%       | 1%     | 4%      | 2%    | 0%      |
| Likely                                | 6%   | 7%                    | 5%   | 3%      | 8%      | 16%     | 4%   | 0%      | 0%      | 2%   | 0%      | 13%        | 20%      | 7%     | 6%      | 2%    | 0%      |
| Unlikely                              | 15%  | 17%                   | 12%  | 17%     | 18%     | 9%      | 12%  | 29%     | 7%      | 15%  | 0%      | 17%        | 29%      | 29%    | 5%      | 7%    | 34%     |
| Very Unlikely                         | 74%  | 71%                   | 80%  | 77%     | 67%     | 71%     | 84%  | 66%     | 84%     | 84%  | 100%    | 60%        | 43%      | 60%    | 84%     | 87%   | 59%     |
| Not Sure                              | 3%   | 3%                    | 1%   | 0%      | 4%      | 5%      | 1%   | 3%      | 0%      | 0%   | 0%      | 4%         | 6%       | 3%     | 1%      | 2%    | 7%      |
| Total                                 | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                 | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---------------------------------------|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                           | 2%   | 6%      | 2%       | 3%     | 4%      | 2%    | 20%     | 4%                  | 1%       | 3%     | 3%      | 2%    | 17%     |
| Likely                                | 6%   | 17%     | 31%      | 11%    | 5%      | 2%    | 0%      | 17%                 | 17%      | 5%     | 5%      | 4%    | 0%      |
| Unlikely                              | 15%  | 21%     | 14%      | 35%    | 21%     | 8%    | 52%     | 21%                 | 32%      | 22%    | 18%     | 10%   | 11%     |
| Very Unlikely                         | 74%  | 54%     | 47%      | 46%    | 71%     | 87%   | 11%     | 58%                 | 44%      | 66%    | 72%     | 82%   | 73%     |
| Not Sure                              | 3%   | 2%      | 6%       | 6%     | 0%      | 1%    | 16%     | 0%                  | 6%       | 3%     | 1%      | 2%    | 0%      |
| Total                                 | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                 | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Likely   | 2%   | 3%                   | 3%       | 1%     | 0%      | 2%    | 0%      | 7%       | 6%       | 2%     | 0%      | 1%    | 0%      | 7%                | 5%      | 2%     | 1%     | 12%     |
| Likely  | 6%   | 7%                   | 11%      | 6%     | 10%     | 4%    | 0%      | 25%      | 12%      | 7%     | 9%      | 3%    | 0%      | 12%               | 10%     | 7%     | 3%     | 6%      |
| Unlikely  | 15%  | 22%                  | 15%      | 18%    | 6%      | 12%   | 25%     | 24%      | 17%      | 27%    | 10%     | 10%   | 10%     | 15%               | 24%     | 19%    | 7%     | 20%     |
| Very Unlikely                                       | 74%  | 67%                  | 69%      | 71%    | 84%     | 80%   | 57%     | 43%      | 59%      | 60%    | 81%     | 84%   | 85%     | 56%               | 59%     | 68%    | 86%    | 61%     |
| Not Sure  | 3%   | 0%                   | 2%       | 4%     | 0%      | 3%    | 18%     | 1%       | 5%       | 4%     | 0%      | 2%    | 5%      | 10%               | 1%      | 4%     | 1%     | 0%      |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                               | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4 pct points | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
|   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Likely   | 2%   | 5%                 | 1%      | 2%     | 4%     | 0%      | 19%             | 3%      | 2%     | 2%     | 0%      | 16%             | 4%      | 3%     | 2%     | 0%      |
| Likely  | 6%   | 8%                 | 6%      | 8%     | 1%     | 0%      | 22%             | 20%     | 10%    | 2%     | 22%     | 5%              | 29%     | 14%    | 3%     | 10%     |
| Unlikely  | 15%  | 17%                | 17%     | 15%    | 4%     | 0%      | 12%             | 20%     | 22%    | 10%    | 17%     | 13%             | 13%     | 25%    | 11%    | 34%     |
| Very Unlikely                                       | 74%  | 70%                | 74%     | 71%    | 88%    | 91%     | 47%             | 52%     | 62%    | 86%    | 61%     | 66%             | 52%     | 54%    | 82%    | 56%     |
| Not Sure  | 3%   | 0%                 | 3%      | 4%     | 2%     | 9%      | 0%              | 6%      | 4%     | 1%     | 0%      | 0%              | 2%      | 3%     | 2%     | 0%      |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                               | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---------------------------------------|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Likely                           | 2%   | 4%      | 7%      | 2%     | 1%     | 0%      | 3%             | 1%     | 3%      | 5%     | 0%      | 2%                      | 1%     | 14%     | 12%    | 0%      |
| Likely                                | 6%   | 18%     | 12%     | 9%     | 2%     | 6%      | 7%             | 6%     | 8%      | 0%     | 3%      | 5%                      | 10%    | 20%     | 0%     | 0%      |
| Unlikely                              | 15%  | 11%     | 22%     | 23%    | 8%     | 18%     | 8%             | 16%    | 27%     | 5%     | 16%     | 10%                     | 30%    | 17%     | 0%     | 6%      |
| Very Unlikely                         | 74%  | 62%     | 60%     | 63%    | 86%    | 74%     | 79%            | 74%    | 60%     | 90%    | 78%     | 81%                     | 57%    | 50%     | 88%    | 60%     |
| Not Sure                              | 3%   | 5%      | 0%      | 4%     | 2%     | 2%      | 3%             | 3%     | 1%      | 0%     | 3%      | 2%                      | 2%     | 0%      | 0%     | 35%     |
| Total                                 | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---------------------------------------|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Likely                           | 2%   | 2%                   | 2%     | 8%      | 9%     | 0%      | 3%                | 2%     | 2%      | 3%     | 0%      | 2%               | 2%     | 0%      | 9%     | 0%      |
| Likely                                | 6%   | 6%                   | 5%     | 26%     | 0%     | 26%     | 7%                | 6%     | 7%      | 3%     | 0%      | 4%               | 10%    | 25%     | 0%     | 0%      |
| Unlikely                              | 15%  | 12%                  | 21%    | 10%     | 0%     | 27%     | 13%               | 17%    | 14%     | 3%     | 25%     | 14%              | 16%    | 16%     | 0%     | 0%      |
| Very Unlikely                         | 74%  | 77%                  | 69%    | 55%     | 91%    | 46%     | 76%               | 73%    | 74%     | 79%    | 61%     | 78%              | 68%    | 49%     | 91%    | 100%    |
| Not Sure                              | 3%   | 3%                   | 2%     | 0%      | 0%     | 0%      | 1%                | 3%     | 3%      | 12%    | 14%     | 2%               | 4%     | 10%     | 0%     | 0%      |
| Total                                 | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---------------------------------------|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Likely                           | 2%   | 2%             | 3%     | 0%      | 16%    | 0%      | 2%             | 1%     | 0%      | 11%    | 0%      | 2%                     | 4%     | 0%      | 12%    | 0%      |
| Likely                                | 6%   | 5%             | 10%    | 37%     | 0%     | 0%      | 5%             | 18%    | 79%     | 0%     | 0%      | 6%                     | 8%     | 57%     | 0%     | 0%      |
| Unlikely                              | 15%  | 14%            | 19%    | 3%      | 0%     | 100%    | 15%            | 21%    | 9%      | 0%     | 0%      | 14%                    | 22%    | 0%      | 0%     | 0%      |
| Very Unlikely                         | 74%  | 77%            | 64%    | 50%     | 84%    | 0%      | 75%            | 58%    | 12%     | 89%    | 0%      | 76%                    | 63%    | 43%     | 88%    | 100%    |
| Not Sure                              | 3%   | 2%             | 3%     | 9%      | 0%     | 0%      | 3%             | 2%     | 0%      | 0%     | 0%      | 2%                     | 3%     | 0%      | 0%     | 0%      |
| Total                                 | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---------------------------------------|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Likely                           | 2%   | 3%                      | 1%     | 1%      | 4%     | 14%     | 2%        | 1%     | 8%      | 0%     | 0%      | 2%            | 2%      | 2%      | 2%             | 4%      | 0%      |
| Likely                                | 6%   | 5%                      | 8%     | 10%     | 9%     | 8%      | 5%        | 7%     | 8%      | 4%     | 4%      | 12%           | 5%      | 7%      | 6%             | 4%      | 9%      |
| Unlikely                              | 15%  | 12%                     | 21%    | 21%     | 3%     | 4%      | 8%        | 20%    | 21%     | 3%     | 17%     | 17%           | 15%     | 12%     | 15%            | 17%     | 12%     |
| Very Unlikely                         | 74%  | 78%                     | 68%    | 65%     | 84%    | 58%     | 83%       | 69%    | 61%     | 82%    | 72%     | 66%           | 75%     | 75%     | 75%            | 74%     | 69%     |
| Not Sure                              | 3%   | 3%                      | 1%     | 3%      | 0%     | 17%     | 2%        | 2%     | 2%      | 12%    | 7%      | 3%            | 2%      | 3%      | 2%             | 2%      | 10%     |
| Total                                 | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                 | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---------------------------------------|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                           | 2%   | 4%                  | 2%      | 5%      | 2%                     | 2%      | 4%      | 4%                   | 2%      | 3%      | 2%       | 7%      | 1%      | 2%         | 3%      | 1%      |
| Likely                                | 6%   | 5%                  | 6%      | 9%      | 10%                    | 6%      | 5%      | 11%                  | 5%      | 7%      | 6%       | 4%      | 7%      | 9%         | 5%      | 7%      |
| Unlikely                              | 15%  | 11%                 | 16%     | 11%     | 11%                    | 16%     | 9%      | 15%                  | 16%     | 8%      | 15%      | 11%     | 16%     | 11%        | 17%     | 12%     |
| Very Unlikely                         | 74%  | 80%                 | 74%     | 69%     | 75%                    | 74%     | 76%     | 68%                  | 75%     | 75%     | 75%      | 78%     | 71%     | 74%        | 74%     | 75%     |
| Not Sure                              | 3%   | 0%                  | 3%      | 5%      | 2%                     | 2%      | 7%      | 2%                   | 2%      | 7%      | 2%       | 0%      | 4%      | 4%         | 1%      | 5%      |
| Total                                 | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                 | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---------------------------------------|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                           | 2%   | 3%                | 2%      | 1%      | 4%                      | 2%      | 1%      | 2%                      | 2%      | 3%      | 2%                   | 5%      | 2%      | 4%         | 2%      | 2%      |
| Likely                                | 6%   | 7%                | 7%      | 5%      | 9%                      | 5%      | 7%      | 12%                     | 5%      | 9%      | 5%                   | 9%      | 15%     | 9%         | 6%      | 5%      |
| Unlikely                              | 15%  | 17%               | 15%     | 12%     | 15%                     | 17%     | 9%      | 15%                     | 16%     | 9%      | 15%                  | 15%     | 11%     | 18%        | 15%     | 13%     |
| Very Unlikely                         | 74%  | 72%               | 75%     | 75%     | 71%                     | 74%     | 77%     | 68%                     | 75%     | 73%     | 76%                  | 69%     | 64%     | 68%        | 75%     | 75%     |
| Not Sure                              | 3%   | 1%                | 1%      | 6%      | 2%                      | 2%      | 6%      | 3%                      | 2%      | 5%      | 2%                   | 2%      | 8%      | 0%         | 3%      | 4%      |
| Total                                 | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                 | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---------------------------------------|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                           | 2%   | 9%          | 2%      | 0%      | 17%                    | 2%     | 3%       | 1%      | 17%     | 10%              | 1%     | 4%       | 2%      | 0%      |
| Likely                                | 6%   | 18%         | 6%      | 7%      | 18%                    | 14%    | 9%       | 4%      | 9%      | 12%              | 31%    | 10%      | 3%      | 0%      |
| Unlikely                              | 15%  | 16%         | 15%     | 14%     | 4%                     | 25%    | 37%      | 8%      | 6%      | 12%              | 30%    | 34%      | 8%      | 10%     |
| Very Unlikely                         | 74%  | 57%         | 75%     | 72%     | 55%                    | 58%    | 48%      | 85%     | 59%     | 63%              | 32%    | 48%      | 87%     | 28%     |
| Not Sure                              | 3%   | 0%          | 2%      | 6%      | 7%                     | 2%     | 4%       | 2%      | 9%      | 3%               | 5%     | 4%       | 1%      | 62%     |
| Total                                 | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                 | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---------------------------------------|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                           | 2%   | 7%              | 6%     | 3%       | 1%      | 0%      | 77%                    | 10%    | 0%       | 0%      | 8%      | -                      | -      | -        | -       | -       |
| Likely                                | 6%   | 20%             | 14%    | 7%       | 4%      | 0%      | 13%                    | 73%    | 8%       | 1%      | 3%      | -                      | -      | -        | -       | -       |
| Unlikely                              | 15%  | 12%             | 25%    | 32%      | 8%      | 5%      | 0%                     | 14%    | 67%      | 3%      | 17%     | -                      | -      | -        | -       | -       |
| Very Unlikely                         | 74%  | 58%             | 50%    | 55%      | 85%     | 91%     | 0%                     | 4%     | 24%      | 96%     | 8%      | -                      | -      | -        | -       | -       |
| Not Sure                              | 3%   | 2%              | 5%     | 3%       | 2%      | 4%      | 10%                    | 0%     | 2%       | 1%      | 64%     | -                      | -      | -        | -       | -       |
| Total                                 | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |                        |        |          |         |         |
| Composition of Adults                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      |                        |        |          |         |         |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---------------------------------------|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Likely                           | 2%   | 39%                 | 11%    | 1%       | 0%      | 7%      | 30%                 | 8%     | 1%       | 0%      | 0%      | 2%             | 2%   | 2%             | 2%   | 2%             | 3%   |
| Likely                                | 6%   | 43%                 | 37%    | 12%      | 1%      | 13%     | 38%                 | 31%    | 16%      | 1%      | 18%     | 6%             | 6%   | 6%             | 6%   | 5%             | 7%   |
| Unlikely                              | 15%  | 14%                 | 16%    | 51%      | 7%      | 10%     | 14%                 | 28%    | 59%      | 6%      | 8%      | 15%            | 15%  | 14%            | 16%  | 15%            | 14%  |
| Very Unlikely                         | 74%  | 4%                  | 29%    | 34%      | 91%     | 27%     | 18%                 | 27%    | 23%      | 92%     | 11%     | 76%            | 73%  | 76%            | 72%  | 76%            | 72%  |
| Not Sure                              | 3%   | 0%                  | 7%     | 2%       | 1%      | 43%     | 0%                  | 6%     | 1%       | 1%      | 63%     | 1%             | 4%   | 1%             | 4%   | 1%             | 4%   |
| Total                                 | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---------------------------------------|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Likely                           | 2%   | 2%              | 3%   | 3%           | 2%   | 1%           | 3%   | 1%               | 4%   | 2%            | 2%   | 1%             | 3%   | 1%            | 3%   | 1%              | 4%   |
| Likely                                | 6%   | 7%              | 6%   | 6%           | 6%   | 6%           | 7%   | 7%               | 5%   | 7%            | 6%   | 7%             | 6%   | 4%            | 8%   | 6%              | 6%   |
| Unlikely                              | 15%  | 15%             | 14%  | 14%          | 16%  | 17%          | 12%  | 16%              | 14%  | 11%           | 16%  | 15%            | 15%  | 16%           | 14%  | 18%             | 10%  |
| Very Unlikely                         | 74%  | 75%             | 74%  | 76%          | 72%  | 75%          | 74%  | 75%              | 73%  | 79%           | 73%  | 76%            | 73%  | 79%           | 72%  | 73%             | 76%  |
| Not Sure                              | 3%   | 2%              | 3%   | 1%           | 4%   | 1%           | 4%   | 1%               | 4%   | 2%            | 3%   | 1%             | 3%   | 1%            | 3%   | 1%              | 4%   |
| Total                                 | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---------------------------------------|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Likely                           | 2%   | 1%              | 4%   | 4%            | 2%   | 3%     | 2%    | 0%     | 2%    | 3%    | 3%    | 1%   | 3%        | 2%   |
| Likely                                | 6%   | 7%              | 5%   | 3%            | 6%   | 8%     | 4%    | 0%     | 9%    | 9%    | 1%    | 5%   | 9%        | 2%   |
| Unlikely                              | 15%  | 18%             | 10%  | 3%            | 15%  | 13%    | 17%   | 22%    | 22%   | 15%   | 7%    | 12%  | 18%       | 9%   |
| Very Unlikely                         | 74%  | 73%             | 77%  | 86%           | 74%  | 74%    | 75%   | 78%    | 65%   | 71%   | 88%   | 80%  | 68%       | 85%  |
| Not Sure                              | 3%   | 1%              | 5%   | 4%            | 2%   | 2%     | 3%    | 0%     | 2%    | 3%    | 2%    | 3%   | 3%        | 2%   |
| Total                                 | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                 | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---------------------------------------|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Likely                           | 2%   | 2%      | 13%   | 2%    | 1%    | 0%     | 0%     | 5%       | 0%    | 4%        | 4%     | 1%      | 1%      | 4%      | 1%      | 5%      | 0%      | 1%      |
| Likely                                | 6%   | 2%      | 8%    | 5%    | 15%   | 0%     | 0%     | 4%       | 0%    | 3%        | 5%     | 7%      | 8%      | 5%      | 3%      | 9%      | 12%     | 5%      |
| Unlikely                              | 15%  | 13%     | 23%   | 16%   | 10%   | 16%    | 0%     | 10%      | 19%   | 17%       | 14%    | 16%     | 13%     | 15%     | 14%     | 15%     | 19%     | 12%     |
| Very Unlikely                         | 74%  | 82%     | 55%   | 75%   | 70%   | 84%    | 91%    | 77%      | 59%   | 74%       | 76%    | 72%     | 77%     | 76%     | 78%     | 70%     | 63%     | 81%     |
| Not Sure                              | 3%   | 0%      | 1%    | 2%    | 4%    | 0%     | 9%     | 4%       | 23%   | 2%        | 1%     | 4%      | 2%      | 1%      | 3%      | 1%      | 7%      | 1%      |
| Total                                 | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

40 How likely is it you will get a ticket for texting on a cell phone?

| 900 Adults                            | All  | Driven |      |         | Urbanicity |        |       |
|---------------------------------------|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Likely                           | 2%   | 2%     | 5%   | 0%      | 2%         | 2%     | 6%    |
| Likely                                | 6%   | 6%     | 5%   | 0%      | 9%         | 5%     | 1%    |
| Unlikely                              | 15%  | 16%    | 11%  | 0%      | 17%        | 13%    | 13%   |
| Very Unlikely                         | 74%  | 74%    | 77%  | 100%    | 69%        | 78%    | 78%   |
| Not Sure                              | 3%   | 3%     | 2%   | 0%      | 2%         | 3%     | 2%    |
| Total                                 | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.1 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                             | 4%   | 3%                    | 6%   | 0%      | 3%      | 16%     | 1%   | 0%      | 0%      | 0%   | 0%      | 7%         | 4%       | 2%     | 5%      | 4%    | 0%      |
| Likely                                  | 4%   | 5%                    | 2%   | 6%      | 6%      | 9%      | 3%   | 2%      | 0%      | 0%   | 0%      | 10%        | 8%       | 5%     | 0%      | 2%    | 0%      |
| Unlikely                                | 16%  | 20%                   | 10%  | 5%      | 20%     | 5%      | 17%  | 17%     | 43%     | 26%  | 0%      | 18%        | 39%      | 25%    | 24%     | 8%    | 28%     |
| Very Unlikely                           | 73%  | 68%                   | 80%  | 89%     | 66%     | 65%     | 75%  | 77%     | 57%     | 74%  | 100%    | 62%        | 43%      | 63%    | 65%     | 84%   | 65%     |
| Not Sure                                | 3%   | 4%                    | 2%   | 0%      | 5%      | 5%      | 5%   | 4%      | 0%      | 0%   | 0%      | 2%         | 7%       | 5%     | 6%      | 2%    | 7%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.1 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                             | 4%   | 8%      | 5%       | 3%     | 5%      | 3%    | 20%     | 2%                  | 8%       | 2%     | 5%      | 4%    | 17%     |
| Likely                                  | 4%   | 15%     | 10%      | 6%     | 0%      | 2%    | 0%      | 10%                 | 11%      | 7%     | 1%      | 2%    | 0%      |
| Unlikely                                | 16%  | 22%     | 31%      | 33%    | 20%     | 9%    | 52%     | 18%                 | 34%      | 25%    | 23%     | 11%   | 20%     |
| Very Unlikely                           | 73%  | 54%     | 48%      | 50%    | 75%     | 83%   | 11%     | 69%                 | 44%      | 62%    | 67%     | 80%   | 53%     |
| Not Sure                                | 3%   | 1%      | 6%       | 8%     | 0%      | 2%    | 16%     | 0%                  | 3%       | 5%     | 3%      | 3%    | 11%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.1 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Likely                             | 4%   | 3%                   | 4%       | 1%     | 4%      | 5%    | 0%      | 7%       | 6%       | 3%     | 2%      | 3%    | 0%      | 19%               | 2%      | 3%     | 4%     | 12%     |
| Likely                                  | 4%   | 8%                   | 5%       | 4%     | 6%      | 2%    | 0%      | 17%      | 8%       | 4%     | 3%      | 2%    | 0%      | 13%               | 9%      | 3%     | 3%     | 8%      |
| Unlikely                                | 16%  | 18%                  | 23%      | 16%    | 12%     | 13%   | 25%     | 26%      | 19%      | 26%    | 30%     | 11%   | 23%     | 24%               | 20%     | 23%    | 7%     | 23%     |
| Very Unlikely                           | 73%  | 69%                  | 62%      | 74%    | 78%     | 78%   | 32%     | 46%      | 64%      | 59%    | 62%     | 82%   | 66%     | 33%               | 66%     | 66%    | 85%    | 57%     |
| Not Sure                                | 3%   | 2%                   | 5%       | 5%     | 0%      | 2%    | 43%     | 3%       | 3%       | 8%     | 3%      | 2%    | 12%     | 10%               | 3%      | 5%     | 2%     | 0%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

1

How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.1 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Very Likely                             | 4%   | 4%                 | 2%      | 7%     | 8%     | 0%      | 33%             | 3%      | 4%     | 3%     | 5%      | 16%             | 10%     | 5%     | 3%     | 0%      |  |
| Likely                                  | 4%   | 6%                 | 4%      | 2%     | 0%     | 16%     | 8%              | 15%     | 4%     | 2%     | 0%      | 5%              | 6%      | 6%     | 3%     | 10%     |  |
| Unlikely                                | 16%  | 16%                | 19%     | 15%    | 7%     | 4%      | 12%             | 19%     | 23%    | 11%    | 56%     | 13%             | 22%     | 28%    | 12%    | 45%     |  |
| Very Unlikely                           | 73%  | 71%                | 71%     | 74%    | 85%    | 80%     | 47%             | 57%     | 63%    | 83%    | 34%     | 66%             | 54%     | 54%    | 80%    | 45%     |  |
| Not Sure                                | 3%   | 4%                 | 4%      | 2%     | 0%     | 0%      | 0%              | 5%      | 6%     | 2%     | 5%      | 0%              | 7%      | 6%     | 2%     | 0%      |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

41

How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.1 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Very Likely                             | 4%   | 10%     | 6%      | 4%     | 3%     | 0%      | 7%             | 1%     | 6%      | 5%     | 0%      | 4%                      | 4%     | 13%     | 0%     | 0%      |  |
| Likely                                  | 4%   | 17%     | 10%     | 3%     | 2%     | 0%      | 3%             | 5%     | 3%      | 0%     | 4%      | 2%                      | 7%     | 17%     | 0%     | 21%     |  |
| Unlikely                                | 16%  | 5%      | 19%     | 27%    | 9%     | 21%     | 6%             | 19%    | 27%     | 0%     | 40%     | 13%                     | 29%    | 3%      | 12%    | 6%      |  |
| Very Unlikely                           | 73%  | 64%     | 64%     | 61%    | 83%    | 74%     | 82%            | 71%    | 60%     | 95%    | 53%     | 78%                     | 58%    | 53%     | 88%    | 60%     |  |
| Not Sure                                | 3%   | 4%      | 1%      | 6%     | 2%     | 4%      | 3%             | 4%     | 5%      | 0%     | 3%      | 3%                      | 3%     | 14%     | 0%     | 14%     |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.1 pct points | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
|   |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Likely   | 4%   | 4%                   | 1%     | 11%     | 9%     | 17%     | 7%                | 2%     | 3%      | 3%     | 0%      | 4%               | 4%     | 6%      | 9%     | 0%      |
| Likely  | 4%   | 3%                   | 6%     | 12%     | 0%     | 0%      | 3%                | 3%     | 6%      | 12%    | 0%      | 2%               | 7%     | 26%     | 0%     | 0%      |
| Unlikely  | 16%  | 14%                  | 22%    | 19%     | 0%     | 28%     | 11%               | 21%    | 18%     | 3%     | 0%      | 14%              | 20%    | 24%     | 9%     | 0%      |
| Very Unlikely   | 73%  | 75%                  | 68%    | 58%     | 91%    | 54%     | 76%               | 69%    | 72%     | 82%    | 91%     | 77%              | 66%    | 44%     | 82%    | 100%    |
| Not Sure  | 3%   | 4%                   | 3%     | 0%      | 0%     | 0%      | 3%                | 5%     | 1%      | 0%     | 9%      | 3%               | 4%     | 0%      | 0%     | 0%      |
| Total   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                                 | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.1 pct points | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
|   |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Likely   | 4%   | 3%             | 6%     | 16%     | 16%    | 0%      | 3%             | 9%     | 9%      | 11%    | 0%      | 4%                     | 5%     | 7%      | 12%    | 0%      |
| Likely  | 4%   | 2%             | 12%    | 21%     | 0%     | 0%      | 3%             | 14%    | 71%     | 0%     | 0%      | 2%                     | 13%    | 42%     | 0%     | 65%     |
| Unlikely  | 16%  | 16%            | 20%    | 7%      | 0%     | 100%    | 16%            | 25%    | 0%      | 0%     | 0%      | 16%                    | 21%    | 8%      | 0%     | 0%      |
| Very Unlikely   | 73%  | 76%            | 60%    | 56%     | 84%    | 0%      | 74%            | 49%    | 21%     | 89%    | 0%      | 75%                    | 58%    | 43%     | 88%    | 35%     |
| Not Sure  | 3%   | 4%             | 2%     | 0%      | 0%     | 0%      | 3%             | 3%     | 0%      | 0%     | 0%      | 3%                     | 3%     | 0%      | 0%     | 0%      |
| Total   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                                 | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Likely                             | 4%   | 5%                      | 2%     | 2%      | 4%     | 11%     | 5%        | 3%     | 5%      | 0%     | 0%      | 14%           | 3%      | 2%      | 4%             | 5%      | 4%      |
| Likely                                  | 4%   | 3%                      | 6%     | 9%      | 0%     | 0%      | 2%        | 4%     | 12%     | 15%    | 0%      | 9%            | 3%      | 4%      | 4%             | 5%      | 3%      |
| Unlikely                                | 16%  | 13%                     | 22%    | 25%     | 0%     | 8%      | 10%       | 20%    | 16%     | 21%    | 27%     | 11%           | 15%     | 22%     | 16%            | 16%     | 19%     |
| Very Unlikely                           | 73%  | 76%                     | 68%    | 63%     | 96%    | 54%     | 82%       | 68%    | 64%     | 64%    | 63%     | 64%           | 76%     | 68%     | 73%            | 74%     | 65%     |
| Not Sure                                | 3%   | 3%                      | 3%     | 1%      | 0%     | 27%     | 2%        | 4%     | 3%      | 0%     | 10%     | 3%            | 3%      | 3%      | 3%             | 1%      | 8%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 4%   | 5%                  | 4%      | 4%      | 5%                     | 4%      | 3%      | 6%                   | 4%      | 2%      | 3%       | 7%      | 5%      | 2%         | 4%      | 4%      |
| Likely                                  | 4%   | 4%                  | 3%      | 9%      | 3%                     | 4%      | 4%      | 6%                   | 3%      | 5%      | 4%       | 2%      | 3%      | 9%         | 3%      | 2%      |
| Unlikely                                | 16%  | 12%                 | 17%     | 18%     | 11%                    | 17%     | 15%     | 14%                  | 18%     | 12%     | 16%      | 11%     | 19%     | 10%        | 18%     | 15%     |
| Very Unlikely                           | 73%  | 75%                 | 73%     | 60%     | 79%                    | 72%     | 72%     | 71%                  | 73%     | 75%     | 74%      | 76%     | 69%     | 75%        | 71%     | 74%     |
| Not Sure                                | 3%   | 4%                  | 3%      | 9%      | 2%                     | 3%      | 6%      | 4%                   | 3%      | 6%      | 3%       | 4%      | 4%      | 3%         | 3%      | 5%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                             | 4%   | 7%                | 3%      | 1%      | 4%                      | 3%      | 5%      | 3%                      | 3%      | 8%      | 2%                   | 7%      | 12%     | 6%         | 4%      | 3%      |
| Likely                                  | 4%   | 4%                | 5%      | 2%      | 5%                      | 4%      | 4%      | 6%                      | 4%      | 3%      | 4%                   | 2%      | 6%      | 10%        | 3%      | 4%      |
| Unlikely                                | 16%  | 15%               | 16%     | 18%     | 15%                     | 19%     | 10%     | 16%                     | 17%     | 10%     | 17%                  | 17%     | 9%      | 14%        | 17%     | 17%     |
| Very Unlikely                           | 73%  | 72%               | 73%     | 73%     | 72%                     | 72%     | 76%     | 70%                     | 73%     | 73%     | 74%                  | 72%     | 67%     | 70%        | 74%     | 71%     |
| Not Sure                                | 3%   | 2%                | 3%      | 6%      | 4%                      | 3%      | 5%      | 4%                      | 3%      | 6%      | 3%                   | 2%      | 6%      | 0%         | 3%      | 5%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                             | 4%   | 10%         | 4%      | 1%      | 25%                    | 3%     | 4%       | 3%      | 0%      | 10%              | 4%     | 5%       | 3%      | 0%      |
| Likely                                  | 4%   | 12%         | 4%      | 5%      | 10%                    | 6%     | 6%       | 2%      | 26%     | 5%               | 10%    | 6%       | 2%      | 27%     |
| Unlikely                                | 16%  | 9%          | 17%     | 13%     | 12%                    | 30%    | 35%      | 9%      | 6%      | 17%              | 51%    | 28%      | 10%     | 10%     |
| Very Unlikely                           | 73%  | 69%         | 73%     | 72%     | 46%                    | 56%    | 51%      | 83%     | 59%     | 65%              | 32%    | 53%      | 83%     | 28%     |
| Not Sure                                | 3%   | 0%          | 3%      | 10%     | 7%                     | 5%     | 4%       | 3%      | 9%      | 3%               | 3%     | 7%       | 2%      | 35%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.1 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                             | 4%   | 10%             | 5%     | 4%       | 3%      | 0%      | 72%                    | 31%    | 4%       | 0%      | 0%      | 64%                    | 26%    | 4%       | 0%      | 0%      |
| Likely                                  | 4%   | 10%             | 11%    | 6%       | 2%      | 0%      | 16%                    | 27%    | 4%       | 2%      | 11%     | 19%                    | 23%    | 4%       | 1%      | 11%     |
| Unlikely                                | 16%  | 22%             | 27%    | 29%      | 10%     | 5%      | 0%                     | 27%    | 58%      | 6%      | 23%     | 7%                     | 32%    | 56%      | 8%      | 12%     |
| Very Unlikely                           | 73%  | 56%             | 53%    | 56%      | 83%     | 87%     | 0%                     | 15%    | 29%      | 91%     | 18%     | 0%                     | 12%    | 34%      | 90%     | 20%     |
| Not Sure                                | 3%   | 2%              | 5%     | 6%       | 2%      | 8%      | 11%                    | 0%     | 5%       | 1%      | 49%     | 10%                    | 7%     | 2%       | 1%      | 57%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.1 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Likely                             | 4%   | -                   | -      | -        | -       | -       | 68%                 | 6%     | 1%       | 0%      | 0%      | 4%             | 4%   | 4%             | 3%   | 3%             | 5%   |
| Likely                                  | 4%   | -                   | -      | -        | -       | -       | 22%                 | 54%    | 2%       | 0%      | 0%      | 3%             | 5%   | 3%             | 5%   | 3%             | 5%   |
| Unlikely                                | 16%  | -                   | -      | -        | -       | -       | 0%                  | 25%    | 86%      | 5%      | 3%      | 14%            | 18%  | 14%            | 18%  | 18%            | 15%  |
| Very Unlikely                           | 73%  | -                   | -      | -        | -       | -       | 7%                  | 8%     | 10%      | 94%     | 2%      | 75%            | 70%  | 76%            | 70%  | 73%            | 72%  |
| Not Sure                                | 3%   | -                   | -      | -        | -       | -       | 3%                  | 7%     | 1%       | 1%      | 95%     | 4%             | 3%   | 3%             | 4%   | 3%             | 4%   |
| Total                                   | 100% |                     |        |          |         |         | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% |                     |        |          |         |         | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

1

How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.1 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Likely                             | 4%   | 3%              | 5%   | 5%           | 2%   | 4%           | 4%   | 4%               | 4%   | 5%            | 3%   | 3%             | 4%   | 1%            | 5%   | 3%              | 4%   |
| Likely                                  | 4%   | 3%              | 5%   | 4%           | 4%   | 2%           | 5%   | 4%               | 4%   | 5%            | 3%   | 5%             | 3%   | 3%            | 4%   | 3%              | 6%   |
| Unlikely                                | 16%  | 18%             | 14%  | 15%          | 18%  | 17%          | 15%  | 16%              | 16%  | 14%           | 17%  | 15%            | 17%  | 15%           | 17%  | 19%             | 13%  |
| Very Unlikely                           | 73%  | 74%             | 71%  | 74%          | 70%  | 75%          | 70%  | 74%              | 71%  | 74%           | 72%  | 75%            | 71%  | 78%           | 70%  | 73%             | 73%  |
| Not Sure                                | 3%   | 3%              | 4%   | 2%           | 6%   | 2%           | 5%   | 2%               | 5%   | 3%            | 4%   | 2%             | 4%   | 3%            | 4%   | 2%              | 5%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

11

How likely is it you will crash your car while talking on a cell phone?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.1 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Likely                             | 4%   | 3%              | 5%   | 4%            | 4%   | 5%     | 3%    | 0%     | 2%    | 3%    | 4%    | 9%   | 3%        | 6%   |
| Likely                                  | 4%   | 3%              | 5%   | 0%            | 4%   | 5%     | 2%    | 12%    | 6%    | 4%    | 1%    | 2%   | 5%        | 2%   |
| Unlikely                                | 16%  | 18%             | 13%  | 2%            | 17%  | 14%    | 19%   | 19%    | 22%   | 21%   | 9%    | 7%   | 21%       | 8%   |
| Very Unlikely                           | 73%  | 73%             | 73%  | 91%           | 72%  | 72%    | 73%   | 69%    | 65%   | 68%   | 84%   | 82%  | 66%       | 83%  |
| Not Sure                                | 3%   | 2%              | 5%   | 4%            | 3%   | 4%     | 3%    | 0%     | 5%    | 4%    | 2%    | 0%   | 5%        | 1%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.1 pct points | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
|   |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Likely   | 4%   | 0%      | 15%   | 2%    | 8%    | 0%     | 0%     | 8%       | 0%    | 7%        | 3%     | 4%      | 3%      | 8%      | 2%      | 2%      | 2%      | 1%      |
| Likely  | 4%   | 3%      | 1%    | 4%    | 7%    | 0%     | 0%     | 3%       | 0%    | 2%        | 4%     | 4%      | 4%      | 1%      | 3%      | 6%      | 8%      | 4%      |
| Unlikely  | 16%  | 12%     | 20%   | 19%   | 13%   | 12%    | 0%     | 4%       | 0%    | 13%       | 13%    | 18%     | 18%     | 13%     | 14%     | 21%     | 18%     | 19%     |
| Very Unlikely   | 73%  | 81%     | 59%   | 73%   | 69%   | 88%    | 91%    | 77%      | 77%   | 76%       | 77%    | 69%     | 73%     | 75%     | 77%     | 68%     | 66%     | 74%     |
| Not Sure  | 3%   | 3%      | 5%    | 2%    | 4%    | 0%     | 9%     | 8%       | 23%   | 2%        | 2%     | 5%      | 3%      | 2%      | 4%      | 2%      | 6%      | 3%      |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

41 How likely is it you will crash your car while talking on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4.1 pct points | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
|   |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Likely   | 4%   | 3%     | 10%  | 0%      | 5%         | 3%     | 6%    |
| Likely  | 4%   | 4%     | 1%   | 0%      | 6%         | 3%     | 1%    |
| Unlikely  | 16%  | 18%    | 9%   | 0%      | 19%        | 15%    | 10%   |
| Very Unlikely   | 73%  | 72%    | 77%  | 100%    | 67%        | 76%    | 79%   |
| Not Sure  | 3%   | 3%     | 3%   | 0%      | 3%         | 4%     | 4%    |
| Total   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---------------------------------------|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                           | 5%   | 4%                    | 7%   | 6%      | 4%      | 21%     | 4%   | 0%      | 0%      | 0%   | 0%      | 9%         | 5%       | 3%     | 3%      | 5%    | 0%      |
| Likely                                | 4%   | 5%                    | 2%   | 0%      | 7%      | 9%      | 1%   | 4%      | 7%      | 0%   | 0%      | 11%        | 10%      | 4%     | 4%      | 2%    | 10%     |
| Unlikely                              | 14%  | 17%                   | 8%   | 8%      | 17%     | 0%      | 15%  | 15%     | 20%     | 26%  | 0%      | 14%        | 35%      | 27%    | 14%     | 5%    | 19%     |
| Very Unlikely                         | 75%  | 71%                   | 81%  | 85%     | 70%     | 66%     | 77%  | 77%     | 73%     | 74%  | 100%    | 63%        | 46%      | 62%    | 74%     | 87%   | 65%     |
| Not Sure                              | 2%   | 3%                    | 2%   | 0%      | 3%      | 5%      | 3%   | 3%      | 0%      | 0%   | 0%      | 3%         | 5%       | 4%     | 4%      | 1%    | 7%      |
| Total                                 | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                 | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---------------------------------------|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Very Likely                           | 5%   | 10%     | 6%       | 3%     | 8%      | 5%    | 20%     | 5%                  | 9%       | 5%     | 3%      | 4%    | 17%     |
| Likely                                | 4%   | 16%     | 7%       | 7%     | 1%      | 2%    | 23%     | 10%                 | 7%       | 8%     | 2%      | 2%    | 11%     |
| Unlikely                              | 14%  | 16%     | 33%      | 31%    | 28%     | 6%    | 0%      | 16%                 | 29%      | 19%    | 20%     | 9%    | 20%     |
| Very Unlikely                         | 75%  | 56%     | 48%      | 53%    | 63%     | 87%   | 40%     | 69%                 | 52%      | 64%    | 71%     | 82%   | 53%     |
| Not Sure                              | 2%   | 2%      | 6%       | 6%     | 0%      | 1%    | 16%     | 0%                  | 3%       | 3%     | 3%      | 2%    | 0%      |
| Total                                 | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                 | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4 pct points | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
|   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Very Likely   | 5%   | 7%                   | 5%       | 3%     | 2%      | 5%    | 0%      | 10%      | 7%       | 3%     | 6%      | 4%    | 0%      | 10%               | 6%      | 4%     | 4%     | 12%     |
| Likely  | 4%   | 8%                   | 7%       | 4%     | 2%      | 2%    | 25%     | 19%      | 8%       | 3%     | 4%      | 2%    | 7%      | 12%               | 12%     | 3%     | 2%     | 11%     |
| Unlikely  | 14%  | 13%                  | 20%      | 13%    | 13%     | 11%   | 25%     | 27%      | 17%      | 25%    | 24%     | 8%    | 16%     | 15%               | 19%     | 19%    | 6%     | 19%     |
| Very Unlikely                                       | 75%  | 70%                  | 65%      | 77%    | 82%     | 80%   | 32%     | 42%      | 64%      | 63%    | 64%     | 85%   | 72%     | 63%               | 61%     | 70%    | 86%    | 55%     |
| Not Sure  | 2%   | 2%                   | 3%       | 4%     | 0%      | 2%    | 18%     | 1%       | 4%       | 5%     | 2%      | 2%    | 5%      | 0%                | 2%      | 4%     | 1%     | 3%      |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                               | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4 pct points | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
|   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Very Likely   | 5%   | 6%                 | 3%      | 7%     | 7%     | 0%      | 28%             | 5%      | 6%     | 3%     | 5%      | 16%             | 14%     | 6%     | 4%     | 10%     |
| Likely  | 4%   | 7%                 | 4%      | 3%     | 2%     | 7%      | 13%             | 10%     | 5%     | 3%     | 5%      | 5%              | 13%     | 8%     | 2%     | 9%      |
| Unlikely  | 14%  | 13%                | 16%     | 14%    | 5%     | 0%      | 12%             | 21%     | 20%    | 8%     | 39%     | 13%             | 19%     | 29%    | 8%     | 36%     |
| Very Unlikely                                       | 75%  | 72%                | 74%     | 73%    | 86%    | 93%     | 47%             | 57%     | 63%    | 86%    | 51%     | 66%             | 54%     | 52%    | 84%    | 45%     |
| Not Sure  | 2%   | 2%                 | 3%      | 2%     | 0%     | 0%      | 0%              | 7%      | 5%     | 1%     | 0%      | 0%              | 0%      | 5%     | 2%     | 0%      |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                               | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---------------------------------------|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Very Likely                           | 5%   | 15%     | 6%      | 4%     | 4%     | 0%      | 7%             | 3%     | 6%      | 10%    | 4%      | 5%                      | 4%     | 17%     | 0%     | 0%      |
| Likely                                | 4%   | 13%     | 12%     | 4%     | 2%     | 1%      | 1%             | 5%     | 8%      | 0%     | 3%      | 2%                      | 11%    | 13%     | 0%     | 0%      |
| Unlikely                              | 14%  | 9%      | 19%     | 23%    | 6%     | 20%     | 7%             | 15%    | 23%     | 0%     | 28%     | 9%                      | 27%    | 3%      | 12%    | 6%      |
| Very Unlikely                         | 75%  | 62%     | 63%     | 65%    | 86%    | 74%     | 82%            | 75%    | 61%     | 90%    | 62%     | 81%                     | 56%    | 67%     | 88%    | 80%     |
| Not Sure                              | 2%   | 1%      | 0%      | 4%     | 2%     | 4%      | 2%             | 3%     | 1%      | 0%     | 3%      | 3%                      | 2%     | 0%      | 0%     | 14%     |
| Total                                 | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---------------------------------------|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Very Likely                           | 5%   | 5%                   | 3%     | 20%     | 9%     | 17%     | 8%                | 3%     | 3%      | 3%     | 0%      | 4%               | 6%     | 6%      | 9%     | 0%      |
| Likely                                | 4%   | 3%                   | 7%     | 5%      | 0%     | 0%      | 3%                | 5%     | 6%      | 0%     | 0%      | 2%               | 7%     | 19%     | 0%     | 0%      |
| Unlikely                              | 14%  | 12%                  | 18%    | 13%     | 0%     | 28%     | 10%               | 17%    | 15%     | 7%     | 6%      | 11%              | 18%    | 20%     | 9%     | 0%      |
| Very Unlikely                         | 75%  | 77%                  | 71%    | 62%     | 91%    | 54%     | 78%               | 72%    | 75%     | 90%    | 86%     | 80%              | 66%    | 56%     | 82%    | 100%    |
| Not Sure                              | 2%   | 3%                   | 2%     | 0%      | 0%     | 0%      | 2%                | 3%     | 1%      | 0%     | 9%      | 2%               | 3%     | 0%      | 0%     | 0%      |
| Total                                 | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---------------------------------------|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Very Likely                           | 5%   | 4%             | 10%    | 7%      | 16%    | 0%      | 4%             | 9%     | 18%     | 11%    | 0%      | 4%                     | 9%     | 0%      | 12%    | 65%     |
| Likely                                | 4%   | 2%             | 10%    | 33%     | 0%     | 0%      | 3%             | 18%    | 70%     | 0%     | 0%      | 3%                     | 10%    | 57%     | 0%     | 0%      |
| Unlikely                              | 14%  | 13%            | 19%    | 0%      | 0%     | 100%    | 14%            | 20%    | 0%      | 0%     | 0%      | 13%                    | 20%    | 0%      | 0%     | 0%      |
| Very Unlikely                         | 75%  | 78%            | 60%    | 59%     | 84%    | 0%      | 77%            | 51%    | 12%     | 89%    | 0%      | 77%                    | 58%    | 43%     | 88%    | 35%     |
| Not Sure                              | 2%   | 3%             | 1%     | 0%      | 0%     | 0%      | 2%             | 2%     | 0%      | 0%     | 0%      | 2%                     | 3%     | 0%      | 0%     | 0%      |
| Total                                 | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---------------------------------------|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Very Likely                           | 5%   | 6%                      | 3%     | 2%      | 12%    | 11%     | 6%        | 4%     | 6%      | 0%     | 0%      | 15%           | 4%      | 3%      | 5%             | 6%      | 4%      |
| Likely                                | 4%   | 3%                      | 6%     | 10%     | 0%     | 0%      | 1%        | 5%     | 11%     | 11%    | 1%      | 9%            | 3%      | 5%      | 4%             | 4%      | 7%      |
| Unlikely                              | 14%  | 10%                     | 18%    | 27%     | 0%     | 11%     | 8%        | 17%    | 16%     | 3%     | 27%     | 11%           | 13%     | 16%     | 14%            | 16%     | 12%     |
| Very Unlikely                         | 75%  | 79%                     | 70%    | 59%     | 88%    | 64%     | 83%       | 70%    | 66%     | 86%    | 63%     | 63%           | 78%     | 73%     | 76%            | 74%     | 70%     |
| Not Sure                              | 2%   | 2%                      | 2%     | 2%      | 0%     | 13%     | 1%        | 3%     | 1%      | 0%     | 9%      | 1%            | 2%      | 3%      | 2%             | 1%      | 7%      |
| Total                                 | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                 | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---------------------------------------|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                           | 5%   | 7%                  | 4%      | 8%      | 4%                     | 5%      | 5%      | 6%                   | 5%      | 4%      | 4%       | 8%      | 6%      | 6%         | 5%      | 5%      |
| Likely                                | 4%   | 3%                  | 4%      | 8%      | 3%                     | 4%      | 7%      | 6%                   | 4%      | 4%      | 4%       | 4%      | 4%      | 7%         | 4%      | 3%      |
| Unlikely                              | 14%  | 11%                 | 14%     | 16%     | 13%                    | 14%     | 12%     | 14%                  | 14%     | 11%     | 14%      | 9%      | 15%     | 9%         | 16%     | 12%     |
| Very Unlikely                         | 75%  | 75%                 | 76%     | 60%     | 78%                    | 75%     | 71%     | 71%                  | 76%     | 75%     | 76%      | 78%     | 72%     | 77%        | 74%     | 76%     |
| Not Sure                              | 2%   | 4%                  | 2%      | 9%      | 2%                     | 2%      | 6%      | 3%                   | 2%      | 6%      | 2%       | 1%      | 3%      | 1%         | 1%      | 5%      |
| Total                                 | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                 | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---------------------------------------|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Very Likely                           | 5%   | 8%                | 5%      | 3%      | 7%                      | 4%      | 6%      | 4%                      | 4%      | 9%      | 3%                   | 7%      | 13%     | 11%        | 4%      | 4%      |
| Likely                                | 4%   | 4%                | 4%      | 4%      | 6%                      | 4%      | 3%      | 10%                     | 4%      | 3%      | 4%                   | 4%      | 6%      | 6%         | 3%      | 6%      |
| Unlikely                              | 14%  | 15%               | 14%     | 12%     | 13%                     | 16%     | 8%      | 16%                     | 14%     | 10%     | 15%                  | 12%     | 6%      | 14%        | 13%     | 15%     |
| Very Unlikely                         | 75%  | 73%               | 76%     | 75%     | 72%                     | 75%     | 77%     | 68%                     | 77%     | 72%     | 76%                  | 74%     | 69%     | 69%        | 77%     | 73%     |
| Not Sure                              | 2%   | 1%                | 2%      | 5%      | 1%                      | 2%      | 5%      | 3%                      | 2%      | 6%      | 2%                   | 2%      | 6%      | 0%         | 3%      | 3%      |
| Total                                 | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                 | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---------------------------------------|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                           | 5%   | 16%         | 5%      | 1%      | 23%                    | 6%     | 5%       | 4%      | 7%      | 15%              | 3%     | 6%       | 4%      | 0%      |
| Likely                                | 4%   | 8%          | 4%      | 4%      | 8%                     | 7%     | 7%       | 2%      | 17%     | 2%               | 16%    | 7%       | 2%      | 0%      |
| Unlikely                              | 14%  | 12%         | 14%     | 6%      | 13%                    | 24%    | 29%      | 8%      | 21%     | 15%              | 46%    | 29%      | 6%      | 10%     |
| Very Unlikely                         | 75%  | 64%         | 75%     | 83%     | 51%                    | 58%    | 56%      | 84%     | 47%     | 65%              | 31%    | 52%      | 87%     | 55%     |
| Not Sure                              | 2%   | 0%          | 2%      | 6%      | 5%                     | 4%     | 3%       | 2%      | 9%      | 3%               | 3%     | 6%       | 1%      | 35%     |
| Total                                 | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                 | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---------------------------------------|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Very Likely                           | 5%   | 10%             | 8%     | 4%       | 4%      | 0%      | 66%                    | 37%    | 5%       | 1%      | 0%      | 63%                    | 30%    | 4%       | 1%      | 0%      |
| Likely                                | 4%   | 8%              | 12%    | 8%       | 1%      | 0%      | 12%                    | 24%    | 6%       | 2%      | 21%     | 15%                    | 21%    | 8%       | 2%      | 10%     |
| Unlikely                              | 14%  | 23%             | 24%    | 28%      | 7%      | 10%     | 0%                     | 22%    | 50%      | 5%      | 13%     | 9%                     | 35%    | 54%      | 4%      | 4%      |
| Very Unlikely                         | 75%  | 57%             | 52%    | 56%      | 86%     | 87%     | 21%                    | 17%    | 36%      | 92%     | 21%     | 13%                    | 8%     | 32%      | 93%     | 26%     |
| Not Sure                              | 2%   | 2%              | 5%     | 4%       | 1%      | 4%      | 0%                     | 0%     | 3%       | 1%      | 46%     | 0%                     | 7%     | 1%       | 0%      | 60%     |
| Total                                 | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Very Likely   | 5%   | 87%                 | 27%    | 0%       | 0%      | 4%      | -                   | -      | -        | -       | -       | 5%             | 5%   | 5%             | 5%   | 4%             | 6%   |
| Likely  | 4%   | 7%                  | 58%    | 6%       | 0%      | 8%      | -                   | -      | -        | -       | -       | 3%             | 6%   | 2%             | 6%   | 3%             | 6%   |
| Unlikely  | 14%  | 2%                  | 9%     | 72%      | 2%      | 2%      | -                   | -      | -        | -       | -       | 12%            | 15%  | 12%            | 15%  | 16%            | 11%  |
| Very Unlikely                                       | 75%  | 4%                  | 5%     | 21%      | 97%     | 18%     | -                   | -      | -        | -       | -       | 78%            | 72%  | 78%            | 72%  | 75%            | 75%  |
| Not Sure  | 2%   | 0%                  | 0%     | 0%       | 0%      | 67%     | -                   | -      | -        | -       | -       | 3%             | 2%   | 2%             | 2%   | 3%             | 2%   |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    |                     |        |          |         |         | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                               | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      |                     |        |          |         |         | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults<br>Credibility Interval: +/-4 pct points | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Very Likely   | 5%   | 4%              | 6%   | 6%           | 4%   | 4%           | 5%   | 5%               | 5%   | 6%            | 4%   | 5%             | 5%   | 2%            | 6%   | 4%              | 6%   |
| Likely  | 4%   | 4%              | 4%   | 3%           | 5%   | 3%           | 6%   | 3%               | 6%   | 4%            | 4%   | 5%             | 4%   | 3%            | 5%   | 3%              | 6%   |
| Unlikely  | 14%  | 14%             | 13%  | 12%          | 16%  | 13%          | 15%  | 13%              | 15%  | 10%           | 15%  | 11%            | 16%  | 11%           | 15%  | 16%             | 10%  |
| Very Unlikely                                       | 75%  | 76%             | 73%  | 78%          | 71%  | 78%          | 71%  | 77%              | 72%  | 78%           | 74%  | 78%            | 73%  | 81%           | 71%  | 74%             | 76%  |
| Not Sure  | 2%   | 2%              | 3%   | 1%           | 4%   | 2%           | 3%   | 2%               | 3%   | 2%            | 2%   | 2%             | 3%   | 2%            | 3%   | 2%              | 3%   |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                               | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---------------------------------------|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Very Likely                           | 5%   | 4%              | 6%   | 4%            | 5%   | 6%     | 4%    | 12%    | 4%    | 3%    | 5%    | 9%   | 4%        | 7%   |
| Likely                                | 4%   | 4%              | 5%   | 0%            | 4%   | 5%     | 3%    | 10%    | 7%    | 5%    | 0%    | 2%   | 6%        | 1%   |
| Unlikely                              | 14%  | 16%             | 11%  | 2%            | 14%  | 12%    | 15%   | 9%     | 19%   | 19%   | 6%    | 4%   | 19%       | 5%   |
| Very Unlikely                         | 75%  | 74%             | 76%  | 91%           | 74%  | 74%    | 76%   | 69%    | 65%   | 70%   | 88%   | 85%  | 68%       | 87%  |
| Not Sure                              | 2%   | 2%              | 3%   | 4%            | 2%   | 3%     | 2%    | 0%     | 4%    | 3%    | 2%    | 0%   | 3%        | 1%   |
| Total                                 | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                 | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---------------------------------------|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Very Likely                           | 5%   | 1%      | 16%   | 3%    | 10%   | 0%     | 0%     | 11%      | 0%    | 8%        | 6%     | 4%      | 3%      | 8%      | 4%      | 3%      | 5%      | 2%      |
| Likely                                | 4%   | 2%      | 3%    | 4%    | 7%    | 0%     | 0%     | 2%       | 0%    | 2%        | 3%     | 5%      | 6%      | 2%      | 3%      | 7%      | 6%      | 4%      |
| Unlikely                              | 14%  | 14%     | 15%   | 16%   | 9%    | 16%    | 0%     | 4%       | 0%    | 11%       | 11%    | 15%     | 16%     | 10%     | 13%     | 19%     | 14%     | 14%     |
| Very Unlikely                         | 75%  | 83%     | 65%   | 75%   | 71%   | 84%    | 91%    | 77%      | 77%   | 77%       | 79%    | 72%     | 74%     | 78%     | 77%     | 70%     | 70%     | 78%     |
| Not Sure                              | 2%   | 0%      | 1%    | 2%    | 3%    | 0%     | 9%     | 6%       | 23%   | 2%        | 2%     | 3%      | 2%      | 1%      | 3%      | 1%      | 5%      | 3%      |
| Total                                 | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

42 How likely is it you will crash your car while texting on a cell phone?

| 900 Adults                            | All  | Driven |      |         | Urbanicity |        |       |
|---------------------------------------|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Very Likely                           | 5%   | 4%     | 10%  | 0%      | 5%         | 4%     | 9%    |
| Likely                                | 4%   | 5%     | 2%   | 0%      | 7%         | 2%     | 1%    |
| Unlikely                              | 14%  | 15%    | 9%   | 0%      | 17%        | 12%    | 8%    |
| Very Unlikely                         | 75%  | 74%    | 78%  | 100%    | 68%        | 80%    | 81%   |
| Not Sure                              | 2%   | 3%     | 1%   | 0%      | 3%         | 2%     | 2%    |
| Total                                 | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

43 Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 50%  | 47%                   | 53%  | 59%     | 45%     | 57%     | 56%  | 31%     | 34%     | 60%  | 80%     | 36%        | 34%      | 54%    | 59%     | 52%   | 57%     |
| No                                      | 50%  | 53%                   | 47%  | 41%     | 55%     | 43%     | 44%  | 69%     | 66%     | 40%  | 20%     | 64%        | 66%      | 46%    | 41%     | 48%   | 43%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

43 Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 50%  | 34%     | 37%      | 52%    | 63%     | 51%   | 40%     | 35%                 | 33%      | 44%    | 62%     | 53%   | 30%     |
| No                                      | 50%  | 66%     | 63%      | 48%    | 37%     | 49%   | 60%     | 65%                 | 67%      | 56%    | 38%     | 47%   | 70%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 43 Which of the following would stop you from using your cell phone while driving? A request to stop from family. |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults  | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-4.6 pct points   |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes   | 50%  | 37%                  | 46%      | 58%    | 47%     | 51%   | 32%     | 42%      | 34%      | 49%    | 48%     | 54%   | 64%     | 47%               | 29%     | 54%    | 53%    | 37%     |
| No  | 50%  | 63%                  | 54%      | 42%    | 53%     | 49%   | 68%     | 58%      | 66%      | 51%    | 52%     | 46%   | 36%     | 53%               | 71%     | 46%    | 47%    | 63%     |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

|   |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| 43 Which of the following would stop you from using your cell phone while driving? A request to stop from family. |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
| 900 Adults  | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
| Credibility Interval: +/-4.6 pct points   |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Yes   | 50%  | 46%                | 50%     | 58%    | 45%    | 41%     | 19%             | 54%     | 48%    | 52%    | 21%     | 58%             | 33%     | 42%    | 53%    | 25%     |  |
| No  | 50%  | 54%                | 50%     | 42%    | 55%    | 59%     | 81%             | 46%     | 52%    | 48%    | 79%     | 42%             | 67%     | 58%    | 47%    | 75%     |  |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

|   |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| 43 Which of the following would stop you from using your cell phone while driving? A request to stop from family. |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |  |
| 900 Adults  | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
| Credibility Interval: +/-4.6 pct points   |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Yes   | 50%  | 42%     | 48%     | 48%    | 51%    | 55%     | 56%            | 51%    | 36%     | 31%    | 59%     | 52%                     | 42%    | 48%     | 53%    | 60%     |  |
| No  | 50%  | 58%     | 52%     | 52%    | 49%    | 45%     | 44%            | 49%    | 64%     | 69%    | 41%     | 48%                     | 58%    | 52%     | 47%    | 40%     |  |
| Total   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

43

Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Yes                                     | 50%  | 52%                  | 45%    | 43%     | 58%    | 56%     | 51%               | 52%    | 42%     | 44%    | 81%     | 52%              | 47%    | 37%     | 38%    | 100%    |  |
| No                                      | 50%  | 48%                  | 55%    | 57%     | 42%    | 44%     | 49%               | 48%    | 58%     | 56%    | 19%     | 48%              | 53%    | 63%     | 62%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

43

Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 50%  | 51%            | 46%    | 24%     | 67%    | 0%      | 50%            | 49%    | 52%     | 46%    | 0%      | 51%                    | 45%    | 42%     | 39%    | 0%      |
| No                                      | 50%  | 49%            | 54%    | 76%     | 33%    | 100%    | 50%            | 51%    | 48%     | 54%    | 0%      | 49%                    | 55%    | 58%     | 61%    | 100%    |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

43

Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes                                     | 50%  | 50%                     | 49%    | 51%     | 22%    | 54%     | 53%       | 49%    | 41%     | 29%    | 57%     | 34%           | 50%     | 57%     | 51%            | 44%     | 48%     |
| No                                      | 50%  | 50%                     | 51%    | 49%     | 78%    | 46%     | 47%       | 51%    | 59%     | 71%    | 43%     | 66%           | 50%     | 43%     | 49%            | 56%     | 52%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

43

Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 50%  | 33%                 | 52%     | 55%     | 37%                    | 51%     | 54%     | 44%                  | 49%     | 58%     | 50%      | 49%     | 51%     | 42%        | 49%     | 55%     |
| No                                      | 50%  | 67%                 | 48%     | 45%     | 63%                    | 49%     | 46%     | 56%                  | 51%     | 42%     | 50%      | 51%     | 49%     | 58%        | 51%     | 45%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

43

Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 50%  | 41%               | 53%     | 50%     | 47%                     | 49%     | 55%     | 52%                     | 47%     | 61%     | 49%                  | 44%     | 65%     | 40%        | 52%     | 50%     |
| No                                      | 50%  | 59%               | 47%     | 50%     | 53%                     | 51%     | 45%     | 48%                     | 53%     | 39%     | 51%                  | 56%     | 35%     | 60%        | 48%     | 50%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

43

Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 50%  | 24%         | 50%     | 54%     | 31%                    | 23%    | 58%      | 53%     | 44%     | 25%              | 24%    | 45%      | 54%     | 46%     |
| No                                      | 50%  | 76%         | 50%     | 46%     | 69%                    | 77%    | 42%      | 47%     | 56%     | 75%              | 76%    | 55%      | 46%     | 54%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| 43 Which of the following would stop you from using your cell phone while driving? A request to stop from family. |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
| 900 Adults  | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
| Credibility Interval: +/-4.6 pct points   |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Yes   | 50%  | 33%             | 41%    | 41%      | 55%     | 60%     | 47%                    | 55%    | 46%      | 51%     | 21%     | 47%                    | 49%    | 50%      | 51%     | 26%     |  |
| No  | 50%  | 67%             | 59%    | 59%      | 45%     | 40%     | 53%                    | 45%    | 54%      | 49%     | 79%     | 53%                    | 51%    | 50%      | 49%     | 74%     |  |
| Total   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

|   |      |                     |        |          |         |         |                     |        |          |         |         |                |    |                |      |                |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|----|----------------|------|----------------|------|
| 43 Which of the following would stop you from using your cell phone while driving? A request to stop from family. |      |                     |        |          |         |         |                     |        |          |         |         |                |    |                |      |                |      |
| 900 Adults  | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |    | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.6 pct points   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No | Yes            | No   | Yes            | No   |
| Yes   | 50%  | 52%                 | 36%    | 44%      | 52%     | 52%     | 46%                 | 33%    | 43%      | 52%     | 60%     | -              | -  | 97%            | 11%  | 85%            | 13%  |
| No  | 50%  | 48%                 | 64%    | 56%      | 48%     | 48%     | 54%                 | 67%    | 57%      | 48%     | 40%     | -              | -  | 3%             | 89%  | 15%            | 87%  |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    |                |    | 100%           | 100% | 100%           | 100% |
| Composition of Adults   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      |                |    | 45%            | 55%  | 51%            | 49%  |

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 43 Which of the following would stop you from using your cell phone while driving? A request to stop from family. |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults  | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.6 pct points   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes   | 50%  | 60%             | 37%  | 64%          | 31%  | 68%          | 28%  | 68%              | 27%  | 87%           | 37%  | 72%            | 35%  | 77%           | 34%  | 66%             | 25%  |
| No  | 50%  | 40%             | 63%  | 36%          | 69%  | 32%          | 72%  | 32%              | 73%  | 13%           | 63%  | 28%            | 65%  | 23%           | 66%  | 34%             | 75%  |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

43 Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes                                     | 50%  | 66%             | 23%  | 0%            | 52%  | 48%    | 52%   | 7%     | 51%   | 48%   | 46%   | 57%  | 49%       | 50%  |
| No                                      | 50%  | 34%             | 77%  | 100%          | 48%  | 52%    | 48%   | 93%    | 49%   | 52%   | 54%   | 43%  | 51%       | 50%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

43 Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes                                     | 50%  | 40%     | 37%   | 51%   | 56%   | 28%    | 36%    | 56%      | 73%   | 45%       | 50%    | 51%     | 49%     | 46%     | 46%     | 59%     | 45%     | 57%     |
| No                                      | 50%  | 60%     | 63%   | 49%   | 44%   | 72%    | 64%    | 44%      | 27%   | 55%       | 50%    | 49%     | 51%     | 54%     | 54%     | 41%     | 55%     | 43%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

43 Which of the following would stop you from using your cell phone while driving? A request to stop from family.

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 50%  | 50%    | 46%  | 46%     | 53%        | 48%    | 41%   |
| No                                      | 50%  | 50%    | 54%  | 54%     | 47%        | 52%    | 59%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |      |                       |      |         |         |         |      |         |         |      |         |            |          |        |         |       |         |  |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|--|
| 44 A request to stop from friends.      |      |                       |      |         |         |         |      |         |         |      |         |            |          |        |         |       |         |  |
| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |  |
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Yes                                     | 45%  | 43%                   | 49%  | 46%     | 40%     | 76%     | 51%  | 35%     | 8%      | 59%  | 80%     | 31%        | 41%      | 42%    | 58%     | 49%   | 45%     |  |
| No                                      | 55%  | 57%                   | 51%  | 54%     | 60%     | 24%     | 49%  | 65%     | 92%     | 41%  | 20%     | 69%        | 59%      | 58%    | 42%     | 51%   | 55%     |  |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |  |

44

A request to stop from friends.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Yes                                     | 45%  | 28%     | 40%      | 41%    | 62%     | 47%   | 11%     | 28%                 | 36%      | 36%    | 54%     | 50%   | 30%     |  |
| No                                      | 55%  | 72%     | 60%      | 59%    | 38%     | 53%   | 89%     | 72%                 | 64%      | 64%    | 46%     | 50%   | 70%     |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

|   |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|--|
| 44 A request to stop from friends.      |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |  |
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |  |
| Yes                                     | 45%  | 32%                  | 42%      | 51%    | 51%     | 47%   | 32%     | 38%      | 29%      | 44%    | 45%     | 49%   | 58%     | 41%               | 24%     | 48%    | 49%    | 37%     |  |
| No                                      | 55%  | 68%                  | 58%      | 49%    | 49%     | 53%   | 68%     | 62%      | 71%      | 56%    | 55%     | 51%   | 42%     | 59%               | 76%     | 52%    | 51%    | 63%     |  |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| 44 A request to stop from friends.      |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |
| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 45%  | 44%                | 44%     | 55%    | 43%    | 41%     | 15%             | 52%     | 42%    | 48%    | 17%     | 57%             | 30%     | 39%    | 48%    | 15%     |
| No                                      | 55%  | 56%                | 56%     | 45%    | 57%    | 59%     | 85%             | 48%     | 58%    | 52%    | 83%     | 43%             | 70%     | 61%    | 52%    | 85%     |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

|   |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 44 A request to stop from friends.      |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 45%  | 41%     | 40%     | 45%    | 48%    | 40%     | 53%            | 45%    | 31%     | 31%    | 59%     | 48%                     | 37%    | 51%     | 41%    | 60%     |
| No                                      | 55%  | 59%     | 60%     | 55%    | 52%    | 60%     | 47%            | 55%    | 69%     | 69%    | 41%     | 52%                     | 63%    | 49%     | 59%    | 40%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|   |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 44 A request to stop from friends.      |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 45%  | 47%                  | 38%    | 52%     | 58%    | 56%     | 49%               | 45%    | 36%     | 44%    | 57%     | 48%              | 41%    | 26%     | 48%    | 100%    |
| No                                      | 55%  | 53%                  | 62%    | 48%     | 42%    | 44%     | 51%               | 55%    | 64%     | 56%    | 43%     | 52%              | 59%    | 74%     | 52%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |                                 |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |      |
|---|---------------------------------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|------|
| 44                                      | A request to stop from friends. |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |      |
| 900 Adults                              | All                             | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |      |
| Credibility Interval: +/-4.5 pct points |                                 | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |      |
| Yes                                     |                                 | 45%            | 47%    | 42%     | 6%     | 67%     | 0%             | 46%    | 41%     | 9%     | 46%     | 0%                     | 46%    | 42%     | 7%     | 39%     | 0%   |
| No                                      |                                 | 55%            | 53%    | 58%     | 94%    | 33%     | 100%           | 54%    | 59%     | 91%    | 54%     | 0%                     | 54%    | 58%     | 93%    | 61%     | 100% |
| Total                                   |                                 | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 0%                     | 100%   | 100%    | 100%   | 100%    | 100% |
| Composition of Adults                   | 100%                            | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |      |

44

A request to stop from friends.

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Yes                                     | 45%  | 45%                     | 46%    | 42%     | 22%    | 54%     | 51%       | 43%    | 37%     | 24%    | 45%     | 31%           | 45%     | 51%     | 46%            | 42%     | 43%     |  |
| No                                      | 55%  | 55%                     | 54%    | 58%     | 78%    | 46%     | 49%       | 57%    | 63%     | 76%    | 55%     | 69%           | 55%     | 49%     | 54%            | 58%     | 57%     |  |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

|   |                                 |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |      |
|---|---------------------------------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|------|
| 44                                      | A request to stop from friends. |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |      |
| 900 Adults                              | All                             | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |      |
| Credibility Interval: +/-4.5 pct points |                                 | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |      |
| Yes                                     |                                 | 45%                 | 33%     | 46%     | 54%                    | 33%     | 46%     | 50%                  | 40%     | 44%     | 56%      | 46%     | 45%     | 43%        | 41%     | 45%     | 46%  |
| No                                      |                                 | 55%                 | 67%     | 54%     | 46%                    | 67%     | 54%     | 50%                  | 60%     | 56%     | 44%      | 54%     | 55%     | 57%        | 59%     | 55%     | 54%  |
| Total                                   |                                 | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    | 100% |
| Composition of Adults                   | 100%                            | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 44 A request to stop from friends.      |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-4.5 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 45%  | 38%               | 49%     | 44%     | 48%                     | 44%     | 46%     | 47%                     | 43%     | 54%     | 44%                  | 42%     | 60%     | 41%        | 46%     | 44%     |
| No                                      | 55%  | 62%               | 51%     | 56%     | 52%                     | 56%     | 54%     | 53%                     | 57%     | 46%     | 56%                  | 58%     | 40%     | 59%        | 54%     | 56%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

14

A request to stop from friends.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 45%  | 26%         | 45%     | 53%     | 24%                    | 30%    | 45%      | 49%     | 34%     | 26%              | 19%    | 40%      | 50%     | 31%     |
| No                                      | 55%  | 74%         | 55%     | 47%     | 76%                    | 70%    | 55%      | 51%     | 66%     | 74%              | 81%    | 60%      | 50%     | 69%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

|   |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| 44 A request to stop from friends.      |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |
| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 45%  | 32%             | 41%    | 34%      | 50%     | 52%     | 48%                    | 45%    | 41%      | 47%     | 15%     | 43%                    | 47%    | 42%      | 46%     | 18%     |
| No                                      | 55%  | 68%             | 59%    | 66%      | 50%     | 48%     | 52%                    | 55%    | 59%      | 53%     | 85%     | 57%                    | 53%    | 58%      | 54%     | 82%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

44

A request to stop from friends.

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |    | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|----|----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No | Yes            | No   |
| Yes                                     | 45%  | 53%                 | 30%    | 39%      | 47%     | 39%     | 47%                 | 23%    | 41%      | 47%     | 47%     | 88%            | 3%   | -              | -  | 78%            | 10%  |
| No                                      | 55%  | 47%                 | 70%    | 61%      | 53%     | 61%     | 53%                 | 77%    | 59%      | 53%     | 53%     | 12%            | 97%  | -              | -  | 22%            | 90%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% |                |    | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  |                |    | 51%            | 49%  |

14

A request to stop from friends.

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|------|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |      |
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |      |
| Yes                                     |      | 45%             | 55%  | 32%          | 61%  | 25%          | 63%  | 25%              | 63%  | 22%           | 85%  | 32%            | 66%  | 31%           | 71%  | 30%             | 60%  | 22%  |
| No                                      |      | 55%             | 45%  | 68%          | 39%  | 75%          | 37%  | 75%              | 37%  | 78%           | 15%  | 68%            | 34%  | 69%           | 29%  | 70%             | 40%  | 78%  |
| Total                                   |      | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |      |

44

A request to stop from friends.

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Yes                                     | 45%  | 60%             | 21%  | 0%            | 47%  | 44%    | 47%   | 7%     | 47%   | 42%   | 43%   | 51%  | 44%       | 46%  |  |
| No                                      | 55%  | 40%             | 79%  | 100%          | 53%  | 56%    | 53%   | 93%    | 53%   | 58%   | 57%   | 49%  | 56%       | 54%  |  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

14

A request to stop from friends.

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |  |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |  |
| Yes                                     | 45%  | 40%     | 35%   | 45%   | 51%   | 25%    | 36%    | 53%      | 54%   | 45%       | 46%    | 45%     | 45%     | 43%     | 42%     | 54%     | 40%     | 49%     |  |
| No                                      | 55%  | 60%     | 65%   | 55%   | 49%   | 75%    | 64%    | 47%      | 46%   | 55%       | 54%    | 55%     | 55%     | 57%     | 58%     | 46%     | 60%     | 51%     |  |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |  |

14

A request to stop from friends.

|   |      |        |      |         |            |        |       |  |
|---|------|--------|------|---------|------------|--------|-------|--|
| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |  |
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |  |
| Yes                                     | 45%  | 46%    | 43%  | 46%     | 48%        | 44%    | 40%   |  |
| No                                      | 55%  | 54%    | 57%  | 54%     | 52%        | 56%    | 60%   |  |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |  |

45

A request to stop from vehicle passengers.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |  |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Yes                                     | 51%  | 51%                   | 52%  | 46%     | 48%     | 53%     | 59%  | 43%     | 35%     | 75%  | 58%     | 28%        | 50%      | 57%    | 50%     | 54%   | 68%     |  |
| No                                      | 49%  | 49%                   | 48%  | 54%     | 52%     | 47%     | 41%  | 57%     | 65%     | 25%  | 42%     | 72%        | 50%      | 43%    | 50%     | 46%   | 32%     |  |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

45

A request to stop from vehicle passengers.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Yes                                     | 51%  | 33%     | 40%      | 54%    | 67%     | 52%   | 11%     | 31%                 | 42%      | 53%    | 55%     | 54%   | 30%     |  |
| No                                      | 49%  | 67%     | 60%      | 46%    | 33%     | 48%   | 89%     | 69%                 | 58%      | 47%    | 45%     | 46%   | 70%     |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

| 45 A request to stop from vehicle passengers. |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 900 Adults                                    | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-4.6 pct points       |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes   | 51%  | 40%                  | 46%      | 59%    | 43%     | 54%   | 32%     | 36%      | 34%      | 57%    | 50%     | 54%   | 63%     | 40%               | 38%     | 54%    | 53%    | 43%     |
| No  | 49%  | 60%                  | 54%      | 41%    | 57%     | 46%   | 68%     | 64%      | 66%      | 43%    | 50%     | 46%   | 37%     | 60%               | 62%     | 46%    | 47%    | 57%     |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                         | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

| 45 A request to stop from vehicle passengers. |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| 900 Adults                                    | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
| Credibility Interval: +/-4.6 pct points       |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Yes   | 51%  | 49%                | 51%     | 60%    | 46%    | 47%     | 22%             | 41%     | 52%    | 53%    | 5%      | 52%             | 37%     | 46%    | 54%    | 15%     |
| No  | 49%  | 51%                | 49%     | 40%    | 54%    | 53%     | 78%             | 59%     | 48%    | 47%    | 95%     | 48%             | 63%     | 54%    | 46%    | 85%     |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                         | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 45 A request to stop from vehicle passengers. |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults                                    | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.6 pct points       |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes   | 51%  | 41%     | 39%     | 54%    | 54%    | 50%     | 54%            | 53%    | 45%     | 26%    | 52%     | 53%                     | 46%    | 31%     | 45%    | 60%     |
| No  | 49%  | 59%     | 61%     | 46%    | 46%    | 50%     | 46%            | 47%    | 55%     | 74%    | 48%     | 47%                     | 54%    | 69%     | 55%    | 40%     |
| Total   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                         | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|   |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 45 A request to stop from vehicle passengers. |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults                                    | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.6 pct points       |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Yes   | 51%  | 53%                  | 46%    | 53%     | 58%    | 56%     | 48%               | 56%    | 47%     | 45%    | 55%     | 51%              | 53%    | 23%     | 46%    | 100%    |
| No  | 49%  | 47%                  | 54%    | 47%     | 42%    | 44%     | 52%               | 44%    | 53%     | 55%    | 45%     | 49%              | 47%    | 77%     | 54%    | 0%      |
| Total   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                         | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

|   |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| 45 A request to stop from vehicle passengers. |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
| 900 Adults                                    | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
| Credibility Interval: +/-4.6 pct points       |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Yes   | 51%  | 54%            | 44%    | 0%      | 67%    | 0%      | 52%            | 40%    | 18%     | 46%    | 0%      | 52%                    | 48%    | 17%     | 39%    | 0%      |
| No  | 49%  | 46%            | 56%    | 100%    | 33%    | 100%    | 48%            | 60%    | 82%     | 54%    | 0%      | 48%                    | 52%    | 83%     | 61%    | 100%    |
| Total   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                         | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

45 A request to stop from vehicle passengers.

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes                                     | 51%  | 51%                     | 50%    | 60%     | 30%    | 53%     | 54%       | 50%    | 41%     | 32%    | 62%     | 35%           | 52%     | 56%     | 52%            | 46%     | 47%     |
| No                                      | 49%  | 49%                     | 50%    | 40%     | 70%    | 47%     | 46%       | 50%    | 59%     | 68%    | 38%     | 65%           | 48%     | 44%     | 48%            | 54%     | 53%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

45 A request to stop from vehicle passengers.

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 51%  | 32%                 | 53%     | 55%     | 31%                    | 53%     | 56%     | 41%                  | 52%     | 57%     | 52%      | 49%     | 51%     | 44%        | 51%     | 54%     |
| No                                      | 49%  | 68%                 | 47%     | 45%     | 69%                    | 47%     | 44%     | 59%                  | 48%     | 43%     | 48%      | 51%     | 49%     | 56%        | 49%     | 46%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

45 A request to stop from vehicle passengers.

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 51%  | 44%               | 54%     | 51%     | 46%                     | 52%     | 52%     | 47%                     | 51%     | 57%     | 51%                  | 44%     | 59%     | 41%        | 53%     | 50%     |
| No                                      | 49%  | 56%               | 46%     | 49%     | 54%                     | 48%     | 48%     | 53%                     | 49%     | 43%     | 49%                  | 56%     | 41%     | 59%        | 47%     | 50%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

45

A request to stop from vehicle passengers.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 51%  | 38%         | 52%     | 49%     | 30%                    | 40%    | 51%      | 54%     | 31%     | 30%              | 44%    | 45%      | 55%     | 28%     |  |
| No                                      | 49%  | 62%         | 48%     | 51%     | 70%                    | 60%    | 49%      | 46%     | 69%     | 70%              | 56%    | 55%      | 45%     | 72%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

45

A request to stop from vehicle passengers.

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 51%  | 46%             | 48%    | 43%      | 55%     | 56%     | 40%                    | 43%    | 51%      | 53%     | 27%     | 39%                    | 42%    | 53%      | 53%     | 28%     |  |
| No                                      | 49%  | 54%             | 52%    | 57%      | 45%     | 44%     | 60%                    | 57%    | 49%      | 47%     | 73%     | 61%                    | 58%    | 47%      | 47%     | 72%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

45

A request to stop from vehicle passengers.

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |    |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|----|
| Credibility Interval: +/-4.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No |
| Yes                                     | 51%  | 39%                 | 38%    | 56%      | 51%     | 49%     | 40%                 | 34%    | 60%      | 51%     | 58%     | 87%            | 16%  | 89%            | 20%  | -              | -  |
| No                                      | 49%  | 61%                 | 62%    | 44%      | 49%     | 51%     | 60%                 | 66%    | 40%      | 49%     | 42%     | 13%            | 84%  | 11%            | 80%  | -              | -  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% |                |    |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  |                |    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

45

A request to stop from vehicle passengers.

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes                                     | 51%  | 63%             | 35%  | 68%          | 30%  | 71%          | 27%  | 72%              | 25%  | 89%           | 38%  | 74%            | 35%  | 79%           | 35%  | 70%             | 22%  |
| No                                      | 49%  | 37%             | 65%  | 32%          | 70%  | 29%          | 73%  | 28%              | 75%  | 11%           | 62%  | 26%            | 65%  | 21%           | 65%  | 30%             | 78%  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

45

A request to stop from vehicle passengers.

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Yes                                     | 51%  | 69%             | 23%  | 0%            | 53%  | 49%    | 54%   | 25%    | 52%   | 49%   | 49%   | 57%  | 50%       | 52%  |  |
| No                                      | 49%  | 31%             | 77%  | 100%          | 47%  | 51%    | 46%   | 75%    | 48%   | 51%   | 51%   | 43%  | 50%       | 48%  |  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

|   |  |         |      |       |       |       |        |        |          |           |         |        |         |         |         |         |         |         |         |
|---|--|---------|------|-------|-------|-------|--------|--------|----------|-----------|---------|--------|---------|---------|---------|---------|---------|---------|---------|
| 45                                      | A request to stop from vehicle passengers. |         |      |       |       |       |        |        |          |           |         |        |         |         |         |         |         |         |         |
|   | 900 Adults                                 |         | All  | Race  |       |       |        |        |          | Education |         |        |         | Income  |         |         |         |         |         |
| Credibility Interval: +/-4.6 pct points |  | Hispani |      | Black | White | Asian | Americ | Native | Multirac | Other     | High Sc | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes                                     |  | 51%     | 35%  | 30%   | 55%   | 51%   | 28%    | 42%    | 63%      | 54%       | 46%     | 49%    | 55%     | 50%     | 48%     | 43%     | 62%     | 49%     | 62%     |
| No                                      |  | 49%     | 65%  | 70%   | 45%   | 49%   | 72%    | 58%    | 37%      | 46%       | 54%     | 51%    | 45%     | 50%     | 52%     | 57%     | 38%     | 51%     | 38%     |
| Total                                   |  | 100%    | 100% | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%      | 100%    | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   |  | 100%    | 9%   | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%        | 14%     | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

45 A request to stop from vehicle passengers.

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 51%  | 52%    | 46%  | 46%     | 54%        | 50%    | 45%   |
| No                                      | 49%  | 48%    | 54%  | 54%     | 46%        | 50%    | 55%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 56%  | 57%                   | 53%  | 95%     | 56%     | 67%     | 57%  | 71%     | 41%     | 61%  | 80%     | 33%        | 59%      | 64%    | 65%     | 57%   | 62%     |
| No                                      | 44%  | 43%                   | 47%  | 5%      | 44%     | 33%     | 43%  | 29%     | 59%     | 39%  | 20%     | 67%        | 41%      | 36%    | 35%     | 43%   | 38%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 56%  | 33%     | 55%      | 63%    | 73%     | 56%   | 56%     | 31%                 | 57%      | 64%    | 66%     | 56%   | 10%     |
| No                                      | 44%  | 67%     | 45%      | 37%    | 27%     | 44%   | 44%     | 69%                 | 43%      | 36%    | 34%     | 44%   | 90%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|  |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
|--|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|--|
| 46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone. |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
| 900 Adults   | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |  |
| Credibility Interval: +/-4.5 pct points                                      |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |  |
| Yes  | 56%  | 60%                  | 61%      | 65%    | 54%     | 48%   | 50%     | 51%      | 45%      | 61%    | 46%     | 58%   | 50%     | 42%               | 50%     | 63%    | 53%    | 49%     |  |
| No   | 44%  | 40%                  | 39%      | 35%    | 46%     | 52%   | 50%     | 49%      | 55%      | 39%    | 54%     | 42%   | 50%     | 58%               | 50%     | 37%    | 47%    | 51%     |  |
| Total  | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults  | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |  |

|  |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
|--|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| 46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone. |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
| 900 Adults   | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
| Credibility Interval: +/-4.5 pct points                                      |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Yes  | 56%  | 69%                | 59%     | 53%    | 26%    | 40%     | 40%             | 54%     | 59%    | 56%    | 48%     | 60%             | 28%     | 53%    | 59%    | 18%     |  |
| No   | 44%  | 31%                | 41%     | 47%    | 74%    | 60%     | 60%             | 46%     | 41%    | 44%    | 52%     | 40%             | 72%     | 47%    | 41%    | 82%     |  |
| Total  | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults  | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

46

Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Yes                                     | 56%  | 51%     | 59%     | 63%    | 50%    | 76%     | 53%            | 59%    | 58%     | 41%    | 57%     | 60%                     | 49%    | 10%     | 41%    | 51%     |  |
| No                                      | 44%  | 49%     | 41%     | 37%    | 50%    | 24%     | 47%            | 41%    | 42%     | 59%    | 43%     | 40%                     | 51%    | 90%     | 59%    | 49%     |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 56%  | 59%                  | 51%    | 46%     | 36%    | 65%     | 54%               | 59%    | 55%     | 56%    | 70%     | 58%              | 55%    | 44%     | 46%    | 0%      |
| No                                      | 44%  | 41%                  | 49%    | 54%     | 64%    | 35%     | 46%               | 41%    | 45%     | 44%    | 30%     | 42%              | 45%    | 56%     | 54%    | 100%    |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 56%  | 57%            | 58%    | 22%     | 67%    | 100%    | 58%            | 42%    | 0%      | 46%    | 0%      | 59%                    | 42%    | 17%     | 39%    | 35%     |
| No                                      | 44%  | 43%            | 42%    | 78%     | 33%    | 0%      | 42%            | 58%    | 100%    | 54%    | 0%      | 41%                    | 58%    | 83%     | 61%    | 65%     |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes                                     | 56%  | 54%                     | 63%    | 54%     | 44%    | 45%     | 52%       | 60%    | 50%     | 59%    | 68%     | 36%           | 59%     | 58%     | 59%            | 40%     | 54%     |
| No                                      | 44%  | 46%                     | 37%    | 46%     | 56%    | 55%     | 48%       | 40%    | 50%     | 41%    | 32%     | 64%           | 41%     | 42%     | 41%            | 60%     | 46%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
|--|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| 46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone. |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
| 900 Adults   | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
| Credibility Interval: +/-4.5 pct points                                      |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Yes  | 56%  | 37%                 | 58%     | 62%     | 36%                    | 59%     | 60%     | 46%                  | 57%     | 65%     | 59%      | 51%     | 55%     | 41%        | 57%     | 64%     |  |
| No   | 44%  | 63%                 | 42%     | 38%     | 64%                    | 41%     | 40%     | 54%                  | 43%     | 35%     | 41%      | 49%     | 45%     | 59%        | 43%     | 36%     |  |
| Total  | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults  | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

|  |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
|--|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| 46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone. |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
| 900 Adults   | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
| Credibility Interval: +/-4.5 pct points                                      |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Yes  | 56%  | 42%               | 60%     | 62%     | 47%                     | 58%     | 57%     | 45%                     | 56%     | 68%     | 59%                  | 42%     | 53%     | 43%        | 57%     | 64%     |  |
| No   | 44%  | 58%               | 40%     | 38%     | 53%                     | 42%     | 43%     | 55%                     | 44%     | 32%     | 41%                  | 58%     | 47%     | 57%        | 43%     | 36%     |  |
| Total  | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults  | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

46

Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 56%  | 30%         | 57%     | 60%     | 42%                    | 46%    | 60%      | 58%     | 59%     | 21%              | 53%    | 54%      | 59%     | 27%     |  |
| No                                      | 44%  | 70%         | 43%     | 40%     | 58%                    | 54%    | 40%      | 42%     | 41%     | 79%              | 47%    | 46%      | 41%     | 73%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 56%  | 46%             | 65%    | 51%      | 58%     | 46%     | 25%                    | 60%    | 59%      | 56%     | 57%     | 43%                    | 60%    | 58%      | 57%     | 40%     |
| No                                      | 44%  | 54%             | 35%    | 49%      | 42%     | 54%     | 75%                    | 40%    | 41%      | 44%     | 43%     | 57%                    | 40%    | 42%      | 43%     | 60%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes                                     | 56%  | 45%                 | 43%    | 61%      | 57%     | 44%     | 44%                 | 54%    | 57%      | 57%     | 49%     | 68%            | 45%  | 69%            | 46%  | 70%            | 42%  |
| No                                      | 44%  | 55%                 | 57%    | 39%      | 43%     | 56%     | 56%                 | 46%    | 43%      | 43%     | 51%     | 32%            | 55%  | 31%            | 54%  | 30%            | 58%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Bluetooth Capab |    | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|----|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes                                     | 56%  | -               | -  | 62%          | 49%  | 67%          | 45%  | 68%              | 41%  | 75%           | 50%  | 80%            | 40%  | 73%           | 46%  | 67%             | 40%  |
| No                                      | 44%  | -               | -  | 38%          | 51%  | 33%          | 55%  | 32%              | 59%  | 25%           | 50%  | 20%            | 60%  | 27%           | 54%  | 33%             | 60%  |
| Total                                   | 100% |                 |    | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% |                 |    | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes                                     | 56%  | 66%             | 41%  | 0%            | 58%  | 52%    | 61%   | 42%    | 56%   | 58%   | 56%   | 55%  | 57%       | 55%  |
| No                                      | 44%  | 34%             | 59%  | 100%          | 42%  | 48%    | 39%   | 58%    | 44%   | 42%   | 44%   | 45%  | 43%       | 45%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes                                     | 56%  | 50%     | 57%   | 59%   | 48%   | 22%    | 42%    | 73%      | 56%   | 53%       | 58%    | 59%     | 51%     | 52%     | 51%     | 64%     | 62%     | 59%     |
| No                                      | 44%  | 50%     | 43%   | 41%   | 52%   | 78%    | 58%    | 27%      | 44%   | 47%       | 42%    | 41%     | 49%     | 48%     | 49%     | 36%     | 38%     | 41%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

46 Bluetooth capabilities in vehicle to permit hands-free use of cell phone.

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 56%  | 56%    | 56%  | 46%     | 55%        | 58%    | 51%   |
| No                                      | 44%  | 44%    | 44%  | 54%     | 45%        | 42%    | 49%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

47

Traffic ticket cost of \$124.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 56%  | 53%                   | 60%  | 79%     | 51%     | 62%     | 57%  | 71%     | 42%     | 61%  | 58%     | 52%        | 48%      | 59%    | 43%     | 58%   | 40%     |
| No                                      | 44%  | 47%                   | 40%  | 21%     | 49%     | 38%     | 43%  | 29%     | 58%     | 39%  | 42%     | 48%        | 52%      | 41%    | 57%     | 42%   | 60%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

47

Traffic ticket cost of \$124.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|--|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |  |
| Yes                                     | 56%  | 65%     | 33%      | 53%    | 37%     | 59%   | 40%     | 64%                 | 40%      | 58%    | 59%     | 56%   | 61%     |  |  |
| No                                      | 44%  | 35%     | 67%      | 47%    | 63%     | 41%   | 60%     | 36%                 | 60%      | 42%    | 41%     | 44%   | 39%     |  |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |  |

47

Traffic ticket cost of \$124.

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 56%  | 39%                  | 49%      | 60%    | 42%     | 63%   | 57%     | 50%      | 55%      | 51%    | 55%     | 58%   | 76%     | 48%               | 49%     | 55%    | 59%    | 58%     |
| No                                      | 44%  | 61%                  | 51%      | 40%    | 58%     | 37%   | 43%     | 50%      | 45%      | 49%    | 45%     | 42%   | 24%     | 52%               | 51%     | 45%    | 41%    | 42%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| 47 Traffic ticket cost of \$124.        |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |
| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 56%  | 43%                | 58%     | 64%    | 61%    | 63%     | 49%             | 45%     | 53%    | 59%    | 47%     | 42%             | 54%     | 50%    | 59%    | 0%      |
| No                                      | 44%  | 57%                | 42%     | 36%    | 39%    | 37%     | 51%             | 55%     | 47%    | 41%    | 53%     | 58%             | 46%     | 50%    | 41%    | 100%    |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

|   |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 47 Traffic ticket cost of \$124.        |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 56%  | 48%     | 34%     | 57%    | 62%    | 55%     | 57%            | 61%    | 41%     | 41%    | 54%     | 58%                     | 50%    | 32%     | 41%    | 94%     |
| No                                      | 44%  | 52%     | 66%     | 43%    | 38%    | 45%     | 43%            | 39%    | 59%     | 59%    | 46%     | 42%                     | 50%    | 68%     | 59%    | 6%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|   |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 47 Traffic ticket cost of \$124.        |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 56%  | 59%                  | 51%    | 50%     | 36%    | 29%     | 58%               | 57%    | 49%     | 40%    | 74%     | 59%              | 51%    | 49%     | 38%    | 100%    |
| No                                      | 44%  | 41%                  | 49%    | 50%     | 64%    | 71%     | 42%               | 43%    | 51%     | 60%    | 26%     | 41%              | 49%    | 51%     | 62%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |     |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |      |
|---|-----|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|------|
| 47 Traffic ticket cost of \$124.        |     |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |      |
| 900 Adults                              | All | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |      |
| Credibility Interval: +/-4.5 pct points |     | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |      |
| Yes                                     |     | 56%            | 56%    | 58%     | 25%    | 67%     | 0%             | 57%    | 38%     | 12%    | 46%     | 0%                     | 57%    | 52%     | 43%    | 39%     | 0%   |
| No                                      |     | 44%            | 44%    | 42%     | 75%    | 33%     | 100%           | 43%    | 62%     | 88%    | 54%     | 0%                     | 43%    | 48%     | 57%    | 61%     | 100% |
| Total                                   |     | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 0%                     | 100%   | 100%    | 100%   | 100%    | 100% |
| Composition of Adults                   |     | 100%           | 81%    | 17%     | 2%     | 0%      | 0%             | 94%    | 5%      | 1%     | 1%      | 0%                     | 88%    | 10%     | 1%     | 0%      | 0%   |

47

Traffic ticket cost of \$124.

|   |     |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |      |
|---|-----|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|------|
| 900 Adults                              | All | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |      |
| Credibility Interval: +/-4.5 pct points |     | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |      |
| Yes                                     |     | 56%                     | 62%    | 46%     | 50%    | 45%     | 42%       | 61%    | 55%     | 42%    | 36%     | 58%           | 68%     | 53%     | 59%            | 55%     | 65%     | 52%  |
| No                                      |     | 44%                     | 38%    | 54%     | 50%    | 55%     | 58%       | 39%    | 45%     | 58%    | 64%     | 42%           | 32%     | 47%     | 41%            | 45%     | 35%     | 48%  |
| Total                                   |     | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    | 100% |
| Composition of Adults                   |     | 100%                    | 61%    | 27%     | 8%     | 2%      | 2%        | 40%    | 43%     | 10%    | 2%      | 5%            | 11%     | 65%     | 24%            | 81%     | 10%     | 9%   |

|   |     |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |      |
|---|-----|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|------|
| 47 Traffic ticket cost of \$124.        |     |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |      |
| 900 Adults                              | All | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |      |
| Credibility Interval: +/-4.5 pct points |     | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |      |
| Yes                                     |     | 56%                 | 56%     | 57%     | 46%                    | 51%     | 56%     | 58%                  | 54%     | 56%     | 59%      | 53%     | 63%     | 58%        | 57%     | 58%     | 51%  |
| No                                      |     | 44%                 | 44%     | 43%     | 54%                    | 49%     | 44%     | 42%                  | 46%     | 44%     | 41%      | 47%     | 37%     | 42%        | 43%     | 42%     | 49%  |
| Total                                   |     | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    | 100% |
| Composition of Adults                   |     | 100%                | 11%     | 84%     | 5%                     | 12%     | 75%     | 13%                  | 15%     | 71%     | 14%      | 57%     | 13%     | 30%        | 14%     | 60%     | 27%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| 47 Traffic ticket cost of \$124.        |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
| Credibility Interval: +/-4.5 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Yes                                     | 56%  | 55%               | 58%     | 51%     | 51%                     | 55%     | 62%     | 49%                     | 55%     | 63%     | 54%                  | 65%     | 59%     | 50%        | 58%     | 53%     |  |
| No                                      | 44%  | 45%               | 42%     | 49%     | 49%                     | 45%     | 38%     | 51%                     | 45%     | 37%     | 46%                  | 35%     | 41%     | 50%        | 42%     | 47%     |  |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

47

Traffic ticket cost of \$124.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 56%  | 33%         | 57%     | 49%     | 61%                    | 53%    | 52%      | 57%     | 54%     | 41%              | 45%    | 51%      | 59%     | 48%     |  |
| No                                      | 44%  | 67%         | 43%     | 51%     | 39%                    | 47%    | 48%      | 43%     | 46%     | 59%              | 55%    | 49%      | 41%     | 52%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

|   |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| 47 Traffic ticket cost of \$124.        |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 56%  | 45%             | 52%    | 46%      | 60%     | 65%     | 63%                    | 58%    | 52%      | 57%     | 34%     | 63%                    | 59%    | 52%      | 57%     | 30%     |  |
| No                                      | 44%  | 55%             | 48%    | 54%      | 40%     | 35%     | 37%                    | 42%    | 48%      | 43%     | 66%     | 37%                    | 41%    | 48%      | 43%     | 70%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |      |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 47 Traffic ticket cost of \$124.        |      |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes                                     |      | 56%                 | 75%    | 55%      | 52%     | 57%     | 26%                 | 66%    | 45%      | 48%     | 58%     | 31%            | 72%  | 40%            | 75%  | 40%            | 37%  |
| No                                      |      | 44%                 | 25%    | 45%      | 48%     | 43%     | 74%                 | 34%    | 55%      | 52%     | 42%     | 69%            | 28%  | 60%            | 25%  | 60%            | 63%  |
| Total                                   |      | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|   |      |                 |      |              |    |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|----|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 47 Traffic ticket cost of \$124.        |      |                 |      |              |    |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |    | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes          | No | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes                                     |      | 56%             | 62%  | 49%          | -  | -            | 88%  | 18%              | 84%  | 20%           | 87%  | 45%            | 71%  | 46%           | 78%  | 43%             | 28%  |
| No                                      |      | 44%             | 38%  | 51%          | -  | -            | 12%  | 82%              | 16%  | 80%           | 13%  | 55%            | 29%  | 54%           | 22%  | 57%             | 72%  |
| Total                                   |      | 100%            | 100% | 100%         |    |              | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  |              |    | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

47

Traffic ticket cost of \$124.

|   |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |  |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Yes                                     | 56%  | 73%             | 29%  | 0%            | 58%  | 51%    | 62%   | 7%     | 50%   | 54%   | 61%   | 65%  | 52%       | 63%  |  |
| No                                      | 44%  | 27%             | 71%  | 100%          | 42%  | 49%    | 38%   | 93%    | 50%   | 46%   | 39%   | 35%  | 48%       | 37%  |  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| 47 Traffic ticket cost of \$124.        |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes                                     | 56%  | 52%     | 65%   | 54%   | 59%   | 65%    | 42%    | 72%      | 62%   | 55%       | 59%    | 56%     | 53%     | 63%     | 53%     | 57%     | 51%     | 52%     |
| No                                      | 44%  | 48%     | 35%   | 46%   | 41%   | 35%    | 58%    | 28%      | 38%   | 45%       | 41%    | 44%     | 47%     | 37%     | 47%     | 43%     | 49%     | 48%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

|   |      |        |      |         |            |        |       |  |  |  |  |  |  |  |  |  |  |  |
|---|------|--------|------|---------|------------|--------|-------|--|--|--|--|--|--|--|--|--|--|--|
| 47 Traffic ticket cost of \$124.        |      |        |      |         |            |        |       |  |  |  |  |  |  |  |  |  |  |  |
| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |  |  |  |  |  |  |  |  |  |  |  |
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |  |  |  |  |  |  |  |  |  |  |  |
| Yes                                     | 56%  | 56%    | 57%  | 0%      | 54%        | 58%    | 55%   |  |  |  |  |  |  |  |  |  |  |  |
| No                                      | 44%  | 44%    | 43%  | 100%    | 46%        | 42%    | 45%   |  |  |  |  |  |  |  |  |  |  |  |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |  |  |  |  |  |  |  |  |  |  |  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |  |  |  |  |  |  |  |  |  |  |  |

48

Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 54%  | 52%                   | 56%  | 82%     | 48%     | 79%     | 55%  | 81%     | 42%     | 67%  | 58%     | 26%        | 48%      | 64%    | 51%     | 57%   | 27%     |
| No                                      | 46%  | 48%                   | 44%  | 18%     | 52%     | 21%     | 45%  | 19%     | 58%     | 33%  | 42%     | 74%        | 52%      | 36%    | 49%     | 43%   | 73%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

48

Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Yes                                     | 54%  | 26%     | 46%      | 55%    | 44%     | 58%   | 40%     | 28%                 | 45%      | 58%    | 59%     | 56%   | 30%     |  |
| No                                      | 46%  | 74%     | 54%      | 45%    | 56%     | 42%   | 60%     | 72%                 | 55%      | 42%    | 41%     | 44%   | 70%     |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

48

Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 54%  | 45%                  | 42%      | 61%    | 43%     | 60%   | 32%     | 40%      | 39%      | 53%    | 68%     | 58%   | 63%     | 37%               | 33%     | 56%    | 59%    | 43%     |
| No                                      | 46%  | 55%                  | 58%      | 39%    | 57%     | 40%   | 68%     | 60%      | 61%      | 47%    | 32%     | 42%   | 37%     | 63%               | 67%     | 44%    | 41%    | 57%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

|    |   |     |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |      |
|----|---|-----|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|------|
| 48 | Traffic ticket cost of more than \$240. |     |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |      |
|    | 900 Adults                              | All | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |      |
|    | Credibility Interval: +/-4.5 pct points |     | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |      |
|    | Yes                                     |     | 54%                | 46%     | 54%    | 68%    | 52%     | 49%             | 36%     | 39%    | 50%    | 59%     | 41%             | 45%     | 22%    | 45%    | 59%     | 0%   |
|    | No                                      |     | 46%                | 54%     | 46%    | 32%    | 48%     | 51%             | 64%     | 61%    | 50%    | 41%     | 59%             | 55%     | 78%    | 55%    | 41%     | 100% |
|    | Total                                   |     | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100% |
|    | Composition of Adults                   |     | 100%               | 20%     | 53%    | 14%    | 9%      | 2%              | 1%      | 5%     | 38%    | 55%     | 1%              | 1%      | 2%     | 25%    | 71%     | 1%   |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|--|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 48 Traffic ticket cost of more than \$240. |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults                                 | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.5 pct points    |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes  | 54%  | 35%     | 39%     | 58%    | 57%    | 53%     | 59%            | 55%    | 43%     | 38%    | 54%     | 57%                     | 47%    | 29%     | 41%    | 73%     |
| No   | 46%  | 65%     | 61%     | 42%    | 43%    | 47%     | 41%            | 45%    | 57%     | 62%    | 46%     | 43%                     | 53%    | 71%     | 59%    | 27%     |
| Total                                      | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                      | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|  |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|--|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 48 Traffic ticket cost of more than \$240. |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults                                 | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.5 pct points    |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Yes  | 54%  | 56%                  | 50%    | 48%     | 36%    | 29%     | 52%               | 59%    | 46%     | 31%    | 74%     | 57%              | 48%    | 35%     | 38%    | 100%    |
| No   | 46%  | 44%                  | 50%    | 52%     | 64%    | 71%     | 48%               | 41%    | 54%     | 69%    | 26%     | 43%              | 52%    | 65%     | 62%    | 0%      |
| Total                                      | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                      | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

|  |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
|--|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| 48 Traffic ticket cost of more than \$240. |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
| 900 Adults                                 | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
| Credibility Interval: +/-4.5 pct points    |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Yes  | 54%  | 55%            | 54%    | 7%      | 67%    | 0%      | 55%            | 36%    | 12%     | 46%    | 0%      | 56%                    | 35%    | 43%     | 39%    | 35%     |
| No   | 46%  | 45%            | 46%    | 93%     | 33%    | 100%    | 45%            | 64%    | 88%     | 54%    | 0%      | 44%                    | 65%    | 57%     | 61%    | 65%     |
| Total                                      | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                      | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |      |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
|--|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| 48 Traffic ticket cost of more than \$240. |      |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
| 900 Adults                                 | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
| Credibility Interval: +/-4.5 pct points    |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes  | 54%  | 58%                     | 48%    | 47%     | 48%    | 45%     | 55%       | 57%    | 40%     | 32%    | 51%     | 45%           | 54%     | 58%     | 55%            | 51%     | 51%     |
| No   | 46%  | 42%                     | 52%    | 53%     | 52%    | 55%     | 45%       | 43%    | 60%     | 68%    | 49%     | 55%           | 46%     | 42%     | 45%            | 49%     | 49%     |
| Total                                      | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                      | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

48

Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 54%  | 37%                 | 57%     | 43%     | 28%                    | 57%     | 61%     | 37%                  | 58%     | 52%     | 51%      | 56%     | 58%     | 43%        | 58%     | 51%     |
| No                                      | 46%  | 63%                 | 43%     | 57%     | 72%                    | 43%     | 39%     | 63%                  | 42%     | 48%     | 49%      | 44%     | 42%     | 57%        | 42%     | 49%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

|  |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
|--|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| 48 Traffic ticket cost of more than \$240. |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
| 900 Adults                                 | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
| Credibility Interval: +/-4.5 pct points    |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Yes  | 54%  | 48%               | 57%     | 52%     | 47%                     | 55%     | 56%     | 43%                     | 53%     | 69%     | 53%                  | 58%     | 59%     | 49%        | 55%     | 53%     |  |
| No   | 46%  | 52%               | 43%     | 48%     | 53%                     | 45%     | 44%     | 57%                     | 47%     | 31%     | 47%                  | 42%     | 41%     | 51%        | 45%     | 47%     |  |
| Total                                      | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                      | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

48

Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 54%  | 31%         | 55%     | 53%     | 24%                    | 40%    | 55%      | 58%     | 25%     | 25%              | 48%    | 43%      | 59%     | 20%     |  |
| No                                      | 46%  | 69%         | 45%     | 47%     | 76%                    | 60%    | 45%      | 42%     | 75%     | 75%              | 52%    | 57%      | 41%     | 80%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

48

Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 54%  | 33%             | 54%    | 40%      | 60%     | 47%     | 33%                    | 48%    | 59%      | 55%     | 26%     | 32%                    | 48%    | 63%      | 54%     | 28%     |
| No                                      | 46%  | 67%             | 46%    | 60%      | 40%     | 53%     | 67%                    | 52%    | 41%      | 45%     | 74%     | 68%                    | 52%    | 37%      | 46%     | 72%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

48

Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes                                     | 54%  | 56%                 | 34%    | 56%      | 55%     | 30%     | 48%                 | 36%    | 51%      | 56%     | 42%     | 74%            | 34%  | 75%            | 37%  | 75%            | 32%  |
| No                                      | 46%  | 44%                 | 66%    | 44%      | 45%     | 70%     | 52%                 | 64%    | 49%      | 44%     | 58%     | 26%            | 66%  | 25%            | 63%  | 25%            | 68%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

48

Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |    | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|----|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes          | No   | Yes          | No | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes                                     | 54%  | 64%             | 41%  | 85%          | 14%  | -            | -  | 87%              | 11%  | 85%           | 43%  | 72%            | 41%  | 79%           | 39%  | 77%             | 19%  |
| No                                      | 46%  | 36%             | 59%  | 15%          | 86%  | -            | -  | 13%              | 89%  | 15%           | 57%  | 28%            | 59%  | 21%           | 61%  | 23%             | 81%  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% |              |    | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  |              |    | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

48

Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes                                     | 54%  | 75%             | 19%  | 0%            | 56%  | 46%    | 62%   | 28%    | 51%   | 55%   | 55%   | 57%  | 53%       | 56%  |
| No                                      | 46%  | 25%             | 81%  | 100%          | 44%  | 54%    | 38%   | 72%    | 49%   | 45%   | 45%   | 43%  | 47%       | 44%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

|  |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
|--|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| 48 Traffic ticket cost of more than \$240. |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
| 900 Adults                                 | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
| Credibility Interval: +/-4.5 pct points    |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes  | 54%  | 38%     | 48%   | 56%   | 52%   | 37%    | 47%    | 75%      | 73%   | 55%       | 58%    | 55%     | 45%     | 53%     | 56%     | 57%     | 52%     | 50%     |
| No   | 46%  | 62%     | 52%   | 44%   | 48%   | 63%    | 53%    | 25%      | 27%   | 45%       | 42%    | 45%     | 55%     | 47%     | 44%     | 43%     | 48%     | 50%     |
| Total                                      | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                      | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

48 Traffic ticket cost of more than \$240.

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 54%  | 54%    | 53%  | 0%      | 55%        | 53%    | 56%   |
| No                                      | 46%  | 46%    | 47%  | 100%    | 45%        | 47%    | 44%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

49 Traffic ticket reported to car insurance.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 56%  | 53%                   | 61%  | 87%     | 52%     | 79%     | 51%  | 63%     | 42%     | 55%  | 80%     | 29%        | 56%      | 66%    | 39%     | 60%   | 35%     |
| No                                      | 44%  | 47%                   | 39%  | 13%     | 48%     | 21%     | 49%  | 37%     | 58%     | 45%  | 20%     | 71%        | 44%      | 34%    | 61%     | 40%   | 65%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

49 Traffic ticket reported to car insurance.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 56%  | 34%     | 52%      | 54%    | 58%     | 60%   | 40%     | 32%                 | 43%      | 58%    | 57%     | 60%   | 34%     |
| No                                      | 44%  | 66%     | 48%      | 46%    | 42%     | 40%   | 60%     | 68%                 | 57%      | 42%    | 43%     | 40%   | 66%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

49 Traffic ticket reported to car insurance.

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 56%  | 48%                  | 49%      | 64%    | 43%     | 60%   | 32%     | 39%      | 42%      | 54%    | 68%     | 61%   | 60%     | 35%               | 31%     | 60%    | 62%    | 56%     |
| No                                      | 44%  | 52%                  | 51%      | 36%    | 57%     | 40%   | 68%     | 61%      | 58%      | 46%    | 32%     | 39%   | 40%     | 65%               | 69%     | 40%    | 38%    | 44%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

49 Traffic ticket reported to car insurance.

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 56%  | 52%                | 57%     | 63%    | 54%    | 56%     | 29%             | 47%     | 51%    | 62%    | 25%     | 37%             | 19%     | 47%    | 62%    | 15%     |
| No                                      | 44%  | 48%                | 43%     | 37%    | 46%    | 44%     | 71%             | 53%     | 49%    | 38%    | 75%     | 63%             | 81%     | 53%    | 38%    | 85%     |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

49 Traffic ticket reported to car insurance.

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 56%  | 37%     | 41%     | 58%    | 61%    | 60%     | 58%            | 61%    | 42%     | 29%    | 61%     | 58%                     | 54%    | 48%     | 27%    | 73%     |
| No                                      | 44%  | 63%     | 59%     | 42%    | 39%    | 40%     | 42%            | 39%    | 58%     | 71%    | 39%     | 42%                     | 46%    | 52%     | 73%    | 27%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |     |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |      |
|--|-----|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|------|
| 49 Traffic ticket reported to car insurance. |     |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |      |
| 900 Adults                                   | All | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |      |
| Credibility Interval: +/-4.5 pct points      |     | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |      |
| Yes  |     | 56%                  | 58%    | 53%     | 48%    | 36%     | 46%               | 57%    | 58%     | 54%    | 35%     | 74%              | 58%    | 55%     | 38%    | 38%     | 100% |
| No   |     | 44%                  | 42%    | 47%     | 52%    | 64%     | 54%               | 43%    | 42%     | 46%    | 65%     | 26%              | 42%    | 45%     | 62%    | 62%     | 0%   |
| Total  |     | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    | 100% |
| Composition of Adults                        |     | 100%                 | 69%    | 28%     | 2%     | 1%      | 1%                | 36%    | 43%     | 18%    | 2%      | 1%               | 66%    | 32%     | 2%     | 1%      | 0%   |

|  |     |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |      |
|--|-----|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|------|
| 49 Traffic ticket reported to car insurance. |     |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |      |
| 900 Adults                                   | All | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |      |
| Credibility Interval: +/-4.5 pct points      |     | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |      |
| Yes  |     | 56%            | 57%    | 58%     | 4%     | 67%     | 0%             | 57%    | 47%     | 12%    | 46%     | 0%                     | 57%    | 53%     | 35%    | 39%     | 35%  |
| No   |     | 44%            | 43%    | 42%     | 96%    | 33%     | 100%           | 43%    | 53%     | 88%    | 54%     | 0%                     | 43%    | 47%     | 65%    | 61%     | 65%  |
| Total  |     | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 0%                     | 100%   | 100%    | 100%   | 100%    | 100% |
| Composition of Adults                        |     | 100%           | 81%    | 17%     | 2%     | 0%      | 0%             | 94%    | 5%      | 1%     | 1%      | 0%                     | 88%    | 10%     | 1%     | 0%      | 0%   |

|   |   |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |      |
|---|---|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|------|
| 49                                      | Traffic ticket reported to car insurance. |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |      |
| 900 Adults                              | All                                       | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |      |
| Credibility Interval: +/-4.5 pct points |   | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |      |
| Yes                                     |   | 56%                     | 58%    | 58%     | 47%    | 48%     | 45%       | 60%    | 58%     | 41%    | 22%     | 56%           | 44%     | 57%     | 60%            | 58%     | 43%     | 55%  |
| No                                      |   | 44%                     | 42%    | 42%     | 53%    | 52%     | 55%       | 40%    | 42%     | 59%    | 78%     | 44%           | 56%     | 43%     | 40%            | 42%     | 57%     | 45%  |
| Total                                   |   | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    | 100% |
| Composition of Adults                   |   | 100%                    | 61%    | 27%     | 8%     | 2%      | 2%        | 40%    | 43%     | 10%    | 2%      | 5%            | 11%     | 65%     | 24%            | 81%     | 10%     | 9%   |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
|--|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| 49 Traffic ticket reported to car insurance. |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
| 900 Adults                                   | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
| Credibility Interval: +/-4.5 pct points      |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes  | 56%  | 35%                 | 60%     | 40%     | 28%                    | 61%     | 57%     | 45%                  | 59%     | 56%     | 55%      | 57%     | 59%     | 44%        | 59%     | 57%     |
| No   | 44%  | 65%                 | 40%     | 60%     | 72%                    | 39%     | 43%     | 55%                  | 41%     | 44%     | 45%      | 43%     | 41%     | 56%        | 41%     | 43%     |
| Total  | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                        | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

|  |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
|--|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| 49 Traffic ticket reported to car insurance. |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |
| 900 Adults                                   | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
| Credibility Interval: +/-4.5 pct points      |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes  | 56%  | 47%               | 61%     | 55%     | 47%                     | 59%     | 54%     | 42%                     | 57%     | 66%     | 57%                  | 53%     | 60%     | 48%        | 59%     | 54%     |
| No   | 44%  | 53%               | 39%     | 45%     | 53%                     | 41%     | 46%     | 58%                     | 43%     | 34%     | 43%                  | 47%     | 40%     | 52%        | 41%     | 46%     |
| Total  | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                        | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

49

Traffic ticket reported to car insurance.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 56%  | 31%         | 58%     | 50%     | 23%                    | 42%    | 57%      | 61%     | 35%     | 30%              | 49%    | 46%      | 62%     | 28%     |
| No                                      | 44%  | 69%         | 42%     | 50%     | 77%                    | 58%    | 43%      | 39%     | 65%     | 70%              | 51%    | 54%      | 38%     | 72%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
|--|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| 49 Traffic ticket reported to car insurance. |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
| 900 Adults                                   | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
| Credibility Interval: +/-4.5 pct points      |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Yes  | 56%  | 32%             | 58%    | 40%      | 63%     | 68%     | 31%                    | 61%    | 54%      | 58%     | 28%     | 28%                    | 62%    | 59%      | 57%     | 28%     |  |
| No   | 44%  | 68%             | 42%    | 60%      | 37%     | 32%     | 69%                    | 39%    | 46%      | 42%     | 72%     | 72%                    | 38%    | 41%      | 43%     | 72%     |  |
| Total  | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                        | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

|  |      |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|--|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 49 Traffic ticket reported to car insurance. |      |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                                   | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.5 pct points      |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes  | 56%  | 59%                 | 53%    | 56%      | 58%     | 33%     | 56%                 | 41%    | 53%      | 58%     | 45%     | 77%            | 36%  | 79%            | 38%  | 79%            | 33%  |
| No   | 44%  | 41%                 | 47%    | 44%      | 42%     | 67%     | 44%                 | 59%    | 47%      | 42%     | 55%     | 23%            | 64%  | 21%            | 62%  | 21%            | 67%  |
| Total  | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                        | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|  |      |                 |      |              |      |              |      |                  |    |               |      |                |      |               |      |                 |      |
|--|------|-----------------|------|--------------|------|--------------|------|------------------|----|---------------|------|----------------|------|---------------|------|-----------------|------|
| 49 Traffic ticket reported to car insurance. |      |                 |      |              |      |              |      |                  |    |               |      |                |      |               |      |                 |      |
| 900 Adults                                   | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |    | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.5 pct points      |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes  | 56%  | 68%             | 41%  | 84%          | 21%  | 91%          | 16%  | -                | -  | 89%           | 45%  | 77%            | 42%  | 82%           | 42%  | 81%             | 20%  |
| No   | 44%  | 32%             | 59%  | 16%          | 79%  | 9%           | 84%  | -                | -  | 11%           | 55%  | 23%            | 58%  | 18%           | 58%  | 19%             | 80%  |
| Total  | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% |                  |    | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                        | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  |                  |    | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

| 49 Traffic ticket reported to car insurance. |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
|--|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| 900 Adults                                   | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
| Credibility Interval: +/-4.5 pct points      |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes  | 56%  | 79%             | 20%  | 0%            | 58%  | 48%    | 65%   | 28%    | 49%   | 55%   | 57%   | 74%  | 52%       | 63%  |
| No   | 44%  | 21%             | 80%  | 100%          | 42%  | 52%    | 35%   | 72%    | 51%   | 45%   | 43%   | 26%  | 48%       | 37%  |
| Total  | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                        | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

| 49 Traffic ticket reported to car insurance. |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
|--|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| 900 Adults                                   | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
| Credibility Interval: +/-4.5 pct points      |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes  | 56%  | 48%     | 50%   | 57%   | 54%   | 66%    | 42%    | 77%      | 62%   | 53%       | 60%    | 57%     | 53%     | 55%     | 54%     | 65%     | 54%     | 57%     |
| No   | 44%  | 52%     | 50%   | 43%   | 46%   | 34%    | 58%    | 23%      | 38%   | 47%       | 40%    | 43%     | 47%     | 45%     | 46%     | 35%     | 46%     | 43%     |
| Total  | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                        | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

| 49 Traffic ticket reported to car insurance. |      |        |      |         |            |        |       |
|--|------|--------|------|---------|------------|--------|-------|
| 900 Adults                                   | All  | Driven |      |         | Urbanicity |        |       |
| Credibility Interval: +/-4.5 pct points      |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes  | 56%  | 58%    | 47%  | 46%     | 59%        | 55%    | 53%   |
| No   | 44%  | 42%    | 53%  | 54%     | 41%        | 45%    | 47%   |
| Total  | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                        | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---------------------------------------|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                   | 25%  | 22%                   | 30%  | 29%     | 20%     | 43%     | 28%  | 10%     | 0%      | 51%  | 58%     | 12%        | 18%      | 23%    | 11%     | 31%   | 20%     |
| No                                    | 75%  | 78%                   | 70%  | 71%     | 80%     | 57%     | 72%  | 90%     | 100%    | 49%  | 42%     | 88%        | 82%      | 77%    | 89%     | 69%   | 80%     |
| Total                                 | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                 | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---------------------------------------|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                   | 25%  | 16%     | 10%      | 19%    | 27%     | 29%   | 40%     | 11%                 | 9%       | 22%    | 30%     | 29%   | 0%      |
| No                                    | 75%  | 84%     | 90%      | 81%    | 73%     | 71%   | 60%     | 89%                 | 91%      | 78%    | 70%     | 71%   | 100%    |
| Total                                 | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                 | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---------------------------------------|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                   | 25%  | 15%                  | 19%      | 32%    | 23%     | 29%   | 0%      | 9%       | 16%      | 20%    | 49%     | 29%   | 31%     | 16%               | 6%      | 24%    | 33%    | 16%     |
| No                                    | 75%  | 85%                  | 81%      | 68%    | 77%     | 71%   | 100%    | 91%      | 84%      | 80%    | 51%     | 71%   | 69%     | 84%               | 94%     | 76%    | 67%    | 84%     |
| Total                                 | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---------------------------------------|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Yes                                   | 25%  | 15%                | 26%     | 35%    | 28%    | 35%     | 18%             | 14%     | 19%    | 31%    | 17%     | 26%             | 6%      | 15%    | 30%    | 0%      |
| No                                    | 75%  | 85%                | 74%     | 65%    | 72%    | 65%     | 82%             | 86%     | 81%    | 69%    | 83%     | 74%             | 94%     | 85%    | 70%    | 100%    |
| Total                                 | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---------------------------------------|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes                                   | 25%  | 21%     | 14%     | 21%    | 31%    | 26%     | 32%            | 24%    | 15%     | 27%    | 32%     | 28%                     | 16%    | 24%     | 41%    | 65%     |
| No                                    | 75%  | 79%     | 86%     | 79%    | 69%    | 74%     | 68%            | 76%    | 85%     | 73%    | 68%     | 72%                     | 84%    | 76%     | 59%    | 35%     |
| Total                                 | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---------------------------------------|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Yes                                   | 25%  | 29%                  | 17%    | 33%     | 36%    | 0%      | 28%               | 25%    | 19%     | 22%    | 33%     | 26%              | 25%    | 10%     | 38%    | 0%      |
| No                                    | 75%  | 71%                  | 83%    | 67%     | 64%    | 100%    | 72%               | 75%    | 81%     | 78%    | 67%     | 74%              | 75%    | 90%     | 62%    | 100%    |
| Total                                 | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---------------------------------------|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Yes                                   | 25%  | 27%            | 19%    | 0%      | 67%    | 0%      | 25%            | 21%    | 27%     | 46%    | 0%      | 25%                    | 25%    | 17%     | 39%    | 0%      |
| No                                    | 75%  | 73%            | 81%    | 100%    | 33%    | 100%    | 75%            | 79%    | 73%     | 54%    | 0%      | 75%                    | 75%    | 83%     | 61%    | 100%    |
| Total                                 | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                 | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---------------------------------------|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes                                   | 25%  | 29%                     | 19%    | 22%     | 16%    | 4%      | 30%       | 23%    | 17%     | 14%    | 28%     | 22%           | 24%     | 31%     | 25%            | 23%     | 27%     |
| No                                    | 75%  | 71%                     | 81%    | 78%     | 84%    | 96%     | 70%       | 77%    | 83%     | 86%    | 72%     | 78%           | 76%     | 69%     | 75%            | 77%     | 73%     |
| Total                                 | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                 | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---------------------------------------|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                   | 25%  | 15%                 | 26%     | 32%     | 19%                    | 25%     | 31%     | 15%                  | 25%     | 36%     | 23%      | 31%     | 28%     | 23%        | 25%     | 26%     |
| No                                    | 75%  | 85%                 | 74%     | 68%     | 81%                    | 75%     | 69%     | 85%                  | 75%     | 64%     | 77%      | 69%     | 72%     | 77%        | 75%     | 74%     |
| Total                                 | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                 | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---------------------------------------|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                   | 25%  | 20%               | 27%     | 26%     | 21%                     | 24%     | 32%     | 20%                     | 23%     | 40%     | 24%                  | 24%     | 39%     | 23%        | 26%     | 24%     |
| No                                    | 75%  | 80%               | 73%     | 74%     | 79%                     | 76%     | 68%     | 80%                     | 77%     | 60%     | 76%                  | 76%     | 61%     | 77%        | 74%     | 76%     |
| Total                                 | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                 | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---------------------------------------|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Yes                                   | 25%  | 19%         | 24%     | 41%     | 16%                    | 11%    | 22%      | 29%     | 4%      | 19%              | 15%    | 16%      | 29%     | 13%     |
| No                                    | 75%  | 81%         | 76%     | 59%     | 84%                    | 89%    | 78%      | 71%     | 96%     | 81%              | 85%    | 84%      | 71%     | 87%     |
| Total                                 | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                 | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

50 Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---------------------------------------|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Yes                                   | 25%  | 19%             | 27%    | 10%      | 30%     | 48%     | 16%                    | 34%    | 18%      | 27%     | 17%     | 22%                    | 28%    | 18%      | 27%     | 19%     |
| No                                    | 75%  | 81%             | 73%    | 90%      | 70%     | 52%     | 84%                    | 66%    | 82%      | 73%     | 83%     | 78%                    | 72%    | 82%      | 73%     | 81%     |
| Total                                 | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

50

Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---------------------------------------|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes                                   | 25%  | 31%                 | 32%    | 21%      | 26%     | 19%     | 31%                 | 26%    | 18%      | 26%     | 24%     | 44%            | 6%   | 47%            | 7%   | 44%            | 5%   |
| No                                    | 75%  | 69%                 | 68%    | 79%      | 74%     | 81%     | 69%                 | 74%    | 82%      | 74%     | 76%     | 56%            | 94%  | 53%            | 93%  | 56%            | 95%  |
| Total                                 | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

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Work policies to discourage phone use while driving.

|                                       |      |                 |      |              |      |              |      |                  |      |               |    |                |      |               |      |                 |      |
|---------------------------------------|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|----|----------------|------|---------------|------|-----------------|------|
| 900 Adults                            | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |    | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes                                   | 25%  | 34%             | 14%  | 39%          | 8%   | 40%          | 8%   | 40%              | 6%   | -             | -  | 47%            | 10%  | 47%           | 12%  | 37%             | 7%   |
| No                                    | 75%  | 66%             | 86%  | 61%          | 92%  | 60%          | 92%  | 60%              | 94%  | -             | -  | 53%            | 90%  | 53%           | 88%  | 63%             | 93%  |
| Total                                 | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% |               |    | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  |               |    | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

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Work policies to discourage phone use while driving.

|                                       |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |  |
|---------------------------------------|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| 900 Adults                            | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
| Credibility Interval: +/-4 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Yes                                   | 25%  | 36%             | 7%   | 0%            | 26%  | 25%    | 26%   | 12%    | 22%   | 28%   | 24%   | 29%  | 25%       | 26%  |  |
| No                                    | 75%  | 64%             | 93%  | 100%          | 74%  | 75%    | 74%   | 88%    | 78%   | 72%   | 76%   | 71%  | 75%       | 74%  |  |
| Total                                 | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                 | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

50

Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---------------------------------------|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes                                   | 25%  | 18%     | 16%   | 25%   | 36%   | 16%    | 33%    | 36%      | 0%    | 23%       | 29%    | 26%     | 20%     | 28%     | 23%     | 26%     | 20%     | 30%     |
| No                                    | 75%  | 82%     | 84%   | 75%   | 64%   | 84%    | 67%    | 64%      | 100%  | 77%       | 71%    | 74%     | 80%     | 72%     | 77%     | 74%     | 80%     | 70%     |
| Total                                 | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

50

Work policies to discourage phone use while driving.

| 900 Adults                            | All  | Driven |      |         | Urbanicity |        |       |  |
|---------------------------------------|------|--------|------|---------|------------|--------|-------|--|
| Credibility Interval: +/-4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |  |
| Yes                                   | 25%  | 25%    | 27%  | 73%     | 25%        | 26%    | 20%   |  |
| No                                    | 75%  | 75%    | 73%  | 27%     | 75%        | 74%    | 80%   |  |
| Total                                 | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |  |
| Composition of Adults                 | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |  |

51

Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |  |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Yes                                     | 41%  | 40%                   | 41%  | 50%     | 38%     | 62%     | 49%  | 54%     | 20%     | 41%  | 58%     | 20%        | 39%      | 44%    | 45%     | 44%   | 26%     |  |
| No                                      | 59%  | 60%                   | 59%  | 50%     | 62%     | 38%     | 51%  | 46%     | 80%     | 59%  | 42%     | 80%        | 61%      | 56%    | 55%     | 56%   | 74%     |  |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 41%  | 28%     | 34%      | 47%    | 54%     | 40%   | 56%     | 21%                 | 34%      | 43%    | 41%     | 43%   | 0%      |
| No                                      | 59%  | 72%     | 66%      | 53%    | 46%     | 60%   | 44%     | 79%                 | 66%      | 57%    | 59%     | 57%   | 100%    |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 41%  | 43%                  | 39%      | 42%    | 34%     | 41%   | 50%     | 39%      | 28%      | 39%    | 26%     | 44%   | 48%     | 18%               | 31%     | 43%    | 44%    | 24%     |
| No                                      | 59%  | 57%                  | 61%      | 58%    | 66%     | 59%   | 50%     | 61%      | 72%      | 61%    | 74%     | 56%   | 52%     | 82%               | 69%     | 57%    | 56%    | 76%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 41%  | 44%                | 40%     | 46%    | 30%    | 37%     | 39%             | 22%     | 43%    | 42%    | 5%      | 55%             | 17%     | 36%    | 43%    | 0%      |
| No                                      | 59%  | 56%                | 60%     | 54%    | 70%    | 63%     | 61%             | 78%     | 57%    | 58%    | 95%     | 45%             | 83%     | 64%    | 57%    | 100%    |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 41%  | 47%     | 28%     | 44%    | 41%    | 46%     | 46%            | 42%    | 27%     | 30%    | 46%     | 43%                     | 36%    | 10%     | 53%    | 51%     |
| No                                      | 59%  | 53%     | 72%     | 56%    | 59%    | 54%     | 54%            | 58%    | 73%     | 70%    | 54%     | 57%                     | 64%    | 90%     | 47%    | 49%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 41%  | 44%                  | 34%    | 46%     | 36%    | 29%     | 41%               | 42%    | 35%     | 39%    | 64%     | 41%              | 41%    | 18%     | 38%    | 0%      |
| No                                      | 59%  | 56%                  | 66%    | 54%     | 64%    | 71%     | 59%               | 58%    | 65%     | 61%    | 36%     | 59%              | 59%    | 82%     | 62%    | 100%    |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 41%  | 42%            | 39%    | 3%      | 67%    | 0%      | 41%            | 34%    | 18%     | 46%    | 0%      | 43%                    | 28%    | 17%     | 39%    | 35%     |
| No                                      | 59%  | 58%            | 61%    | 97%     | 33%    | 100%    | 59%            | 66%    | 82%     | 54%    | 0%      | 57%                    | 72%    | 83%     | 61%    | 65%     |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

51

Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes                                     | 41%  | 41%                     | 44%    | 34%     | 38%    | 29%     | 40%       | 45%    | 30%     | 22%    | 44%     | 31%           | 41%     | 44%     | 42%            | 29%     | 40%     |
| No                                      | 59%  | 59%                     | 56%    | 66%     | 62%    | 71%     | 60%       | 55%    | 70%     | 78%    | 56%     | 69%           | 59%     | 56%     | 58%            | 71%     | 60%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

51

Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 41%  | 22%                 | 43%     | 47%     | 29%                    | 43%     | 41%     | 36%                  | 41%     | 44%     | 40%      | 43%     | 41%     | 33%        | 40%     | 47%     |
| No                                      | 59%  | 78%                 | 57%     | 53%     | 71%                    | 57%     | 59%     | 64%                  | 59%     | 56%     | 60%      | 57%     | 59%     | 67%        | 60%     | 53%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

|   |     |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |      |
|---|-----|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|------|
| 51 Cell phone app to auto-respond to text messages and calls. |     |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |      |
| 900 Adults  | All | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |      |
| Credibility Interval: +/-4.5 pct points                       |     | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |      |
| Yes   |     | 41%               | 36%     | 42%     | 41%                     | 40%     | 40%     | 44%                     | 38%     | 38%     | 56%                  | 41%     | 36%     | 47%        | 35%     | 41%     |  | 43%  |
| No  |     | 59%               | 64%     | 58%     | 59%                     | 60%     | 60%     | 56%                     | 62%     | 62%     | 44%                  | 59%     | 64%     | 53%        | 65%     | 59%     |  | 57%  |
| Total   |     | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  | 100% |
| Composition of Adults   |     | 100%              | 23%     | 54%     | 24%                     | 15%     | 65%     | 20%                     | 11%     | 74%     | 15%                  | 80%     | 11%     | 9%         | 13%     | 68%     |  | 20%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 41%  | 26%         | 41%     | 51%     | 22%                    | 28%    | 43%      | 44%     | 27%     | 24%              | 42%    | 36%      | 43%     | 27%     |
| No                                      | 59%  | 74%         | 59%     | 49%     | 78%                    | 72%    | 57%      | 56%     | 73%     | 76%              | 58%    | 64%      | 57%     | 73%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 41%  | 30%             | 50%    | 34%      | 43%     | 16%     | 13%                    | 45%    | 37%      | 42%     | 30%     | 23%                    | 45%    | 41%      | 42%     | 22%     |
| No                                      | 59%  | 70%             | 50%    | 66%      | 57%     | 84%     | 87%                    | 55%    | 63%      | 58%     | 70%     | 77%                    | 55%    | 59%      | 58%     | 78%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes                                     | 41%  | 35%                 | 49%    | 37%      | 42%     | 26%     | 39%                 | 50%    | 32%      | 42%     | 33%     | 59%            | 23%  | 60%            | 25%  | 59%            | 22%  |
| No                                      | 59%  | 65%                 | 51%    | 63%      | 58%     | 74%     | 61%                 | 50%    | 68%      | 58%     | 67%     | 41%            | 77%  | 40%            | 75%  | 41%            | 78%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

51

Cell phone app to auto-respond to text messages and calls.

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |    |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|----|---------------|------|-----------------|------|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |    | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No | Yes           | No   | Yes             | No   |
| Yes                                     | 41%  | 58%             | 18%  | 52%          | 27%  | 55%          | 24%  | 56%              | 22%  | 76%           | 29%  | -              | -  | 67%           | 25%  | 55%             | 20%  |
| No                                      | 59%  | 42%             | 82%  | 48%          | 73%  | 45%          | 76%  | 44%              | 78%  | 24%           | 71%  | -              | -  | 33%           | 75%  | 45%             | 80%  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% |                |    | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  |                |    | 37%           | 63%  | 60%             | 40%  |

51

Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |  |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|--|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |  |
| Yes                                     | 41%  | 53%             | 21%  | 0%            | 42%  | 35%    | 47%   | 33%    | 40%   | 41%   | 38%   | 47%  | 40%       | 41%  |  |
| No                                      | 59%  | 47%             | 79%  | 100%          | 58%  | 65%    | 53%   | 67%    | 60%   | 59%   | 62%   | 53%  | 60%       | 59%  |  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |  |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |  |

51

Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes                                     | 41%  | 35%     | 29%   | 43%   | 38%   | 32%    | 33%    | 64%      | 19%   | 34%       | 44%    | 44%     | 36%     | 38%     | 35%     | 51%     | 38%     | 47%     |
| No                                      | 59%  | 65%     | 71%   | 57%   | 62%   | 68%    | 67%    | 36%      | 81%   | 66%       | 56%    | 56%     | 64%     | 62%     | 65%     | 49%     | 62%     | 53%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

51 Cell phone app to auto-respond to text messages and calls.

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 41%  | 41%    | 40%  | 46%     | 45%        | 37%    | 45%   |
| No                                      | 59%  | 59%    | 60%  | 54%     | 55%        | 63%    | 55%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

52 Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 37%  | 37%                   | 37%  | 54%     | 34%     | 79%     | 38%  | 26%     | 18%     | 56%  | 58%     | 21%        | 35%      | 42%    | 35%     | 40%   | 11%     |
| No                                      | 63%  | 63%                   | 63%  | 46%     | 66%     | 21%     | 62%  | 74%     | 82%     | 44%  | 42%     | 79%        | 65%      | 58%    | 65%     | 60%   | 89%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

52 Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 37%  | 28%     | 27%      | 38%    | 48%     | 38%   | 40%     | 31%                 | 28%      | 38%    | 36%     | 39%   | 27%     |
| No                                      | 63%  | 72%     | 73%      | 62%    | 52%     | 62%   | 60%     | 69%                 | 72%      | 62%    | 64%     | 61%   | 73%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|--|
| 52 Technology to block cell phone signals in vehicle. |      |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |  |
| 900 Adults  | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |  |
| Credibility Interval: +/-4.4 pct points               |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |  |
| Yes   | 37%  | 31%                  | 31%      | 45%    | 27%     | 39%   | 57%     | 27%      | 25%      | 38%    | 25%     | 41%   | 50%     | 22%               | 23%     | 40%    | 40%    | 25%     |  |
| No  | 63%  | 69%                  | 69%      | 55%    | 73%     | 61%   | 43%     | 73%      | 75%      | 62%    | 75%     | 59%   | 50%     | 78%               | 77%     | 60%    | 60%    | 75%     |  |
| Total   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                                 | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |  |

|   |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| 52 Technology to block cell phone signals in vehicle. |      |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
| 900 Adults  | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
| Credibility Interval: +/-4.4 pct points               |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Yes   | 37%  | 37%                | 36%     | 42%    | 33%    | 37%     | 9%              | 25%     | 35%    | 41%    | 20%     | 42%             | 7%      | 27%    | 42%    | 0%      |  |
| No  | 63%  | 63%                | 64%     | 58%    | 67%    | 63%     | 91%             | 75%     | 65%    | 59%    | 80%     | 58%             | 93%     | 73%    | 58%    | 100%    |  |
| Total   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                                 | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

52

Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Yes                                     | 37%  | 23%     | 22%     | 35%    | 43%    | 42%     | 41%            | 39%    | 27%     | 27%    | 21%     | 40%                     | 30%    | 8%      | 41%    | 65%     |  |
| No                                      | 63%  | 77%     | 78%     | 65%    | 57%    | 58%     | 59%            | 61%    | 73%     | 73%    | 79%     | 60%                     | 70%    | 92%     | 59%    | 35%     |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |     |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |      |
|---|-----|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|------|
| 52 Technology to block cell phone signals in vehicle. |     |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |      |
| 900 Adults  | All | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |      |
| Credibility Interval: +/-4.4 pct points               |     | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |      |
| Yes   |     | 37%                  | 39%    | 32%     | 37%    | 36%     | 17%               | 39%    | 37%     | 34%    | 22%     | 64%              | 39%    | 34%     | 22%    | 38%     | 0%   |
| No  |     | 63%                  | 61%    | 68%     | 63%    | 64%     | 83%               | 61%    | 63%     | 66%    | 78%     | 36%              | 61%    | 66%     | 78%    | 62%     | 100% |
| Total   |     | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    | 100% |
| Composition of Adults                                 |     | 100%                 | 69%    | 28%     | 2%     | 1%      | 1%                | 36%    | 43%     | 18%    | 2%      | 1%               | 66%    | 32%     | 2%     | 1%      | 0%   |

|   |     |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |      |
|---|-----|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|------|
| 52 Technology to block cell phone signals in vehicle. |     |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |      |
| 900 Adults  | All | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |      |
| Credibility Interval: +/-4.4 pct points               |     | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |      |
| Yes   |     | 37%            | 39%    | 30%     | 4%     | 67%     | 0%             | 38%    | 29%     | 12%    | 46%     | 0%                     | 38%    | 28%     | 27%    | 39%     | 35%  |
| No  |     | 63%            | 61%    | 70%     | 96%    | 33%     | 100%           | 62%    | 71%     | 88%    | 54%     | 0%                     | 62%    | 72%     | 73%    | 61%     | 65%  |
| Total   |     | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 0%                     | 100%   | 100%    | 100%   | 100%    | 100% |
| Composition of Adults                                 |     | 100%           | 81%    | 17%     | 2%     | 0%      | 0%             | 94%    | 5%      | 1%     | 1%      | 0%                     | 88%    | 10%     | 1%     | 0%      | 0%   |

52

Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Yes                                     | 37%  | 36%                     | 42%    | 31%     | 19%    | 34%     | 44%       | 36%    | 19%     | 18%    | 39%     | 21%           | 37%     | 44%     | 39%            | 28%     | 32%     |  |
| No                                      | 63%  | 64%                     | 58%    | 69%     | 81%    | 66%     | 56%       | 64%    | 81%     | 82%    | 61%     | 79%           | 63%     | 56%     | 61%            | 72%     | 68%     |  |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| 52 Technology to block cell phone signals in vehicle. |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
| 900 Adults  | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
| Credibility Interval: +/-4.4 pct points               |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Yes   | 37%  | 20%                 | 39%     | 42%     | 27%                    | 38%     | 42%     | 34%                  | 36%     | 44%     | 34%      | 38%     | 43%     | 33%        | 38%     | 37%     |  |
| No  | 63%  | 80%                 | 61%     | 58%     | 73%                    | 62%     | 58%     | 66%                  | 64%     | 56%     | 66%      | 62%     | 57%     | 67%        | 62%     | 63%     |  |
| Total   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                                 | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

|   |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| 52 Technology to block cell phone signals in vehicle. |      |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
| 900 Adults  | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
| Credibility Interval: +/-4.4 pct points               |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Yes   | 37%  | 25%               | 41%     | 39%     | 32%                     | 39%     | 35%     | 33%                     | 36%     | 45%     | 37%                  | 36%     | 41%     | 23%        | 39%     | 38%     |  |
| No  | 63%  | 75%               | 59%     | 61%     | 68%                     | 61%     | 65%     | 67%                     | 64%     | 55%     | 63%                  | 64%     | 59%     | 77%        | 61%     | 62%     |  |
| Total   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                                 | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

52

Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 37%  | 23%         | 37%     | 48%     | 18%                    | 24%    | 38%      | 40%     | 14%     | 16%              | 32%    | 26%      | 42%     | 19%     |  |
| No                                      | 63%  | 77%         | 63%     | 52%     | 82%                    | 76%    | 62%      | 60%     | 86%     | 84%              | 68%    | 74%      | 58%     | 81%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| 52 Technology to block cell phone signals in vehicle. |      |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
| 900 Adults  | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
| Credibility Interval: +/-4.4 pct points               |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Yes   | 37%  | 16%             | 38%    | 23%      | 43%     | 46%     | 19%                    | 24%    | 32%      | 40%     | 32%     | 21%                    | 22%    | 39%      | 39%     | 13%     |  |
| No  | 63%  | 84%             | 62%    | 77%      | 57%     | 54%     | 81%                    | 76%    | 68%      | 60%     | 68%     | 79%                    | 78%    | 61%      | 61%     | 87%     |  |
| Total   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

|   |      |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 52 Technology to block cell phone signals in vehicle. |      |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults  | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.4 pct points               |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes   | 37%  | 15%                 | 33%    | 34%      | 40%     | 28%     | 18%                 | 31%    | 30%      | 40%     | 34%     | 57%            | 17%  | 59%            | 19%  | 57%            | 16%  |
| No  | 63%  | 85%                 | 67%    | 66%      | 60%     | 72%     | 82%                 | 69%    | 70%      | 60%     | 66%     | 43%            | 83%  | 41%            | 81%  | 43%            | 84%  |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |    |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|----|-----------------|------|
| 52 Technology to block cell phone signals in vehicle. |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |    |                 |      |
| 900 Adults  | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |    | Crashing Your C |      |
| Credibility Interval: +/-4.4 pct points               |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No | Yes             | No   |
| Yes   | 37%  | 48%             | 23%  | 52%          | 19%  | 54%          | 17%  | 54%              | 16%  | 70%           | 26%  | 61%            | 20%  | -             | -  | 55%             | 11%  |
| No  | 63%  | 52%             | 77%  | 48%          | 81%  | 46%          | 83%  | 46%              | 84%  | 30%           | 74%  | 39%            | 80%  | -             | -  | 45%             | 89%  |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% |               |    | 100%            | 100% |
| Composition of Adults                                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  |               |    | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

52 Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.4 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes                                     | 37%  | 53%             | 11%  | 0%            | 38%  | 35%    | 40%   | 10%    | 35%   | 35%   | 37%   | 47%  | 35%       | 41%  |
| No                                      | 63%  | 47%             | 89%  | 100%          | 62%  | 65%    | 60%   | 90%    | 65%   | 65%   | 63%   | 53%  | 65%       | 59%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

52 Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes                                     | 37%  | 31%     | 23%   | 39%   | 37%   | 32%    | 33%    | 55%      | 23%   | 31%       | 42%    | 37%     | 35%     | 32%     | 34%     | 44%     | 39%     | 44%     |
| No                                      | 63%  | 69%     | 77%   | 61%   | 63%   | 68%    | 67%    | 45%      | 77%   | 69%       | 58%    | 63%     | 65%     | 68%     | 66%     | 56%     | 61%     | 56%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

52 Technology to block cell phone signals in vehicle.

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 37%  | 38%    | 31%  | 27%     | 40%        | 35%    | 35%   |
| No                                      | 63%  | 62%    | 69%  | 73%     | 60%        | 65%    | 65%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

53

Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |  |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Yes                                     | 60%  | 56%                   | 65%  | 79%     | 54%     | 62%     | 59%  | 80%     | 34%     | 66%  | 80%     | 34%        | 57%      | 72%    | 60%     | 62%   | 27%     |  |
| No                                      | 40%  | 44%                   | 35%  | 21%     | 46%     | 38%     | 41%  | 20%     | 66%     | 34%  | 20%     | 66%        | 43%      | 28%    | 40%     | 38%   | 73%     |  |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |  |

53

Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Yes                                     | 60%  | 33%     | 47%      | 65%    | 74%     | 61%   | 40%     | 33%                 | 47%      | 64%    | 67%     | 63%   | 24%     |  |
| No                                      | 40%  | 67%     | 53%      | 35%    | 26%     | 39%   | 60%     | 67%                 | 53%      | 36%    | 33%     | 37%   | 76%     |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

53

Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 60%  | 50%                  | 50%      | 66%    | 52%     | 66%   | 57%     | 49%      | 45%      | 59%    | 70%     | 63%   | 68%     | 33%               | 46%     | 63%    | 62%    | 63%     |
| No                                      | 40%  | 50%                  | 50%      | 34%    | 48%     | 34%   | 43%     | 51%      | 55%      | 41%    | 30%     | 37%   | 32%     | 67%               | 54%     | 37%    | 38%    | 37%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

53

Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Yes                                     | 60%  | 59%                | 58%     | 68%    | 64%    | 50%     | 31%             | 49%     | 59%    | 62%    | 41%     | 55%             | 27%     | 52%    | 64%    | 40%     |  |
| No                                      | 40%  | 41%                | 42%     | 32%    | 36%    | 50%     | 69%             | 51%     | 41%    | 38%    | 59%     | 45%             | 73%     | 48%    | 36%    | 60%     |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

53

Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 60%  | 43%     | 50%     | 63%    | 62%    | 56%     | 57%            | 65%    | 57%     | 32%    | 42%     | 61%                     | 59%    | 42%     | 41%    | 41%     |
| No                                      | 40%  | 57%     | 50%     | 37%    | 38%    | 44%     | 43%            | 35%    | 43%     | 68%    | 58%     | 39%                     | 41%    | 58%     | 59%    | 59%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

53

Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.5 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Yes                                     | 60%  | 62%                  | 58%    | 35%     | 36%    | 75%     | 58%               | 61%    | 62%     | 52%    | 40%     | 59%              | 64%    | 51%     | 38%    | 100%    |  |
| No                                      | 40%  | 38%                  | 42%    | 65%     | 64%    | 25%     | 42%               | 39%    | 38%     | 48%    | 60%     | 41%              | 36%    | 49%     | 62%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 60%  | 62%            | 58%    | 4%      | 67%    | 100%    | 61%            | 47%    | 21%     | 46%    | 0%      | 61%                    | 51%    | 35%     | 39%    | 0%      |
| No                                      | 40%  | 38%            | 42%    | 96%     | 33%    | 0%      | 39%            | 53%    | 79%     | 54%    | 0%      | 39%                    | 49%    | 65%     | 61%    | 100%    |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes                                     | 60%  | 59%                     | 62%    | 58%     | 53%    | 49%     | 61%       | 63%    | 48%     | 33%    | 58%     | 53%           | 60%     | 63%     | 62%            | 54%     | 49%     |
| No                                      | 40%  | 41%                     | 38%    | 42%     | 47%    | 51%     | 39%       | 37%    | 52%     | 67%    | 42%     | 47%           | 40%     | 37%     | 38%            | 46%     | 51%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 60%  | 41%                 | 63%     | 54%     | 43%                    | 63%     | 57%     | 47%                  | 62%     | 63%     | 57%      | 61%     | 64%     | 47%        | 63%     | 60%     |
| No                                      | 40%  | 59%                 | 37%     | 46%     | 57%                    | 37%     | 43%     | 53%                  | 38%     | 37%     | 43%      | 39%     | 36%     | 53%        | 37%     | 40%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 60%  | 51%               | 64%     | 59%     | 55%                     | 63%     | 54%     | 56%                     | 59%     | 65%     | 60%                  | 59%     | 60%     | 52%        | 62%     | 57%     |
| No                                      | 40%  | 49%               | 36%     | 41%     | 45%                     | 37%     | 46%     | 44%                     | 41%     | 35%     | 40%                  | 41%     | 40%     | 48%        | 38%     | 43%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 60%  | 40%         | 61%     | 48%     | 27%                    | 52%    | 62%      | 63%     | 39%     | 20%              | 73%    | 50%      | 64%     | 36%     |
| No                                      | 40%  | 60%         | 39%     | 52%     | 73%                    | 48%    | 38%      | 37%     | 61%     | 80%              | 27%    | 50%      | 36%     | 64%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Yes                                     | 60%  | 41%             | 57%    | 52%      | 64%     | 63%     | 35%                    | 57%    | 64%      | 60%     | 39%     | 36%                    | 62%    | 73%      | 59%     | 30%     |
| No                                      | 40%  | 59%             | 43%    | 48%      | 36%     | 37%     | 65%                    | 43%    | 36%      | 40%     | 61%     | 64%                    | 38%    | 27%      | 41%     | 70%     |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.5 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes                                     | 60%  | 55%                 | 40%    | 69%      | 60%     | 43%     | 53%                 | 43%    | 70%      | 59%     | 57%     | 79%            | 40%  | 80%            | 43%  | 82%            | 36%  |
| No                                      | 40%  | 45%                 | 60%    | 31%      | 40%     | 57%     | 47%                 | 57%    | 30%      | 41%     | 43%     | 21%            | 60%  | 20%            | 57%  | 18%            | 64%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |    |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|----|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No |
| Yes                                     | 60%  | 72%             | 45%  | 80%          | 35%  | 86%          | 30%  | 85%              | 27%  | 88%           | 50%  | 81%            | 45%  | 88%           | 43%  | -               | -  |
| No                                      | 40%  | 28%             | 55%  | 20%          | 65%  | 14%          | 70%  | 15%              | 73%  | 12%           | 50%  | 19%            | 55%  | 12%           | 57%  | -               | -  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% |                 |    |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  |                 |    |

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.5 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes                                     | 60%  | 93%             | 6%   | 0%            | 62%  | 53%    | 67%   | 24%    | 58%   | 58%   | 57%   | 73%  | 58%       | 63%  |
| No                                      | 40%  | 7%              | 94%  | 100%          | 38%  | 47%    | 33%   | 76%    | 42%   | 42%   | 43%   | 27%  | 42%       | 37%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.5 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes                                     | 60%  | 51%     | 54%   | 61%   | 61%   | 62%    | 33%    | 79%      | 39%   | 52%       | 63%    | 62%     | 56%     | 56%     | 59%     | 66%     | 56%     | 65%     |
| No                                      | 40%  | 49%     | 46%   | 39%   | 39%   | 38%    | 67%    | 21%      | 61%   | 48%       | 37%    | 38%     | 44%     | 44%     | 41%     | 34%     | 44%     | 35%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

## 53 Crashing your car because you were using a cell phone while driving.

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.5 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 60%  | 61%    | 55%  | 73%     | 63%        | 57%    | 60%   |
| No                                      | 40%  | 39%    | 45%  | 27%     | 37%        | 43%    | 40%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

## 54 Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 62%  | 59%                   | 66%  | 79%     | 56%     | 62%     | 66%  | 80%     | 42%     | 65%  | 80%     | 36%        | 59%      | 75%    | 63%     | 63%   | 39%     |
| No                                      | 38%  | 41%                   | 34%  | 21%     | 44%     | 38%     | 34%  | 20%     | 58%     | 35%  | 20%     | 64%        | 41%      | 25%    | 37%     | 37%   | 61%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

54

Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| Yes                                     | 62%  | 36%     | 53%      | 69%    | 73%     | 63%   | 40%     | 41%                 | 48%      | 66%    | 69%     | 64%   | 70%     |  |
| No                                      | 38%  | 64%     | 47%      | 31%    | 27%     | 37%   | 60%     | 59%                 | 52%      | 34%    | 31%     | 36%   | 30%     |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

54

Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 62%  | 50%                  | 55%      | 67%    | 48%     | 68%   | 57%     | 52%      | 49%      | 62%    | 75%     | 64%   | 76%     | 44%               | 56%     | 64%    | 63%    | 59%     |
| No                                      | 38%  | 50%                  | 45%      | 33%    | 52%     | 32%   | 43%     | 48%      | 51%      | 38%    | 25%     | 36%   | 24%     | 56%               | 44%     | 36%    | 37%    | 41%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

54

Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Yes                                     | 62%  | 63%                | 60%     | 69%    | 62%    | 53%     | 31%             | 50%     | 62%    | 64%    | 58%     | 55%             | 33%     | 55%    | 66%    | 40%     |  |
| No                                      | 38%  | 37%                | 40%     | 31%    | 38%    | 47%     | 69%             | 50%     | 38%    | 36%    | 42%     | 45%             | 67%     | 45%    | 34%    | 60%     |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|--|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 54 Killing someone with your car because you were using your cell phone while driving. |      |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults   | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.4 pct points  |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes  | 62%  | 44%     | 58%     | 65%    | 63%    | 60%     | 57%            | 66%    | 63%     | 44%    | 51%     | 62%                     | 65%    | 38%     | 61%    | 41%     |
| No   | 38%  | 56%     | 42%     | 35%    | 37%    | 40%     | 43%            | 34%    | 37%     | 56%    | 49%     | 38%                     | 35%    | 62%     | 39%    | 59%     |
| Total  | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults  | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|  |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|--|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 54 Killing someone with your car because you were using your cell phone while driving. |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults   | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.4 pct points  |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Yes  | 62%  | 62%                  | 62%    | 47%     | 61%    | 75%     | 59%               | 63%    | 66%     | 71%    | 40%     | 60%              | 65%    | 73%     | 71%    | 100%    |
| No   | 38%  | 38%                  | 38%    | 53%     | 39%    | 25%     | 41%               | 37%    | 34%     | 29%    | 60%     | 40%              | 35%    | 27%     | 29%    | 0%      |
| Total  | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults  | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

|  |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
|--|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| 54 Killing someone with your car because you were using your cell phone while driving. |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
| 900 Adults   | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
| Credibility Interval: +/-4.4 pct points  |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Yes  | 62%  | 63%            | 61%    | 30%     | 67%    | 100%    | 62%            | 50%    | 64%     | 77%    | 0%      | 63%                    | 51%    | 93%     | 74%    | 0%      |
| No   | 38%  | 37%            | 39%    | 70%     | 33%    | 0%      | 38%            | 50%    | 36%     | 23%    | 0%      | 37%                    | 49%    | 7%      | 26%    | 100%    |
| Total  | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults  | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|  |     |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |      |
|--|-----|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|------|
| 54 Killing someone with your car because you were using your cell phone while driving. |     |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |      |
| 900 Adults   | All | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |      |
| Credibility Interval: +/-4.4 pct points  |     | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |      |
| Yes  |     | 62%                     | 61%    | 65%     | 61%    | 56%     | 49%       | 61%    | 66%     | 50%    | 49%     | 64%           | 48%     | 62%     | 68%            | 64%     | 54%     | 56%  |
| No   |     | 38%                     | 39%    | 35%     | 39%    | 44%     | 51%       | 39%    | 34%     | 50%    | 51%     | 36%           | 52%     | 38%     | 32%            | 36%     | 46%     | 44%  |
| Total  |     | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    | 100% |
| Composition of Adults  |     | 100%                    | 61%    | 27%     | 8%     | 2%      | 2%        | 40%    | 43%     | 10%    | 2%      | 5%            | 11%     | 65%     | 24%            | 81%     | 10%     | 9%   |

|  |     |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |      |  |
|--|-----|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|------|--|
| 54 Killing someone with your car because you were using your cell phone while driving. |     |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |      |  |
| 900 Adults   | All | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |      |  |
| Credibility Interval: +/-4.4 pct points  |     | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |      |  |
| Yes  |     | 62%                 | 45%     | 64%     | 64%                    | 47%     | 64%     | 64%                  | 55%     | 63%     | 66%      | 60%     | 59%     | 66%        | 53%     | 63%     | 63%  |  |
| No   |     | 38%                 | 55%     | 36%     | 36%                    | 53%     | 36%     | 36%                  | 45%     | 37%     | 34%      | 40%     | 41%     | 34%        | 47%     | 37%     | 37%  |  |
| Total  |     | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    | 100% |  |
| Composition of Adults  |     | 100%                | 11%     | 84%     | 5%                     | 12%     | 75%     | 13%                  | 15%     | 71%     | 14%      | 57%     | 13%     | 30%        | 14%     | 60%     | 27%  |  |

|  |     |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |      |  |
|--|-----|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|------|--|
| 54 Killing someone with your car because you were using your cell phone while driving. |     |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |      |  |
| 900 Adults   | All | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |      |  |
| Credibility Interval: +/-4.4 pct points  |     | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |      |  |
| Yes  |     | 62%               | 52%     | 66%     | 63%                     | 57%     | 65%     | 55%                     | 61%     | 61%     | 66%                  | 63%     | 55%     | 64%        | 58%     | 63%     | 61%  |  |
| No   |     | 38%               | 48%     | 34%     | 37%                     | 43%     | 35%     | 45%                     | 39%     | 39%     | 34%                  | 37%     | 45%     | 36%        | 42%     | 37%     | 39%  |  |
| Total  |     | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    | 100% |  |
| Composition of Adults  |     | 100%              | 23%     | 54%     | 24%                     | 15%     | 65%     | 20%                     | 11%     | 74%     | 15%                  | 80%     | 11%     | 9%         | 13%     | 68%     | 20%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|  |      |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
|--|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| 54 Killing someone with your car because you were using your cell phone while driving. |      |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
| 900 Adults   | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
| Credibility Interval: +/-4.4 pct points  |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Yes  | 62%  | 36%         | 63%     | 54%     | 36%                    | 52%    | 67%      | 63%     | 62%     | 26%              | 73%    | 54%      | 65%     | 36%     |  |
| No   | 38%  | 64%         | 37%     | 46%     | 64%                    | 48%    | 33%      | 37%     | 38%     | 74%              | 27%    | 46%      | 35%     | 64%     |  |
| Total  | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults  | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

54

Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 62%  | 44%             | 59%    | 57%      | 65%     | 73%     | 30%                    | 66%    | 66%      | 62%     | 50%     | 37%                    | 69%    | 75%      | 61%     | 30%     |  |
| No                                      | 38%  | 56%             | 41%    | 43%      | 35%     | 27%     | 70%                    | 34%    | 34%      | 38%     | 50%     | 63%                    | 31%    | 25%      | 39%     | 70%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

54

Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.4 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes                                     | 62%  | 54%                 | 52%    | 70%      | 62%     | 45%     | 55%                 | 53%    | 70%      | 61%     | 60%     | 82%            | 42%  | 82%            | 45%  | 83%            | 40%  |
| No                                      | 38%  | 46%                 | 48%    | 30%      | 38%     | 55%     | 45%                 | 47%    | 30%      | 39%     | 40%     | 18%            | 58%  | 18%            | 55%  | 17%            | 60%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

54

Killing someone with your car because you were using your cell phone while driving.

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.4 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes                                     | 62%  | 73%             | 48%  | 80%          | 38%  | 87%          | 33%  | 86%              | 30%  | 89%           | 53%  | 80%            | 49%  | 89%           | 46%  | 96%             | 11%  |
| No                                      | 38%  | 27%             | 52%  | 20%          | 62%  | 13%          | 67%  | 14%              | 70%  | 11%           | 47%  | 20%            | 51%  | 11%           | 54%  | 4%              | 89%  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

54

Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Killing Someone |    | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|----|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.4 pct points |      | Yes             | No | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes                                     | 62%  | -               | -  | 0%            | 64%  | 57%    | 68%   | 24%    | 60%   | 61%   | 56%   | 78%  | 60%       | 65%  |
| No                                      | 38%  | -               | -  | 100%          | 36%  | 43%    | 32%   | 76%    | 40%   | 39%   | 44%   | 22%  | 40%       | 35%  |
| Total                                   | 100% |                 |    | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% |                 |    | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

|  |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
|--|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| 54 Killing someone with your car because you were using your cell phone while driving. |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
| 900 Adults   | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
| Credibility Interval: +/-4.4 pct points  |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes  | 62%  | 53%     | 48%   | 63%   | 66%   | 62%    | 42%    | 79%      | 39%   | 57%       | 64%    | 65%     | 58%     | 59%     | 58%     | 69%     | 63%     | 65%     |
| No   | 38%  | 47%     | 52%   | 37%   | 34%   | 38%    | 58%    | 21%      | 61%   | 43%       | 36%    | 35%     | 42%     | 41%     | 42%     | 31%     | 37%     | 35%     |
| Total  | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults  | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

54 Killing someone with your car because you were using your cell phone while driving.

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 62%  | 63%    | 57%  | 73%     | 64%        | 60%    | 62%   |
| No                                      | 38%  | 37%    | 43%  | 27%     | 36%        | 40%    | 38%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

55 None of the above

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-1.7 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 4%   | 2%                    | 6%   | 5%      | 2%      | 0%      | 1%   | 0%      | 19%     | 4%   | 0%      | 1%         | 2%       | 0%     | 2%      | 6%    | 0%      |
| No                                      | 96%  | 98%                   | 94%  | 95%     | 98%     | 100%    | 99%  | 100%    | 81%     | 96%  | 100%    | 99%        | 98%      | 100%   | 98%     | 94%   | 100%    |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

55 None of the above

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-1.7 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 4%   | 0%      | 2%       | 0%     | 1%      | 5%    | 20%     | 0%                  | 1%       | 1%     | 1%      | 5%    | 0%      |
| No                                      | 96%  | 100%    | 98%      | 100%   | 99%     | 95%   | 80%     | 100%                | 99%      | 99%    | 99%     | 95%   | 100%    |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                   |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|-------------------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 55                                      | None of the above |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults                              | All               | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-1.7 pct points |                   | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 4%                | 1%                   | 2%       | 2%     | 17%     | 5%    | 0%      | 2%       | 0%       | 1%     | 0%      | 5%    | 0%      | 0%                | 2%      | 2%     | 6%     | 5%      |
| No                                      | 96%               | 99%                  | 98%      | 98%    | 83%     | 95%   | 100%    | 98%      | 100%     | 99%    | 100%    | 95%   | 100%    | 100%              | 98%     | 98%    | 94%    | 95%     |
| Total                                   | 100%              | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%              | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

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None of the above

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-1.7 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Yes                                     | 4%   | 2%                 | 3%      | 5%     | 5%     | 7%      | 0%              | 1%      | 2%     | 5%     | 0%      | 0%              | 0%      | 2%     | 4%     | 0%      |  |
| No                                      | 96%  | 98%                | 97%     | 95%    | 95%    | 93%     | 100%            | 99%     | 98%    | 95%    | 100%    | 100%            | 100%    | 98%    | 96%    | 100%    |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

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None of the above

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-1.7 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Yes                                     | 4%   | 1%      | 2%      | 2%     | 6%     | 1%      | 6%             | 3%     | 1%      | 0%     | 2%      | 4%                      | 2%     | 0%      | 0%     | 6%      |  |
| No                                      | 96%  | 99%     | 98%     | 98%    | 94%    | 99%     | 94%            | 97%    | 99%     | 100%   | 98%     | 96%                     | 98%    | 100%    | 100%   | 94%     |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

55

None of the above

|   |      |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |  |      |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|------|
| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |      |
| Credibility Interval: +/-1.7 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |      |
| Yes                                     |      | 4%                   | 3%     | 4%      | 10%    | 9%      | 0%                | 4%     | 2%      | 6%     | 3%      | 0%               | 4%     | 3%      | 0%     | 9%      |  | 0%   |
| No                                      |      | 96%                  | 97%    | 96%     | 90%    | 91%     | 100%              | 96%    | 98%     | 94%    | 97%     | 100%             | 96%    | 97%     | 100%   | 91%     |  | 100% |
| Total                                   |      | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  | 100% |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |      |

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None of the above

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-1.7 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Yes                                     | 4%   | 4%             | 2%     | 10%     | 16%    | 0%      | 4%             | 2%     | 0%      | 11%    | 0%      | 4%                     | 3%     | 0%      | 12%    | 0%      |  |
| No                                      | 96%  | 96%            | 98%    | 90%     | 84%    | 100%    | 96%            | 98%    | 100%    | 89%    | 0%      | 96%                    | 97%    | 100%    | 88%    | 100%    |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

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None of the above

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-1.7 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes                                     | 4%   | 4%                      | 2%     | 6%      | 8%     | 0%      | 5%        | 3%     | 0%      | 0%     | 1%      | 3%            | 3%      | 6%      | 4%             | 3%      | 4%      |
| No                                      | 96%  | 96%                     | 98%    | 94%     | 92%    | 100%    | 95%       | 97%    | 100%    | 100%   | 99%     | 97%           | 97%     | 94%     | 96%            | 97%     | 96%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

55

None of the above

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-1.7 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 4%   | 2%                  | 3%      | 8%      | 2%                     | 3%      | 5%      | 1%                   | 4%      | 3%      | 3%       | 3%      | 5%      | 2%         | 4%      | 4%      |
| No                                      | 96%  | 98%                 | 97%     | 92%     | 98%                    | 97%     | 95%     | 99%                  | 96%     | 97%     | 97%      | 97%     | 95%     | 98%        | 96%     | 96%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

55

None of the above

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-1.7 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Yes                                     | 4%   | 2%                | 4%      | 5%      | 2%                      | 4%      | 3%      | 3%                      | 4%      | 4%      | 3%                   | 4%      | 4%      | 1%         | 4%      | 3%      |
| No                                      | 96%  | 98%               | 96%     | 95%     | 98%                     | 96%     | 97%     | 97%                     | 96%     | 96%     | 97%                  | 96%     | 96%     | 99%        | 96%     | 97%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

55

None of the above

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-1.7 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 4%   | 0%          | 4%      | 4%      | 5%                     | 0%     | 1%       | 5%      | 7%      | 0%               | 0%     | 1%       | 4%      | 19%     |  |
| No                                      | 96%  | 100%        | 96%     | 96%     | 95%                    | 100%   | 99%      | 95%     | 93%     | 100%             | 100%   | 99%      | 96%     | 81%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

55

None of the above

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-1.7 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 4%   | 0%              | 1%     | 1%       | 5%      | 0%      | 6%                     | 0%     | 0%       | 4%      | 6%      | 5%                     | 2%     | 1%       | 4%      | 6%      |  |
| No                                      | 96%  | 100%            | 99%    | 99%      | 95%     | 100%    | 94%                    | 100%   | 100%     | 96%     | 94%     | 95%                    | 98%    | 99%      | 96%     | 94%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

55

None of the above

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-1.7 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes                                     | 4%   | 3%                  | 0%     | 0%       | 4%      | 4%      | 3%                  | 0%     | 0%       | 4%      | 6%      | 0%             | 7%   | 0%             | 6%   | 0%             | 7%   |
| No                                      | 96%  | 97%                 | 100%   | 100%     | 96%     | 96%     | 97%                 | 100%   | 100%     | 96%     | 94%     | 100%           | 93%  | 100%           | 94%  | 100%           | 93%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

55

None of the above

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|------|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |      |
| Credibility Interval: +/-1.7 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |      |
| Yes                                     |      | 4%              | 0%   | 8%           | 0%   | 8%           | 0%   | 8%               | 0%   | 8%            | 0%   | 5%             | 0%   | 6%            | 0%   | 6%              | 0%   | 9%   |
| No                                      |      | 96%             | 100% | 92%          | 100% | 92%          | 100% | 92%              | 100% | 92%           | 100% | 95%            | 100% | 94%           | 100% | 94%             | 100% | 91%  |
| Total                                   |      | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

55

None of the above

| 900 Adults                              | All  | Killing Someone |      | None Of Above |    | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|----|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-1.7 pct points |      | Yes             | No   | Yes           | No | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes                                     | 4%   | 0%              | 9%   | -             | -  | 3%     | 4%    | 0%     | 3%    | 2%    | 5%    | 6%   | 2%        | 5%   |
| No                                      | 96%  | 100%            | 91%  | -             | -  | 97%    | 96%   | 100%   | 97%   | 98%   | 95%   | 94%  | 98%       | 95%  |
| Total                                   | 100% | 100%            | 100% |               |    | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  |               |    | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

|   |                   |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |      |
|---|-------------------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|------|
| 55                                      | None of the above |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |      |
| 900 Adults                              | All               | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |      |
| Credibility Interval: +/-1.7 pct points |                   | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |      |
| Yes                                     |                   | 4%      | 1%    | 3%    | 3%    | 4%     | 0%     | 44%      | 2%    | 5%        | 4%     | 4%      | 4%      | 1%      | 5%      | 7%      | 0%      | 2%      | 0%   |
| No                                      |                   | 96%     | 99%   | 97%   | 97%   | 96%    | 100%   | 56%      | 98%   | 95%       | 96%    | 96%     | 96%     | 99%     | 95%     | 93%     | 100%    | 98%     | 100% |
| Total                                   |                   | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100% |
| Composition of Adults                   | 100%              | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |      |

55

None of the above

|   |      |        |      |         |            |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
| Credibility Interval: +/-1.7 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Yes                                     | 4%   | 3%     | 4%   | 0%      | 3%         | 3%     | 10%   |
| No                                      | 96%  | 97%    | 96%  | 100%    | 97%        | 97%    | 90%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

56

Do you identify as ... ?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |  |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |  |
| A Man                                   | 49%  | 54%                   | 42%  | 25%     | 56%     | 38%     | 48%  | 47%     | 50%     | 48%  | 80%     | 71%        | 50%      | 47%    | 37%     | 46%   | 54%     |  |
| A Woman                                 | 50%  | 45%                   | 57%  | 75%     | 44%     | 62%     | 50%  | 53%     | 34%     | 52%  | 20%     | 28%        | 50%      | 52%    | 61%     | 53%   | 36%     |  |
| In Some Other Way                       | 1%   | 1%                    | 1%   | 0%      | 1%      | 0%      | 1%   | 0%      | 16%     | 0%   | 0%      | 1%         | 0%       | 1%     | 2%      | 1%    | 11%     |  |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |  |

56

Do you identify as ... ?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| A Man                                   | 49%  | 68%     | 59%      | 47%    | 42%     | 47%   | 60%     | 79%                 | 58%      | 46%    | 43%     | 47%   | 51%     |  |
| A Woman                                 | 50%  | 31%     | 41%      | 53%    | 58%     | 51%   | 40%     | 19%                 | 41%      | 54%    | 57%     | 52%   | 49%     |  |
| In Some Other Way                       | 1%   | 1%      | 0%       | 0%     | 0%      | 1%    | 0%      | 1%                  | 2%       | 0%     | 0%      | 1%    | 0%      |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

|   |                          |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|--------------------------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 56                                      | Do you identify as ... ? |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults                              | All                      | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-4.6 pct points |                          | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| A Man                                   | 49%                      | 57%                  | 51%      | 43%    | 35%     | 51%   | 43%     | 60%      | 66%      | 55%    | 39%     | 43%   | 69%     | 79%               | 60%     | 44%    | 50%    | 45%     |
| A Woman                                 | 50%                      | 41%                  | 49%      | 56%    | 65%     | 49%   | 57%     | 39%      | 34%      | 44%    | 57%     | 56%   | 31%     | 21%               | 40%     | 56%    | 48%    | 55%     |
| In Some Other Way                       | 1%                       | 2%                   | 1%       | 1%     | 0%      | 1%    | 0%      | 1%       | 0%       | 0%     | 3%      | 1%    | 0%      | 0%                | 1%      | 1%     | 1%     | 0%      |
| Total                                   | 100%                     | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%                     | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

56

Do you identify as ... ?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| A Man                                   | 49%  | 53%                | 44%     | 49%    | 68%    | 64%     | 86%             | 78%     | 48%    | 47%    | 35%     | 84%             | 74%     | 52%    | 46%    | 67%     |  |
| A Woman                                 | 50%  | 46%                | 55%     | 51%    | 32%    | 36%     | 14%             | 22%     | 51%    | 53%    | 56%     | 16%             | 26%     | 47%    | 53%    | 18%     |  |
| In Some Other Way                       | 1%   | 0%                 | 1%      | 0%     | 0%     | 0%      | 0%              | 0%      | 1%     | 1%     | 9%      | 0%              | 0%      | 0%     | 1%     | 15%     |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

56

Do you identify as ... ?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| A Man                                   | 49%  | 69%     | 60%     | 45%    | 47%    | 51%     | 58%            | 44%    | 51%     | 60%    | 15%     | 47%                     | 51%    | 76%     | 68%    | 59%     |  |
| A Woman                                 | 50%  | 31%     | 40%     | 53%    | 53%    | 46%     | 41%            | 55%    | 47%     | 40%    | 85%     | 52%                     | 47%    | 24%     | 32%    | 41%     |  |
| In Some Other Way                       | 1%   | 0%      | 0%      | 2%     | 0%     | 4%      | 1%             | 1%     | 1%      | 0%     | 0%      | 1%                      | 1%     | 0%      | 0%     | 0%      |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

56

Do you identify as ... ?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| A Man                                   | 49%  | 44%                  | 59%    | 59%     | 79%    | 61%     | 47%               | 51%    | 47%     | 73%    | 31%     | 47%              | 51%    | 61%     | 100%   | 0%      |  |
| A Woman                                 | 50%  | 55%                  | 41%    | 41%     | 21%    | 39%     | 52%               | 49%    | 51%     | 27%    | 69%     | 52%              | 48%    | 39%     | 0%     | 0%      |  |
| In Some Other Way                       | 1%   | 1%                   | 1%     | 0%      | 0%     | 0%      | 1%                | 0%     | 2%      | 0%     | 0%      | 1%               | 1%     | 0%      | 0%     | 100%    |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

56

Do you identify as ... ?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| A Man                                   | 49%  | 49%            | 44%    | 74%     | 100%   | 0%      | 47%            | 73%    | 82%     | 100%   | 0%      | 48%                    | 55%    | 93%     | 100%   | 35%     |  |
| A Woman                                 | 50%  | 50%            | 54%    | 26%     | 0%     | 100%    | 52%            | 27%    | 18%     | 0%     | 0%      | 51%                    | 45%    | 7%      | 0%     | 65%     |  |
| In Some Other Way                       | 1%   | 1%             | 2%     | 0%      | 0%     | 0%      | 1%             | 0%     | 0%      | 0%     | 0%      | 1%                     | 0%     | 0%      | 0%     | 0%      |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

|   |                          |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
|---|--------------------------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| 56                                      | Do you identify as ... ? |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
| 900 Adults                              | All                      | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
| Credibility Interval: +/-4.6 pct points |                          | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| A Man                                   | 49%                      | 47%                     | 51%    | 48%     | 95%    | 77%     | 50%       | 46%    | 54%     | 89%    | 49%     | 67%           | 47%     | 48%     | 49%            | 55%     | 43%     |
| A Woman                                 | 50%                      | 53%                     | 48%    | 51%     | 5%     | 19%     | 50%       | 53%    | 44%     | 11%    | 49%     | 33%           | 53%     | 50%     | 50%            | 44%     | 54%     |
| In Some Other Way                       | 1%                       | 1%                      | 1%     | 1%      | 0%     | 3%      | 0%        | 1%     | 2%      | 0%     | 3%      | 1%            | 1%      | 1%      | 1%             | 1%      | 3%      |
| Total                                   | 100%                     | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100%                     | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

56

Do you identify as ... ?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| A Man                                   | 49%  | 68%                 | 47%     | 50%     | 73%                    | 45%     | 50%     | 64%                  | 47%     | 45%     | 51%      | 57%     | 42%     | 72%        | 42%     | 54%     |
| A Woman                                 | 50%  | 32%                 | 52%     | 48%     | 26%                    | 54%     | 50%     | 36%                  | 52%     | 54%     | 48%      | 41%     | 57%     | 28%        | 57%     | 45%     |
| In Some Other Way                       | 1%   | 0%                  | 1%      | 2%      | 1%                     | 1%      | 0%      | 1%                   | 1%      | 1%      | 1%       | 2%      | 1%      | 0%         | 1%      | 2%      |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

|   |                          |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
|---|--------------------------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| 56                                      | Do you identify as ... ? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
| 900 Adults                              | All                      | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
| Credibility Interval: +/-4.6 pct points |                          | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| A Man                                   | 49%                      | 57%               | 48%     | 45%     | 59%                     | 44%     | 59%     | 61%                     | 47%     | 53%     | 47%                  | 54%     | 58%     | 52%        | 46%     | 56%     |  |
| A Woman                                 | 50%                      | 43%               | 51%     | 54%     | 40%                     | 55%     | 40%     | 39%                     | 52%     | 46%     | 52%                  | 46%     | 42%     | 47%        | 53%     | 42%     |  |
| In Some Other Way                       | 1%                       | 1%                | 1%      | 1%      | 1%                      | 1%      | 1%      | 0%                      | 1%      | 1%      | 1%                   | 1%      | 0%      | 1%         | 1%      | 2%      |  |
| Total                                   | 100%                     | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100%                     | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

56

Do you identify as ... ?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| A Man                                   | 49%  | 79%         | 47%     | 66%     | 63%                    | 61%    | 50%      | 46%     | 61%     | 77%              | 53%    | 50%      | 47%     | 81%     |  |
| A Woman                                 | 50%  | 17%         | 52%     | 34%     | 34%                    | 38%    | 49%      | 53%     | 39%     | 23%              | 46%    | 49%      | 52%     | 19%     |  |
| In Some Other Way                       | 1%   | 4%          | 1%      | 0%      | 3%                     | 1%     | 1%       | 1%      | 0%      | 0%               | 1%     | 1%       | 1%      | 0%      |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

|   |                          |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
|---|--------------------------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| 56                                      | Do you identify as ... ? |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |
| 900 Adults                              | All                      | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
| Credibility Interval: +/-4.6 pct points |                          | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| A Man                                   | 49%                      | 68%             | 55%    | 55%      | 45%     | 40%     | 71%                    | 61%    | 48%      | 48%     | 52%     | 62%                    | 65%    | 42%      | 49%     | 47%     |  |
| A Woman                                 | 50%                      | 32%             | 43%    | 44%      | 54%     | 55%     | 29%                    | 36%    | 51%      | 51%     | 48%     | 38%                    | 35%    | 56%      | 50%     | 53%     |  |
| In Some Other Way                       | 1%                       | 0%              | 2%     | 0%       | 1%      | 5%      | 0%                     | 2%     | 1%       | 1%      | 0%      | 0%                     | 0%     | 1%       | 1%      | 0%      |  |
| Total                                   | 100%                     | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100%                     | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                          |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|--------------------------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 56                                      | Do you identify as ... ? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All                      | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.6 pct points |                          | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| A Man                                   | 49%                      | 60%                 | 68%    | 41%      | 49%     | 59%     | 57%                 | 65%    | 43%      | 48%     | 60%     | 48%            | 51%  | 48%            | 50%  | 47%            | 52%  |
| A Woman                                 | 50%                      | 40%                 | 30%    | 58%      | 50%     | 41%     | 41%                 | 33%    | 56%      | 51%     | 40%     | 52%            | 48%  | 52%            | 48%  | 53%            | 47%  |
| In Some Other Way                       | 1%                       | 0%                  | 3%     | 1%       | 1%      | 0%      | 2%                  | 2%     | 1%       | 1%      | 0%      | 0%             | 2%   | 0%             | 1%   | 0%             | 1%   |
| Total                                   | 100%                     | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100%                     | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

|   |                          |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|--------------------------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 56                                      | Do you identify as ... ? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All                      | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.6 pct points |                          | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| A Man                                   | 49%                      | 46%             | 54%  | 45%          | 54%  | 42%          | 58%  | 42%              | 58%  | 49%           | 49%  | 42%            | 54%  | 46%           | 51%  | 44%             | 57%  |
| A Woman                                 | 50%                      | 54%             | 45%  | 55%          | 44%  | 58%          | 41%  | 57%              | 40%  | 51%           | 50%  | 57%            | 45%  | 54%           | 48%  | 56%             | 41%  |
| In Some Other Way                       | 1%                       | 1%              | 1%   | 0%           | 2%   | 0%           | 1%   | 0%               | 1%   | 0%            | 1%   | 1%             | 1%   | 0%            | 1%   | 0%              | 2%   |
| Total                                   | 100%                     | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%                     | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

56

Do you identify as ... ?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| A Man                                   | 49%  | 45%             | 56%  | 48%           | 49%  | -      | -     | -      | 49%   | 47%   | 55%   | 44%  | 48%       | 51%  |
| A Woman                                 | 50%  | 55%             | 42%  | 52%           | 50%  | -      | -     | -      | 50%   | 52%   | 45%   | 56%  | 51%       | 49%  |
| In Some Other Way                       | 1%   | 0%              | 2%   | 0%            | 1%   | -      | -     | -      | 1%    | 2%    | 0%    | 0%   | 1%        | 0%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% |        |       |        | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  |        |       |        | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

56

Do you identify as ... ?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| A Man                                   | 49%  | 48%     | 50%   | 49%   | 56%   | 26%    | 42%    | 38%      | 46%   | 51%       | 41%    | 50%     | 56%     | 53%     | 48%     | 39%     | 54%     | 52%     |
| A Woman                                 | 50%  | 49%     | 50%   | 50%   | 43%   | 74%    | 58%    | 60%      | 54%   | 49%       | 57%    | 50%     | 43%     | 46%     | 52%     | 60%     | 45%     | 48%     |
| In Some Other Way                       | 1%   | 3%      | 0%    | 1%    | 1%    | 0%     | 0%     | 3%       | 0%    | 0%        | 2%     | 0%      | 1%      | 1%      | 1%      | 1%      | 2%      | 0%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

56

Do you identify as ... ?

|   |      |        |      |         |            |        |       |  |
|---|------|--------|------|---------|------------|--------|-------|--|
| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |  |
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |  |
| A Man                                   | 49%  | 50%    | 46%  | 73%     | 51%        | 48%    | 46%   |  |
| A Woman                                 | 50%  | 50%    | 52%  | 27%     | 47%        | 52%    | 54%   |  |
| In Some Other Way                       | 1%   | 1%     | 2%   | 0%      | 2%         | 0%     | 0%    |  |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |  |

57

How old are you?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |  |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |  |
| 18-34                                   | 32%  | 40%                   | 20%  | 24%     | 38%     | 34%     | 51%  | 29%     | 41%     | 40%  | 58%     | 46%        | 51%      | 40%    | 33%     | 23%   | 73%     |  |
| 35-49                                   | 29%  | 31%                   | 26%  | 29%     | 32%     | 32%     | 26%  | 31%     | 40%     | 31%  | 0%      | 24%        | 40%      | 31%    | 47%     | 26%   | 18%     |  |
| 50-64                                   | 24%  | 25%                   | 23%  | 0%      | 25%     | 34%     | 22%  | 41%     | 19%     | 20%  | 42%     | 24%        | 8%       | 21%    | 13%     | 28%   | 10%     |  |
| 65+                                     | 15%  | 5%                    | 30%  | 47%     | 5%      | 0%      | 1%   | 0%      | 0%      | 9%   | 0%      | 5%         | 1%       | 8%     | 7%      | 22%   | 0%      |  |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

57 How old are you?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| 18-34                                   | 32%  | 44%     | 42%      | 52%    | 35%     | 25%   | 31%     | 36%                 | 50%      | 36%    | 33%     | 29%   | 48%     |
| 35-49                                   | 29%  | 21%     | 48%      | 36%    | 30%     | 27%   | 16%     | 26%                 | 30%      | 36%    | 46%     | 25%   | 11%     |
| 50-64                                   | 24%  | 32%     | 11%      | 7%     | 10%     | 30%   | 52%     | 38%                 | 13%      | 17%    | 10%     | 27%   | 42%     |
| 65+                                     | 15%  | 2%      | 0%       | 5%     | 25%     | 19%   | 0%      | 0%                  | 6%       | 11%    | 11%     | 19%   | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

57 How old are you?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| 18-34                                   | 32%  | 46%                  | 33%      | 32%    | 39%     | 28%   | 0%      | 57%      | 35%      | 44%    | 45%     | 24%   | 75%     | 29%               | 40%     | 38%    | 25%    | 33%     |
| 35-49                                   | 29%  | 28%                  | 35%      | 29%    | 20%     | 27%   | 43%     | 39%      | 29%      | 35%    | 37%     | 26%   | 12%     | 51%               | 29%     | 32%    | 24%    | 47%     |
| 50-64                                   | 24%  | 24%                  | 21%      | 21%    | 22%     | 27%   | 25%     | 3%       | 30%      | 16%    | 18%     | 28%   | 13%     | 10%               | 23%     | 21%    | 29%    | 16%     |
| 65+                                     | 15%  | 2%                   | 10%      | 18%    | 19%     | 18%   | 32%     | 1%       | 7%       | 5%     | 0%      | 21%   | 0%      | 10%               | 8%      | 10%    | 22%    | 5%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

57 How old are you?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| 18-34                                   | 32%  | 40%                | 30%     | 35%    | 27%    | 27%     | 17%             | 61%     | 37%    | 27%    | 49%     | 24%             | 65%     | 43%    | 28%    | 69%     |
| 35-49                                   | 29%  | 32%                | 30%     | 28%    | 22%    | 24%     | 53%             | 29%     | 28%    | 29%    | 40%     | 30%             | 35%     | 26%    | 30%    | 23%     |
| 50-64                                   | 24%  | 20%                | 25%     | 22%    | 29%    | 28%     | 31%             | 5%      | 25%    | 25%    | 10%     | 45%             | 0%      | 24%    | 24%    | 9%      |
| 65+                                     | 15%  | 8%                 | 15%     | 15%    | 23%    | 22%     | 0%              | 5%      | 10%    | 19%    | 0%      | 0%              | 0%      | 6%     | 18%    | 0%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                  |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|---|------------------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 57                                      | How old are you? |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults                              | All              | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.6 pct points |                  | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| 18-34                                   | 32%              | 50%     | 53%     | 33%    | 25%    | 35%     | 23%            | 33%    | 42%     | 61%    | 47%     | 27%                     | 44%    | 51%     | 51%    | 65%     |
| 35-49                                   | 29%              | 38%     | 30%     | 36%    | 24%    | 23%     | 26%            | 29%    | 34%     | 27%    | 34%     | 28%                     | 33%    | 34%     | 41%    | 14%     |
| 50-64                                   | 24%              | 12%     | 18%     | 22%    | 29%    | 13%     | 28%            | 25%    | 15%     | 12%    | 15%     | 28%                     | 15%    | 14%     | 8%     | 0%      |
| 65+                                     | 15%              | 0%      | 0%      | 9%     | 22%    | 29%     | 23%            | 13%    | 9%      | 0%     | 4%      | 17%                     | 8%     | 0%      | 0%     | 21%     |
| Total                                   | 100%             | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%             | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|   |                  |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|---|------------------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 57                                      | How old are you? |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults                              | All              | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.6 pct points |                  | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| 18-34                                   | 32%              | 30%                  | 34%    | 73%     | 56%    | 58%     | 29%               | 32%    | 36%     | 42%    | 68%     | 30%              | 36%    | 57%     | 45%    | 100%    |
| 35-49                                   | 29%              | 28%                  | 33%    | 22%     | 34%    | 25%     | 28%               | 29%    | 34%     | 24%    | 7%      | 29%              | 29%    | 33%     | 35%    | 0%      |
| 50-64                                   | 24%              | 25%                  | 22%    | 5%      | 10%    | 17%     | 24%               | 25%    | 21%     | 21%    | 0%      | 26%              | 21%    | 0%      | 20%    | 0%      |
| 65+                                     | 15%              | 17%                  | 10%    | 0%      | 0%     | 0%      | 18%               | 14%    | 9%      | 12%    | 25%     | 15%              | 13%    | 10%     | 0%     | 0%      |
| Total                                   | 100%             | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%             | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

|   |                  |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
|---|------------------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| 57                                      | How old are you? |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
| 900 Adults                              | All              | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
| Credibility Interval: +/-4.6 pct points |                  | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| 18-34                                   | 32%              | 31%            | 40%    | 25%     | 65%    | 100%    | 32%            | 42%    | 18%     | 45%    | 0%      | 31%                    | 43%    | 22%     | 51%    | 0%      |
| 35-49                                   | 29%              | 28%            | 31%    | 62%     | 18%    | 0%      | 29%            | 29%    | 82%     | 43%    | 0%      | 29%                    | 26%    | 69%     | 49%    | 0%      |
| 50-64                                   | 24%              | 25%            | 21%    | 13%     | 18%    | 0%      | 24%            | 18%    | 0%      | 12%    | 0%      | 25%                    | 15%    | 0%      | 0%     | 35%     |
| 65+                                     | 15%              | 16%            | 8%     | 0%      | 0%     | 0%      | 15%            | 10%    | 0%      | 0%     | 0%      | 14%                    | 16%    | 9%      | 0%     | 65%     |
| Total                                   | 100%             | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%             | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                  |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
|---|------------------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| 57                                      | How old are you? |                         |        |         |        |         |           |        |         |        |         |               |         |         |                |         |         |
| 900 Adults                              | All              | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
| Credibility Interval: +/-4.6 pct points |                  | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| 18-34                                   | 32%              | 27%                     | 36%    | 50%     | 62%    | 51%     | 22%       | 35%    | 53%     | 31%    | 47%     | 31%           | 32%     | 35%     | 33%            | 28%     | 31%     |
| 35-49                                   | 29%              | 28%                     | 29%    | 34%     | 38%    | 19%     | 26%       | 33%    | 28%     | 53%    | 16%     | 27%           | 28%     | 34%     | 30%            | 19%     | 35%     |
| 50-64                                   | 24%              | 27%                     | 21%    | 12%     | 0%     | 22%     | 30%       | 21%    | 18%     | 4%     | 17%     | 27%           | 26%     | 17%     | 22%            | 44%     | 19%     |
| 65+                                     | 15%              | 17%                     | 13%    | 4%      | 0%     | 8%      | 21%       | 11%    | 1%      | 12%    | 19%     | 15%           | 15%     | 14%     | 15%            | 9%      | 15%     |
| Total                                   | 100%             | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100%             | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

57

How old are you?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| 18-34                                   | 32%  | 38%                 | 31%     | 50%     | 36%                    | 32%     | 34%     | 34%                  | 32%     | 35%     | 33%      | 26%     | 35%     | 23%        | 36%     | 29%     |  |
| 35-49                                   | 29%  | 21%                 | 31%     | 23%     | 27%                    | 28%     | 37%     | 36%                  | 26%     | 38%     | 30%      | 25%     | 30%     | 28%        | 28%     | 31%     |  |
| 50-64                                   | 24%  | 38%                 | 23%     | 16%     | 26%                    | 24%     | 20%     | 23%                  | 26%     | 15%     | 26%      | 31%     | 17%     | 33%        | 23%     | 21%     |  |
| 65+                                     | 15%  | 3%                  | 16%     | 11%     | 11%                    | 16%     | 9%      | 8%                   | 16%     | 13%     | 12%      | 18%     | 18%     | 16%        | 12%     | 19%     |  |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

57

How old are you?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| 18-34                                   | 32%  | 46%               | 28%     | 30%     | 48%                     | 30%     | 28%     | 38%                     | 31%     | 34%     | 31%                  | 43%     | 35%     | 40%        | 31%     | 32%     |  |
| 35-49                                   | 29%  | 27%               | 27%     | 35%     | 25%                     | 29%     | 33%     | 34%                     | 27%     | 35%     | 31%                  | 17%     | 24%     | 39%        | 27%     | 31%     |  |
| 50-64                                   | 24%  | 21%               | 27%     | 19%     | 14%                     | 25%     | 27%     | 11%                     | 27%     | 19%     | 24%                  | 27%     | 16%     | 11%        | 27%     | 21%     |  |
| 65+                                     | 15%  | 7%                | 17%     | 15%     | 13%                     | 16%     | 13%     | 16%                     | 15%     | 12%     | 14%                  | 12%     | 25%     | 10%        | 15%     | 16%     |  |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                  |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |  |
|---|------------------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|--|
| 57                                      | How old are you? |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |  |
| 900 Adults                              | All              | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |  |
| Credibility Interval: +/-4.6 pct points |                  | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |  |
| 18-34                                   | 32%              | 67%         | 31%     | 45%     | 37%                    | 47%    | 44%      | 26%     | 49%     | 73%              | 62%    | 42%      | 25%     | 54%     |  |  |
| 35-49                                   | 29%              | 24%         | 29%     | 35%     | 45%                    | 27%    | 40%      | 26%     | 44%     | 22%              | 36%    | 36%      | 27%     | 10%     |  |  |
| 50-64                                   | 24%              | 9%          | 25%     | 12%     | 11%                    | 23%    | 10%      | 29%     | 0%      | 5%               | 2%     | 21%      | 28%     | 9%      |  |  |
| 65+                                     | 15%              | 0%          | 15%     | 8%      | 7%                     | 3%     | 6%       | 19%     | 7%      | 0%               | 0%     | 1%       | 20%     | 27%     |  |  |
| Total                                   | 100%             | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |  |
| Composition of Adults                   | 100%             | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |  |

|   |                  |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |
|---|------------------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| 57                                      | How old are you? |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |
| 900 Adults                              | All              | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
| Credibility Interval: +/-4.6 pct points |                  | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| 18-34                                   | 32%              | 51%             | 47%    | 40%      | 27%     | 15%     | 37%                    | 35%    | 45%      | 29%     | 26%     | 34%                    | 45%    | 47%      | 28%     | 32%     |
| 35-49                                   | 29%              | 39%             | 41%    | 31%      | 25%     | 53%     | 19%                    | 47%    | 33%      | 27%     | 42%     | 35%                    | 41%    | 29%      | 28%     | 34%     |
| 50-64                                   | 24%              | 5%              | 9%     | 27%      | 27%     | 17%     | 30%                    | 3%     | 11%      | 28%     | 16%     | 27%                    | 2%     | 12%      | 28%     | 18%     |
| 65+                                     | 15%              | 5%              | 3%     | 3%       | 21%     | 16%     | 14%                    | 15%    | 11%      | 15%     | 15%     | 4%                     | 12%    | 11%      | 16%     | 16%     |
| Total                                   | 100%             | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100%             | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

57

How old are you?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| 18-34                                   | 32%  | 20%                 | 53%    | 43%      | 29%     | 50%     | 29%                 | 54%    | 46%      | 28%     | 53%     | 33%            | 32%  | 34%            | 32%  | 33%            | 32%  |
| 35-49                                   | 29%  | 23%                 | 31%    | 37%      | 27%     | 39%     | 19%                 | 38%    | 40%      | 27%     | 31%     | 28%            | 30%  | 27%            | 31%  | 28%            | 30%  |
| 50-64                                   | 24%  | 24%                 | 9%     | 14%      | 27%     | 12%     | 24%                 | 2%     | 10%      | 28%     | 17%     | 22%            | 26%  | 23%            | 25%  | 23%            | 25%  |
| 65+                                     | 15%  | 33%                 | 8%     | 6%       | 16%     | 0%      | 28%                 | 6%     | 4%       | 17%     | 0%      | 17%            | 12%  | 17%            | 13%  | 16%            | 13%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                  |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------------------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 57                                      | How old are you? |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All              | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.6 pct points |                  | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| 18-34                                   | 32%              | 32%             | 33%  | 29%          | 37%  | 31%          | 35%  | 28%              | 38%  | 28%           | 34%  | 32%            | 33%  | 31%           | 33%  | 31%             | 34%  |
| 35-49                                   | 29%              | 30%             | 28%  | 28%          | 30%  | 30%          | 29%  | 29%              | 30%  | 32%           | 28%  | 29%            | 29%  | 27%           | 30%  | 28%             | 31%  |
| 50-64                                   | 24%              | 24%             | 24%  | 26%          | 21%  | 24%          | 23%  | 24%              | 24%  | 23%           | 24%  | 22%            | 25%  | 24%           | 24%  | 23%             | 25%  |
| 65+                                     | 15%              | 14%             | 15%  | 17%          | 12%  | 16%          | 13%  | 19%              | 9%   | 16%           | 14%  | 17%            | 13%  | 18%           | 12%  | 18%             | 10%  |
| Total                                   | 100%             | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100%             | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

|   |                  |                 |      |               |      |        |       |        |       |       |       |     |           |      |  |  |  |
|---|------------------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|-----|-----------|------|--|--|--|
| 57                                      | How old are you? |                 |      |               |      |        |       |        |       |       |       |     |           |      |  |  |  |
| 900 Adults                              | All              | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |     | <50 / 50+ |      |  |  |  |
| Credibility Interval: +/-4.6 pct points |                  | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+ | 18-49     | 50+  |  |  |  |
| 18-34                                   | 32%              | 31%             | 34%  | 24%           | 33%  | 32%    | 32%   | 50%    | -     | -     | -     | -   | 53%       | 0%   |  |  |  |
| 35-49                                   | 29%              | 29%             | 30%  | 18%           | 30%  | 28%    | 30%   | 50%    | -     | -     | -     | -   | 47%       | 0%   |  |  |  |
| 50-64                                   | 24%              | 22%             | 27%  | 35%           | 23%  | 27%    | 21%   | 0%     | -     | -     | -     | -   | 0%        | 62%  |  |  |  |
| 65+                                     | 15%              | 18%             | 8%   | 24%           | 14%  | 13%    | 16%   | 0%     | -     | -     | -     | -   | 0%        | 38%  |  |  |  |
| Total                                   | 100%             | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   |       |       |       |     | 100%      | 100% |  |  |  |
| Composition of Adults                   | 100%             | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     |       |       |       |     | 62%       | 38%  |  |  |  |

57

How old are you?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| 18-34                                   | 32%  | 32%     | 32%   | 32%   | 35%   | 17%    | 36%    | 34%      | 11%   | 45%       | 31%    | 31%     | 28%     | 31%     | 33%     | 30%     | 35%     | 35%     |
| 35-49                                   | 29%  | 32%     | 24%   | 28%   | 38%   | 19%    | 20%    | 22%      | 37%   | 20%       | 30%    | 31%     | 30%     | 19%     | 35%     | 32%     | 37%     | 25%     |
| 50-64                                   | 24%  | 24%     | 36%   | 24%   | 10%   | 26%    | 44%    | 38%      | 33%   | 23%       | 24%    | 24%     | 24%     | 34%     | 16%     | 21%     | 16%     | 30%     |
| 65+                                     | 15%  | 12%     | 8%    | 15%   | 17%   | 38%    | 0%     | 6%       | 19%   | 12%       | 15%    | 14%     | 18%     | 16%     | 15%     | 18%     | 12%     | 10%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

57

How old are you?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| 18-34                                   | 32%  | 31%    | 39%  | 54%     | 40%        | 27%    | 26%   |
| 35-49                                   | 29%  | 29%    | 28%  | 46%     | 34%        | 26%    | 18%   |
| 50-64                                   | 24%  | 24%    | 26%  | 0%      | 15%        | 30%    | 36%   |
| 65+                                     | 15%  | 16%    | 7%   | 0%      | 11%        | 17%    | 21%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

58

How old are you?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| 18-49                                   | 62%  | 71%                   | 46%  | 53%     | 70%     | 66%     | 77%  | 59%     | 81%     | 71%  | 58%     | 71%        | 91%      | 71%    | 80%     | 49%   | 90%     |
| 50+                                     | 38%  | 29%                   | 54%  | 47%     | 30%     | 34%     | 23%  | 41%     | 19%     | 29%  | 42%     | 29%        | 9%       | 29%    | 20%     | 51%   | 10%     |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

58

How old are you?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |
| 18-49                                   | 62%  | 66%     | 89%      | 88%    | 65%     | 51%   | 48%     | 62%                 | 81%      | 72%    | 79%     | 54%   | 58%     |  |
| 50+                                     | 38%  | 34%     | 11%      | 12%    | 35%     | 49%   | 52%     | 38%                 | 19%      | 28%    | 21%     | 46%   | 42%     |  |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

58

How old are you?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| 18-49                                   | 62%  | 74%                  | 69%      | 61%    | 59%     | 55%   | 43%     | 96%      | 64%      | 79%    | 82%     | 51%   | 87%     | 80%               | 69%     | 69%    | 50%    | 80%     |
| 50+                                     | 38%  | 26%                  | 31%      | 39%    | 41%     | 45%   | 57%     | 4%       | 36%      | 21%    | 18%     | 49%   | 13%     | 20%               | 31%     | 31%    | 50%    | 20%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

|   |                  |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
|---|------------------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| 58                                      | How old are you? |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
| 900 Adults                              | All              | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
| Credibility Interval: +/-4.4 pct points |                  | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| 18-49                                   | 62%              | 72%                | 60%     | 63%    | 49%    | 50%     | 69%             | 90%     | 65%    | 56%    | 90%     | 55%             | 100%    | 69%    | 58%    | 91%     |  |
| 50+                                     | 38%              | 28%                | 40%     | 37%    | 51%    | 50%     | 31%             | 10%     | 35%    | 44%    | 10%     | 45%             | 0%      | 31%    | 42%    | 9%      |  |
| Total                                   | 100%             | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100%             | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

|   |                  |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |  |
|---|------------------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| 58                                      | How old are you? |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |  |
| 900 Adults                              | All              | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
| Credibility Interval: +/-4.4 pct points |                  | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| 18-49                                   | 62%              | 88%     | 82%     | 69%    | 49%    | 58%     | 49%            | 62%    | 76%     | 88%    | 81%     | 55%                     | 76%    | 86%     | 92%    | 79%     |  |
| 50+                                     | 38%              | 12%     | 18%     | 31%    | 51%    | 42%     | 51%            | 38%    | 24%     | 12%    | 19%     | 45%                     | 24%    | 14%     | 8%     | 21%     |  |
| Total                                   | 100%             | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100%             | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

58

How old are you?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| 18-49                                   | 62%  | 58%                  | 68%    | 95%     | 90%    | 83%     | 58%               | 61%    | 70%     | 67%    | 75%     | 59%              | 65%    | 90%     | 80%    | 100%    |  |
| 50+                                     | 38%  | 42%                  | 32%    | 5%      | 10%    | 17%     | 42%               | 39%    | 30%     | 33%    | 25%     | 41%              | 35%    | 10%     | 20%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

58

How old are you?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| 18-49                                   | 62%  | 59%            | 70%    | 87%     | 82%    | 100%    | 61%            | 71%    | 100%    | 88%    | 0%      | 60%                    | 69%    | 91%     | 100%   | 0%      |  |
| 50+                                     | 38%  | 41%            | 30%    | 13%     | 18%    | 0%      | 39%            | 29%    | 0%      | 12%    | 0%      | 40%                    | 31%    | 9%      | 0%     | 100%    |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

58

How old are you?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| 18-49                                   | 62%  | 56%                     | 65%    | 84%     | 100%   | 70%     | 48%       | 68%    | 81%     | 84%    | 64%     | 58%           | 60%     | 68%     | 63%            | 46%     | 66%     |
| 50+                                     | 38%  | 44%                     | 35%    | 16%     | 0%     | 30%     | 52%       | 32%    | 19%     | 16%    | 36%     | 42%           | 40%     | 32%     | 37%            | 54%     | 34%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

58

How old are you?

|   |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
| Credibility Interval: +/-4.4 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| 18-49                                   | 62%  | 59%                 | 61%     | 73%     | 63%                    | 60%     | 71%     | 69%                  | 58%     | 72%     | 62%      | 51%     | 65%     | 51%        | 64%     | 61%     |
| 50+                                     | 38%  | 41%                 | 39%     | 27%     | 37%                    | 40%     | 29%     | 31%                  | 42%     | 28%     | 38%      | 49%     | 35%     | 49%        | 36%     | 39%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

58

How old are you?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| 18-49                                   | 62%  | 72%               | 55%     | 66%     | 73%                     | 59%     | 60%     | 72%                     | 59%     | 69%     | 62%                  | 60%     | 59%     | 79%        | 58%     | 63%     |  |
| 50+                                     | 38%  | 28%               | 45%     | 34%     | 27%                     | 41%     | 40%     | 28%                     | 41%     | 31%     | 38%                  | 40%     | 41%     | 21%        | 42%     | 37%     |  |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

58

How old are you?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| 18-49                                   | 62%  | 91%         | 60%     | 80%     | 82%                    | 74%    | 84%      | 52%     | 93%     | 95%              | 98%    | 78%      | 52%     | 64%     |  |
| 50+                                     | 38%  | 9%          | 40%     | 20%     | 18%                    | 26%    | 16%      | 48%     | 7%      | 5%               | 2%     | 22%      | 48%     | 36%     |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

58

How old are you?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| 18-49                                   | 62%  | 90%             | 88%    | 71%      | 52%     | 67%     | 56%                    | 82%    | 77%      | 56%     | 68%     | 69%                    | 86%    | 77%      | 56%     | 66%     |  |
| 50+                                     | 38%  | 10%             | 12%    | 29%      | 48%     | 33%     | 44%                    | 18%    | 23%      | 44%     | 32%     | 31%                    | 14%    | 23%      | 44%     | 34%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

58

How old are you?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.4 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| 18-49                                   | 62%  | 43%                 | 84%    | 80%      | 56%     | 88%     | 48%                 | 92%    | 86%      | 56%     | 83%     | 61%            | 62%  | 61%            | 63%  | 61%            | 62%  |
| 50+                                     | 38%  | 57%                 | 16%    | 20%      | 44%     | 12%     | 52%                 | 8%     | 14%      | 44%     | 17%     | 39%            | 38%  | 39%            | 37%  | 39%            | 38%  |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

58

How old are you?

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.4 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| 18-49                                   | 62%  | 62%             | 61%  | 57%          | 67%  | 60%          | 63%  | 57%              | 68%  | 61%           | 62%  | 61%            | 62%  | 58%           | 64%  | 59%             | 65%  |
| 50+                                     | 38%  | 38%             | 39%  | 43%          | 33%  | 40%          | 37%  | 43%              | 32%  | 39%           | 38%  | 39%            | 38%  | 42%           | 36%  | 41%             | 35%  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

58

How old are you?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |     |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|-----|
| Credibility Interval: +/-4.4 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+ |
| 18-49                                   | 62%  | 60%             | 64%  | 41%           | 62%  | 60%    | 62%   | 100%   | 100%  | 100%  | 0%    | 0%   | -         | -   |
| 50+                                     | 38%  | 40%             | 36%  | 59%           | 38%  | 40%    | 38%   | 0%     | 0%    | 0%    | 100%  | 100% | -         | -   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% |           |     |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  |           |     |

58

How old are you?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| 18-49                                   | 62%  | 64%     | 56%   | 60%   | 73%   | 36%    | 56%    | 56%      | 48%   | 65%       | 61%    | 62%     | 59%     | 50%     | 69%     | 62%     | 72%     | 60%     |
| 50+                                     | 38%  | 36%     | 44%   | 40%   | 27%   | 64%    | 44%    | 44%      | 52%   | 35%       | 39%    | 38%     | 41%     | 50%     | 31%     | 38%     | 28%     | 40%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

58

How old are you?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| 18-49                                   | 62%  | 61%    | 67%  | 100%    | 74%        | 53%    | 44%   |
| 50+                                     | 38%  | 39%    | 33%  | 0%      | 26%        | 47%    | 56%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

59

Are you ... ?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Hispanic                                | 9%   | 11%                   | 6%   | 12%     | 13%     | 17%     | 8%   | 11%     | 0%      | 3%   | 0%      | 25%        | 3%       | 9%     | 2%      | 8%    | 0%      |
| Black                                   | 6%   | 7%                    | 4%   | 13%     | 7%      | 5%      | 7%   | 4%      | 10%     | 9%   | 0%      | 13%        | 3%       | 3%     | 6%      | 6%    | 18%     |
| White                                   | 62%  | 62%                   | 63%  | 44%     | 64%     | 23%     | 57%  | 45%     | 82%     | 76%  | 42%     | 42%        | 66%      | 70%    | 70%     | 62%   | 74%     |
| Asian                                   | 14%  | 11%                   | 19%  | 9%      | 10%     | 16%     | 24%  | 6%      | 0%      | 3%   | 0%      | 17%        | 16%      | 14%    | 18%     | 13%   | 0%      |
| American Indian / Alaska Native         | 2%   | 1%                    | 3%   | 0%      | 1%      | 0%      | 2%   | 0%      | 0%      | 4%   | 0%      | 0%         | 2%       | 1%     | 0%      | 2%    | 8%      |
| Native Hawaiian / Pacific Islander      | 1%   | 1%                    | 1%   | 0%      | 0%      | 0%      | 0%   | 0%      | 8%      | 0%   | 58%     | 2%         | 0%       | 0%     | 0%      | 1%    | 0%      |
| Multiracial                             | 4%   | 5%                    | 3%   | 8%      | 4%      | 39%     | 2%   | 35%     | 0%      | 6%   | 0%      | 1%         | 9%       | 1%     | 4%      | 6%    | 0%      |
| Other                                   | 1%   | 1%                    | 1%   | 13%     | 2%      | 0%      | 0%   | 0%      | 0%      | 0%   | 0%      | 0%         | 1%       | 1%     | 0%      | 2%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

59

Are you ... ?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Hispanic                                | 9%   | 27%     | 7%       | 8%     | 27%     | 7%    | 0%      | 30%                 | 7%       | 5%     | 12%     | 8%    | 0%      |
| Black                                   | 6%   | 10%     | 6%       | 6%     | 3%      | 6%    | 28%     | 12%                 | 4%       | 4%     | 4%      | 7%    | 0%      |
| White                                   | 62%  | 46%     | 62%      | 67%    | 52%     | 63%   | 72%     | 39%                 | 67%      | 79%    | 60%     | 60%   | 66%     |
| Asian                                   | 14%  | 11%     | 19%      | 11%    | 10%     | 15%   | 0%      | 12%                 | 16%      | 8%     | 17%     | 15%   | 21%     |
| American Indian / Alaska Native         | 2%   | 0%      | 0%       | 1%     | 3%      | 2%    | 0%      | 0%                  | 0%       | 1%     | 1%      | 2%    | 0%      |
| Native Hawaiian / Pacific Islander      | 1%   | 3%      | 3%       | 0%     | 0%      | 1%    | 0%      | 5%                  | 0%       | 0%     | 1%      | 1%    | 0%      |
| Multiracial                             | 4%   | 3%      | 3%       | 4%     | 5%      | 5%    | 0%      | 2%                  | 6%       | 3%     | 5%      | 5%    | 0%      |
| Other                                   | 1%   | 0%      | 0%       | 2%     | 0%      | 1%    | 0%      | 0%                  | 0%       | 0%     | 0%      | 2%    | 13%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

59

Are you ... ?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Hispanic                                | 9%   | 5%                   | 22%      | 3%     | 4%      | 7%    | 0%      | 1%       | 23%      | 5%     | 22%     | 9%    | 0%      | 17%               | 17%     | 11%    | 6%     | 0%      |
| Black                                   | 6%   | 7%                   | 4%       | 7%     | 0%      | 7%    | 18%     | 11%      | 4%       | 6%     | 3%      | 6%    | 8%      | 3%                | 7%      | 7%     | 5%     | 12%     |
| White                                   | 62%  | 74%                  | 52%      | 69%    | 58%     | 61%   | 82%     | 65%      | 46%      | 66%    | 65%     | 64%   | 44%     | 71%               | 61%     | 59%    | 66%    | 67%     |
| Asian                                   | 14%  | 10%                  | 14%      | 13%    | 35%     | 15%   | 0%      | 19%      | 23%      | 15%    | 9%      | 12%   | 12%     | 0%                | 12%     | 17%    | 13%    | 3%      |
| American Indian / Alaska Native         | 2%   | 1%                   | 0%       | 1%     | 2%      | 2%    | 0%      | 1%       | 0%       | 1%     | 0%      | 2%    | 0%      | 0%                | 0%      | 1%     | 3%     | 3%      |
| Native Hawaiian / Pacific Islander      | 1%   | 1%                   | 0%       | 0%     | 0%      | 2%    | 0%      | 0%       | 0%       | 0%     | 0%      | 1%    | 27%     | 9%                | 1%      | 0%     | 1%     | 4%      |
| Multiracial                             | 4%   | 3%                   | 4%       | 6%     | 0%      | 5%    | 0%      | 3%       | 4%       | 6%     | 3%      | 5%    | 0%      | 0%                | 3%      | 4%     | 5%     | 10%     |
| Other                                   | 1%   | 0%                   | 4%       | 2%     | 2%      | 0%    | 0%      | 0%       | 0%       | 0%     | 0%      | 2%    | 8%      | 0%                | 0%      | 2%     | 1%     | 0%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

59

Are you ... ?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Hispanic                                | 9%   | 11%                | 10%     | 3%     | 15%    | 0%      | 0%              | 1%      | 12%    | 8%     | 0%      | 0%              | 2%      | 12%    | 9%     | 0%      |  |
| Black                                   | 6%   | 9%                 | 5%      | 4%     | 8%     | 0%      | 17%             | 8%      | 5%     | 6%     | 12%     | 5%              | 13%     | 7%     | 5%     | 0%      |  |
| White                                   | 62%  | 66%                | 60%     | 68%    | 51%    | 80%     | 56%             | 63%     | 59%    | 65%    | 62%     | 80%             | 57%     | 56%    | 64%    | 75%     |  |
| Asian                                   | 14%  | 7%                 | 16%     | 15%    | 14%    | 13%     | 18%             | 22%     | 15%    | 13%    | 17%     | 0%              | 28%     | 15%    | 14%    | 10%     |  |
| American Indian / Alaska Native         | 2%   | 2%                 | 1%      | 1%     | 7%     | 0%      | 0%              | 0%      | 1%     | 2%     | 0%      | 0%              | 0%      | 2%     | 2%     | 0%      |  |
| Native Hawaiian / Pacific Islander      | 1%   | 2%                 | 1%      | 1%     | 0%     | 4%      | 0%              | 6%      | 0%     | 1%     | 0%      | 15%             | 0%      | 1%     | 1%     | 0%      |  |
| Multiracial                             | 4%   | 4%                 | 4%      | 6%     | 4%     | 2%      | 9%              | 0%      | 5%     | 4%     | 9%      | 0%              | 0%      | 5%     | 4%     | 15%     |  |
| Other                                   | 1%   | 0%                 | 2%      | 1%     | 1%     | 0%      | 0%              | 0%      | 3%     | 0%     | 0%      | 0%              | 0%      | 2%     | 1%     | 0%      |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

59

Are you ... ?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Hispanic                                | 9%   | 1%      | 7%      | 10%    | 11%    | 2%      | 2%             | 12%    | 11%     | 34%    | 0%      | 11%                     | 6%     | 0%      | 0%     | 0%      |
| Black                                   | 6%   | 6%      | 4%      | 6%     | 7%     | 3%      | 8%             | 3%     | 12%     | 10%    | 14%     | 5%                      | 8%     | 14%     | 12%    | 0%      |
| White                                   | 62%  | 70%     | 65%     | 59%    | 62%    | 72%     | 65%            | 62%    | 61%     | 45%    | 61%     | 63%                     | 61%    | 41%     | 51%    | 59%     |
| Asian                                   | 14%  | 15%     | 19%     | 17%    | 12%    | 9%      | 18%            | 13%    | 13%     | 6%     | 9%      | 13%                     | 15%    | 34%     | 37%    | 14%     |
| American Indian / Alaska Native         | 2%   | 0%      | 3%      | 1%     | 2%     | 0%      | 1%             | 2%     | 1%      | 0%     | 0%      | 1%                      | 3%     | 0%      | 0%     | 0%      |
| Native Hawaiian / Pacific Islander      | 1%   | 4%      | 1%      | 0%     | 1%     | 0%      | 0%             | 1%     | 0%      | 6%     | 3%      | 1%                      | 1%     | 0%      | 0%     | 19%     |
| Multiracial                             | 4%   | 3%      | 2%      | 5%     | 4%     | 10%     | 5%             | 5%     | 3%      | 0%     | 10%     | 4%                      | 5%     | 10%     | 0%     | 0%      |
| Other                                   | 1%   | 0%      | 0%      | 2%     | 1%     | 5%      | 0%             | 2%     | 0%      | 0%     | 3%      | 2%                      | 0%     | 0%      | 0%     | 8%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

59

Are you ... ?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Hispanic                                | 9%   | 11%                  | 6%     | 4%      | 0%     | 0%      | 18%               | 5%     | 3%      | 0%     | 0%      | 11%              | 6%     | 0%      | 0%     | 0%      |
| Black                                   | 6%   | 6%                   | 6%     | 13%     | 0%     | 0%      | 7%                | 4%     | 10%     | 0%     | 0%      | 6%               | 5%     | 3%      | 0%     | 0%      |
| White                                   | 62%  | 62%                  | 64%    | 65%     | 52%    | 56%     | 51%               | 69%    | 67%     | 82%    | 58%     | 60%              | 67%    | 66%     | 72%    | 100%    |
| Asian                                   | 14%  | 14%                  | 13%    | 15%     | 21%    | 16%     | 18%               | 12%    | 13%     | 0%     | 0%      | 15%              | 13%    | 20%     | 0%     | 0%      |
| American Indian / Alaska Native         | 2%   | 1%                   | 3%     | 0%      | 0%     | 0%      | 1%                | 1%     | 4%      | 0%     | 0%      | 1%               | 3%     | 0%      | 0%     | 0%      |
| Native Hawaiian / Pacific Islander      | 1%   | 0%                   | 3%     | 0%      | 27%    | 0%      | 0%                | 0%     | 2%      | 18%    | 9%      | 1%               | 0%     | 7%      | 28%    | 0%      |
| Multiracial                             | 4%   | 5%                   | 3%     | 4%      | 0%     | 17%     | 6%                | 5%     | 1%      | 0%     | 0%      | 5%               | 4%     | 4%      | 0%     | 0%      |
| Other                                   | 1%   | 1%                   | 1%     | 0%      | 0%     | 11%     | 0%                | 2%     | 0%      | 0%     | 34%     | 1%               | 1%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |               |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
|---|---------------|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| 59                                      | Are you ... ? |      |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |  |
| 900 Adults                              |               | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
| Credibility Interval: +/-4.4 pct points |               |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Hispanic                                |               | 9%   | 11%            | 4%     | 0%      | 0%     | 0%      | 10%            | 0%     | 0%      | 0%     | 0%      | 10%                    | 4%     | 0%      | 0%     | 0%      |  |
| Black                                   |               | 6%   | 5%             | 9%     | 22%     | 0%     | 0%      | 6%             | 1%     | 0%      | 0%     | 0%      | 6%                     | 10%    | 0%      | 0%     | 35%     |  |
| White                                   |               | 62%  | 63%            | 63%    | 44%     | 51%    | 100%    | 62%            | 70%    | 20%     | 66%    | 0%      | 62%                    | 68%    | 33%     | 61%    | 65%     |  |
| Asian                                   |               | 14%  | 14%            | 14%    | 31%     | 0%     | 0%      | 14%            | 17%    | 80%     | 0%     | 0%      | 14%                    | 15%    | 50%     | 0%     | 0%      |  |
| American Indian / Alaska Native         |               | 2%   | 2%             | 0%     | 0%      | 0%     | 0%      | 2%             | 0%     | 0%      | 0%     | 0%      | 2%                     | 0%     | 0%      | 0%     | 0%      |  |
| Native Hawaiian / Pacific Islander      |               | 1%   | 1%             | 0%     | 0%      | 49%    | 0%      | 1%             | 2%     | 0%      | 34%    | 0%      | 1%                     | 1%     | 17%     | 39%    | 0%      |  |
| Multiracial                             |               | 4%   | 4%             | 7%     | 0%      | 0%     | 0%      | 5%             | 5%     | 0%      | 0%     | 0%      | 5%                     | 3%     | 0%      | 0%     | 0%      |  |
| Other                                   |               | 1%   | 1%             | 3%     | 3%      | 0%     | 0%      | 1%             | 6%     | 0%      | 0%     | 0%      | 1%                     | 0%     | 0%      | 0%     | 0%      |  |
| Total                                   |               | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   |               | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

59

Are you ... ?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Hispanic                                | 9%   | 10%                     | 9%     | 9%      | 7%     | 0%      | 15%       | 6%     | 6%      | 7%     | 3%      | 19%           | 8%      | 9%      | 8%             | 25%     | 6%      |
| Black                                   | 6%   | 4%                      | 10%    | 5%      | 16%    | 17%     | 5%        | 6%     | 8%      | 6%     | 8%      | 8%            | 6%      | 5%      | 6%             | 9%      | 2%      |
| White                                   | 62%  | 61%                     | 64%    | 63%     | 63%    | 71%     | 61%       | 60%    | 70%     | 69%    | 72%     | 41%           | 68%     | 56%     | 63%            | 47%     | 74%     |
| Asian                                   | 14%  | 18%                     | 8%     | 12%     | 0%     | 0%      | 11%       | 18%    | 13%     | 7%     | 10%     | 22%           | 10%     | 21%     | 15%            | 11%     | 11%     |
| American Indian / Alaska Native         | 2%   | 2%                      | 2%     | 1%      | 0%     | 0%      | 0%        | 2%     | 3%      | 0%     | 0%      | 2%            | 2%      | 1%      | 2%             | 2%      | 0%      |
| Native Hawaiian / Pacific Islander      | 1%   | 1%                      | 0%     | 5%      | 8%     | 5%      | 1%        | 1%     | 0%      | 11%    | 0%      | 2%            | 1%      | 1%      | 1%             | 0%      | 1%      |
| Multiracial                             | 4%   | 4%                      | 5%     | 4%      | 5%     | 8%      | 5%        | 5%     | 1%      | 0%     | 5%      | 5%            | 4%      | 5%      | 4%             | 5%      | 6%      |
| Other                                   | 1%   | 2%                      | 1%     | 0%      | 0%     | 0%      | 2%        | 1%     | 0%      | 0%     | 2%      | 0%            | 1%      | 2%      | 2%             | 1%      | 0%      |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |               |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
|---|---------------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| 59                                      | Are you ... ? |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
| 900 Adults                              | All           | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
| Credibility Interval: +/-4.4 pct points |               | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Hispanic                                | 9%            | 39%                 | 6%      | 7%      | 29%                    | 7%      | 7%      | 25%                  | 6%      | 7%      | 12%      | 6%      | 6%      | 21%        | 7%      | 9%      |  |
| Black                                   | 6%            | 1%                  | 7%      | 4%      | 5%                     | 6%      | 4%      | 8%                   | 6%      | 4%      | 7%       | 7%      | 3%      | 5%         | 6%      | 6%      |  |
| White                                   | 62%           | 41%                 | 64%     | 71%     | 45%                    | 65%     | 60%     | 46%                  | 66%     | 60%     | 60%      | 67%     | 64%     | 55%        | 64%     | 61%     |  |
| Asian                                   | 14%           | 16%                 | 14%     | 7%      | 17%                    | 12%     | 23%     | 14%                  | 12%     | 23%     | 13%      | 10%     | 19%     | 15%        | 14%     | 14%     |  |
| American Indian / Alaska Native         | 2%            | 0%                  | 2%      | 2%      | 0%                     | 2%      | 0%      | 0%                   | 2%      | 0%      | 0%       | 0%      | 4%      | 0%         | 1%      | 2%      |  |
| Native Hawaiian / Pacific Islander      | 1%            | 1%                  | 1%      | 2%      | 2%                     | 1%      | 0%      | 2%                   | 1%      | 1%      | 2%       | 0%      | 0%      | 3%         | 1%      | 0%      |  |
| Multiracial                             | 4%            | 2%                  | 5%      | 6%      | 1%                     | 5%      | 7%      | 2%                   | 5%      | 5%      | 4%       | 10%     | 2%      | 0%         | 4%      | 7%      |  |
| Other                                   | 1%            | 0%                  | 1%      | 1%      | 0%                     | 2%      | 0%      | 2%                   | 1%      | 0%      | 2%       | 0%      | 1%      | 0%         | 2%      | 1%      |  |
| Total                                   | 100%          | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100%          | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

59

Are you ... ?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Hispanic                                | 9%   | 16%               | 7%      | 8%      | 16%                     | 6%      | 15%     | 8%                      | 10%     | 8%      | 11%                  | 1%      | 4%      | 12%        | 10%     | 4%      |
| Black                                   | 6%   | 9%                | 6%      | 2%      | 6%                      | 6%      | 6%      | 4%                      | 6%      | 7%      | 5%                   | 12%     | 3%      | 6%         | 6%      | 5%      |
| White                                   | 62%  | 55%               | 65%     | 62%     | 53%                     | 68%     | 52%     | 61%                     | 64%     | 54%     | 62%                  | 71%     | 54%     | 48%        | 65%     | 63%     |
| Asian                                   | 14%  | 14%               | 12%     | 19%     | 19%                     | 11%     | 20%     | 24%                     | 11%     | 21%     | 13%                  | 11%     | 29%     | 27%        | 11%     | 16%     |
| American Indian / Alaska Native         | 2%   | 0%                | 2%      | 1%      | 0%                      | 2%      | 2%      | 0%                      | 2%      | 2%      | 2%                   | 2%      | 1%      | 1%         | 2%      | 1%      |
| Native Hawaiian / Pacific Islander      | 1%   | 1%                | 1%      | 0%      | 1%                      | 1%      | 0%      | 2%                      | 1%      | 2%      | 1%                   | 0%      | 2%      | 2%         | 1%      | 1%      |
| Multiracial                             | 4%   | 4%                | 4%      | 6%      | 5%                      | 4%      | 5%      | 1%                      | 5%      | 6%      | 5%                   | 2%      | 6%      | 3%         | 4%      | 8%      |
| Other                                   | 1%   | 1%                | 2%      | 0%      | 0%                      | 2%      | 0%      | 0%                      | 2%      | 0%      | 1%                   | 1%      | 1%      | 0%         | 1%      | 2%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

59

Are you ... ?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Hispanic                                | 9%   | 35%         | 9%      | 9%      | 0%                     | 23%    | 7%       | 8%      | 17%     | 35%              | 1%     | 17%      | 7%      | 0%      |  |
| Black                                   | 6%   | 0%          | 6%      | 5%      | 17%                    | 3%     | 6%       | 6%      | 4%      | 11%              | 6%     | 7%       | 5%      | 4%      |  |
| White                                   | 62%  | 41%         | 64%     | 53%     | 66%                    | 60%    | 68%      | 61%     | 61%     | 42%              | 67%    | 61%      | 63%     | 88%     |  |
| Asian                                   | 14%  | 17%         | 13%     | 26%     | 9%                     | 10%    | 11%      | 16%     | 11%     | 5%               | 18%    | 10%      | 16%     | 0%      |  |
| American Indian / Alaska Native         | 2%   | 0%          | 2%      | 0%      | 0%                     | 0%     | 1%       | 2%      | 0%      | 0%               | 0%     | 1%       | 2%      | 0%      |  |
| Native Hawaiian / Pacific Islander      | 1%   | 0%          | 1%      | 3%      | 5%                     | 2%     | 0%       | 1%      | 0%      | 7%               | 0%     | 1%       | 1%      | 0%      |  |
| Multiracial                             | 4%   | 7%          | 4%      | 4%      | 3%                     | 3%     | 5%       | 5%      | 7%      | 0%               | 9%     | 1%       | 5%      | 8%      |  |
| Other                                   | 1%   | 0%          | 1%      | 0%      | 0%                     | 0%     | 1%       | 2%      | 0%      | 0%               | 0%     | 2%       | 1%      | 0%      |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

59

Are you ... ?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-4.4 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |
| Hispanic                                | 9%   | 2%              | 6%     | 17%      | 8%      | 0%      | 0%                     | 3%     | 7%       | 11%     | 10%     | 9%                     | 4%     | 8%       | 10%     | 2%      |  |
| Black                                   | 6%   | 7%              | 4%     | 6%       | 6%      | 0%      | 22%                    | 16%    | 8%       | 5%      | 2%      | 33%                    | 8%     | 9%       | 4%      | 2%      |  |
| White                                   | 62%  | 66%             | 68%    | 60%      | 62%     | 45%     | 59%                    | 35%    | 69%      | 63%     | 45%     | 45%                    | 52%    | 66%      | 63%     | 53%     |  |
| Asian                                   | 14%  | 20%             | 16%    | 11%      | 13%     | 51%     | 8%                     | 43%    | 10%      | 13%     | 21%     | 4%                     | 34%    | 10%      | 13%     | 21%     |  |
| American Indian / Alaska Native         | 2%   | 0%              | 1%     | 2%       | 2%      | 0%      | 0%                     | 0%     | 2%       | 2%      | 0%      | 0%                     | 0%     | 2%       | 2%      | 0%      |  |
| Native Hawaiian / Pacific Islander      | 1%   | 4%              | 0%     | 1%       | 1%      | 0%      | 0%                     | 0%     | 0%       | 1%      | 3%      | 0%                     | 0%     | 0%       | 1%      | 3%      |  |
| Multiracial                             | 4%   | 2%              | 6%     | 3%       | 5%      | 4%      | 10%                    | 3%     | 3%       | 5%      | 7%      | 9%                     | 3%     | 3%       | 5%      | 7%      |  |
| Other                                   | 1%   | 0%              | 0%     | 0%       | 2%      | 0%      | 0%                     | 0%     | 1%       | 1%      | 12%     | 0%                     | 0%     | 2%       | 1%      | 12%     |  |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |               |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
|---|---------------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| 59                                      | Are you ... ? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |
| 900 Adults                              | All           | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
| Credibility Interval: +/-4.4 pct points |               | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Hispanic                                | 9%            | 0%                  | 8%     | 7%       | 10%     | 9%      | 2%                  | 5%     | 9%       | 10%     | 0%      | 8%             | 11%  | 8%             | 10%  | 6%             | 12%  |
| Black                                   | 6%            | 24%                 | 1%     | 7%       | 5%      | 9%      | 20%                 | 4%     | 7%       | 5%      | 2%      | 4%             | 7%   | 5%             | 7%   | 4%             | 9%   |
| White                                   | 62%           | 36%                 | 62%    | 72%      | 62%     | 46%     | 38%                 | 65%    | 72%      | 62%     | 56%     | 64%            | 61%  | 63%            | 62%  | 67%            | 57%  |
| Asian                                   | 14%           | 31%                 | 26%    | 11%      | 13%     | 15%     | 30%                 | 24%    | 9%       | 13%     | 15%     | 16%            | 13%  | 16%            | 13%  | 14%            | 14%  |
| American Indian / Alaska Native         | 2%            | 0%                  | 0%     | 1%       | 2%      | 0%      | 0%                  | 0%     | 2%       | 2%      | 0%      | 1%             | 2%   | 1%             | 2%   | 1%             | 2%   |
| Native Hawaiian / Pacific Islander      | 1%            | 0%                  | 0%     | 0%       | 1%      | 3%      | 0%                  | 0%     | 0%       | 1%      | 4%      | 1%             | 1%   | 1%             | 1%   | 1%             | 1%   |
| Multiracial                             | 4%            | 9%                  | 4%     | 1%       | 5%      | 10%     | 10%                 | 2%     | 1%       | 5%      | 11%     | 5%             | 4%   | 5%             | 4%   | 6%             | 3%   |
| Other                                   | 1%            | 0%                  | 0%     | 0%       | 1%      | 9%      | 0%                  | 0%     | 0%       | 1%      | 13%     | 2%             | 1%   | 2%             | 1%   | 1%             | 1%   |
| Total                                   | 100%          | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100%          | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

59

Are you ... ?

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.4 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Hispanic                                | 9%   | 8%              | 11%  | 9%           | 10%  | 7%           | 13%  | 8%               | 11%  | 7%            | 10%  | 8%             | 10%  | 8%            | 10%  | 8%              | 11%  |
| Black                                   | 6%   | 6%              | 6%   | 7%           | 5%   | 5%           | 7%   | 5%               | 7%   | 4%            | 7%   | 4%             | 7%   | 4%            | 7%   | 5%              | 7%   |
| White                                   | 62%  | 65%             | 58%  | 60%          | 66%  | 65%          | 60%  | 63%              | 61%  | 61%           | 63%  | 65%            | 60%  | 65%           | 61%  | 63%             | 61%  |
| Asian                                   | 14%  | 12%             | 17%  | 15%          | 13%  | 14%          | 15%  | 14%              | 15%  | 20%           | 12%  | 13%            | 15%  | 14%           | 14%  | 14%             | 14%  |
| American Indian / Alaska Native         | 2%   | 1%              | 3%   | 2%           | 1%   | 1%           | 2%   | 2%               | 1%   | 1%            | 2%   | 1%             | 2%   | 1%            | 2%   | 2%              | 1%   |
| Native Hawaiian / Pacific Islander      | 1%   | 1%              | 1%   | 1%           | 1%   | 1%           | 1%   | 1%               | 1%   | 1%            | 1%   | 1%             | 1%   | 1%            | 1%   | 1%              | 2%   |
| Multiracial                             | 4%   | 6%              | 3%   | 6%           | 3%   | 6%           | 2%   | 6%               | 2%   | 6%            | 4%   | 7%             | 3%   | 7%            | 3%   | 6%              | 2%   |
| Other                                   | 1%   | 1%              | 1%   | 1%           | 1%   | 2%           | 1%   | 1%               | 1%   | 0%            | 2%   | 1%             | 2%   | 1%            | 2%   | 1%              | 2%   |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

59

Are you ... ?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.4 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Hispanic                                | 9%   | 8%              | 11%  | 3%            | 10%  | 9%     | 9%    | 27%    | 9%    | 10%   | 9%    | 7%   | 10%       | 9%   |
| Black                                   | 6%   | 5%              | 8%   | 5%            | 6%   | 6%     | 6%    | 0%     | 6%    | 5%    | 9%    | 3%   | 5%        | 7%   |
| White                                   | 62%  | 64%             | 60%  | 59%           | 62%  | 62%    | 62%   | 50%    | 62%   | 60%   | 63%   | 66%  | 61%       | 64%  |
| Asian                                   | 14%  | 15%             | 13%  | 17%           | 14%  | 16%    | 12%   | 10%    | 15%   | 18%   | 6%    | 16%  | 17%       | 10%  |
| American Indian / Alaska Native         | 2%   | 2%              | 2%   | 0%            | 2%   | 1%     | 2%    | 0%     | 1%    | 1%    | 2%    | 4%   | 1%        | 3%   |
| Native Hawaiian / Pacific Islander      | 1%   | 1%              | 2%   | 12%           | 1%   | 1%     | 1%    | 0%     | 1%    | 1%    | 2%    | 0%   | 1%        | 1%   |
| Multiracial                             | 4%   | 6%              | 3%   | 2%            | 5%   | 3%     | 5%    | 13%    | 5%    | 3%    | 7%    | 2%   | 4%        | 5%   |
| Other                                   | 1%   | 1%              | 2%   | 2%            | 1%   | 1%     | 1%    | 0%     | 0%    | 2%    | 2%    | 2%   | 1%        | 2%   |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

59

Are you ... ?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.4 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Hispanic                                | 9%   | -       | -     | -     | -     | -      | -      | -        | -     | 10%       | 9%     | 4%      | 21%     | 14%     | 12%     | 11%     | 1%      | 2%      |
| Black                                   | 6%   | -       | -     | -     | -     | -      | -      | -        | -     | 14%       | 9%     | 4%      | 1%      | 11%     | 5%      | 2%      | 4%      | 5%      |
| White                                   | 62%  | -       | -     | -     | -     | -      | -      | -        | -     | 62%       | 58%    | 68%     | 56%     | 52%     | 59%     | 59%     | 78%     | 74%     |
| Asian                                   | 14%  | -       | -     | -     | -     | -      | -      | -        | -     | 6%        | 10%    | 19%     | 15%     | 8%      | 17%     | 18%     | 11%     | 19%     |
| American Indian / Alaska Native         | 2%   | -       | -     | -     | -     | -      | -      | -        | -     | 2%        | 4%     | 1%      | 0%      | 4%      | 0%      | 2%      | 0%      | 0%      |
| Native Hawaiian / Pacific Islander      | 1%   | -       | -     | -     | -     | -      | -      | -        | -     | 2%        | 3%     | 0%      | 0%      | 2%      | 1%      | 0%      | 0%      | 1%      |
| Multiracial                             | 4%   | -       | -     | -     | -     | -      | -      | -        | -     | 4%        | 6%     | 4%      | 5%      | 7%      | 5%      | 5%      | 3%      | 0%      |
| Other                                   | 1%   | -       | -     | -     | -     | -      | -      | -        | -     | 1%        | 1%     | 1%      | 2%      | 1%      | 0%      | 3%      | 3%      | 0%      |
| Total                                   | 100% |         |       |       |       |        |        |          |       | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% |         |       |       |       |        |        |          |       | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

59

Are you ... ?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.4 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Hispanic                                | 9%   | 10%    | 7%   | 0%      | 9%         | 10%    | 5%    |
| Black                                   | 6%   | 4%     | 15%  | 46%     | 8%         | 5%     | 3%    |
| White                                   | 62%  | 64%    | 51%  | 27%     | 57%        | 64%    | 80%   |
| Asian                                   | 14%  | 13%    | 18%  | 27%     | 14%        | 15%    | 6%    |
| American Indian / Alaska Native         | 2%   | 1%     | 2%   | 0%      | 4%         | 0%     | 0%    |
| Native Hawaiian / Pacific Islander      | 1%   | 1%     | 1%   | 0%      | 1%         | 0%     | 6%    |
| Multiracial                             | 4%   | 4%     | 6%   | 0%      | 5%         | 5%     | 0%    |
| Other                                   | 1%   | 2%     | 0%   | 0%      | 1%         | 2%     | 0%    |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

60

How far have you gotten in school?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |  |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |  |
| High School                             | 14%  | 11%                   | 19%  | 20%     | 10%     | 0%      | 15%  | 0%      | 36%     | 11%  | 58%     | 17%        | 8%       | 7%     | 19%     | 16%   | 21%     |  |
| Some College                            | 25%  | 22%                   | 26%  | 59%     | 22%     | 26%     | 19%  | 26%     | 14%     | 44%  | 0%      | 18%        | 22%      | 27%    | 24%     | 25%   | 26%     |  |
| Associate's / Bachelor's                | 41%  | 42%                   | 41%  | 9%      | 41%     | 64%     | 55%  | 49%     | 27%     | 22%  | 21%     | 27%        | 50%      | 45%    | 38%     | 42%   | 24%     |  |
| Master's Or Higher                      | 20%  | 25%                   | 14%  | 12%     | 28%     | 9%      | 11%  | 25%     | 23%     | 22%  | 20%     | 39%        | 20%      | 20%    | 19%     | 17%   | 28%     |  |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |  |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                                    |         |          |        |         |       |         |                     |          |        |         |       |         |  |  |  |  |  |
|---|------------------------------------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|--|--|--|--|--|
| 60                                      | How far have you gotten in school? |         |          |        |         |       |         |                     |          |        |         |       |         |  |  |  |  |  |
| 900 Adults                              | All                                | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |  |  |  |  |  |
| Credibility Interval: +/-4.6 pct points |                                    | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |  |  |  |  |  |
| High School                             | 14%                                | 17%     | 15%      | 10%    | 6%      | 15%   | 0%      | 18%                 | 13%      | 9%     | 5%      | 16%   | 61%     |  |  |  |  |  |
| Some College                            | 25%                                | 15%     | 27%      | 22%    | 25%     | 26%   | 48%     | 14%                 | 30%      | 27%    | 29%     | 24%   | 0%      |  |  |  |  |  |
| Associate's / Bachelor's                | 41%                                | 25%     | 32%      | 51%    | 27%     | 42%   | 0%      | 22%                 | 34%      | 48%    | 51%     | 41%   | 29%     |  |  |  |  |  |
| Master's Or Higher                      | 20%                                | 43%     | 25%      | 16%    | 41%     | 17%   | 52%     | 46%                 | 23%      | 16%    | 14%     | 20%   | 11%     |  |  |  |  |  |
| Total                                   | 100%                               | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |  |  |  |  |  |
| Composition of Adults                   | 100%                               | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |  |  |  |  |  |

|   |                                    |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
|---|------------------------------------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| 60                                      | How far have you gotten in school? |                      |          |        |         |       |         |          |          |        |         |       |         |                   |         |        |        |         |
| 900 Adults                              | All                                | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
| Credibility Interval: +/-4.6 pct points |                                    | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| High School                             | 14%                                | 12%                  | 7%       | 11%    | 10%     | 19%   | 32%     | 13%      | 4%       | 13%    | 9%      | 16%   | 39%     | 12%               | 10%     | 14%    | 15%    | 10%     |
| Some College                            | 25%                                | 31%                  | 17%      | 27%    | 25%     | 25%   | 18%     | 25%      | 23%      | 28%    | 31%     | 24%   | 22%     | 9%                | 25%     | 23%    | 27%    | 26%     |
| Associate's / Bachelor's                | 41%                                | 47%                  | 38%      | 42%    | 59%     | 39%   | 25%     | 36%      | 37%      | 40%    | 36%     | 43%   | 31%     | 39%               | 35%     | 43%    | 41%    | 45%     |
| Master's Or Higher                      | 20%                                | 10%                  | 37%      | 19%    | 5%      | 16%   | 25%     | 27%      | 37%      | 19%    | 24%     | 17%   | 7%      | 40%               | 30%     | 20%    | 17%    | 19%     |
| Total                                   | 100%                               | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100%                               | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

|   |                                    |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
|---|------------------------------------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| 60                                      | How far have you gotten in school? |                    |         |        |        |         |                 |         |        |        |         |                 |         |        |        |         |  |
| 900 Adults                              | All                                | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
| Credibility Interval: +/-4.6 pct points |                                    | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| High School                             | 14%                                | 14%                | 13%     | 18%    | 14%    | 8%      | 0%              | 10%     | 15%    | 13%    | 22%     | 20%             | 11%     | 15%    | 13%    | 26%     |  |
| Some College                            | 25%                                | 25%                | 25%     | 19%    | 31%    | 24%     | 38%             | 22%     | 19%    | 28%    | 31%     | 19%             | 39%     | 17%    | 27%    | 22%     |  |
| Associate's / Bachelor's                | 41%                                | 41%                | 42%     | 43%    | 33%    | 45%     | 27%             | 45%     | 39%    | 43%    | 27%     | 32%             | 25%     | 46%    | 40%    | 25%     |  |
| Master's Or Higher                      | 20%                                | 20%                | 21%     | 19%    | 22%    | 23%     | 35%             | 22%     | 27%    | 16%    | 20%     | 30%             | 25%     | 23%    | 19%    | 27%     |  |
| Total                                   | 100%                               | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100%                               | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                                    |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
|---|------------------------------------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| 60                                      | How far have you gotten in school? |         |         |        |        |         |                |        |         |        |         |                         |        |         |        |         |
| 900 Adults                              | All                                | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
| Credibility Interval: +/-4.6 pct points |                                    | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| High School                             | 14%                                | 15%     | 16%     | 15%    | 13%    | 8%      | 17%            | 12%    | 14%     | 11%    | 11%     | 13%                     | 15%    | 18%     | 20%    | 27%     |
| Some College                            | 25%                                | 20%     | 21%     | 24%    | 26%    | 30%     | 26%            | 24%    | 24%     | 11%    | 39%     | 25%                     | 25%    | 11%     | 0%     | 33%     |
| Associate's / Bachelor's                | 41%                                | 38%     | 45%     | 45%    | 39%    | 28%     | 42%            | 41%    | 43%     | 29%    | 39%     | 40%                     | 44%    | 57%     | 45%    | 40%     |
| Master's Or Higher                      | 20%                                | 27%     | 17%     | 15%    | 22%    | 35%     | 15%            | 23%    | 19%     | 49%    | 11%     | 22%                     | 16%    | 14%     | 34%    | 0%      |
| Total                                   | 100%                               | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%                               | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

|   |                                    |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
|---|------------------------------------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| 60                                      | How far have you gotten in school? |                      |        |         |        |         |                   |        |         |        |         |                  |        |         |        |         |
| 900 Adults                              | All                                | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
| Credibility Interval: +/-4.6 pct points |                                    | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| High School                             | 14%                                | 14%                  | 11%    | 26%     | 36%    | 31%     | 20%               | 11%    | 6%      | 27%    | 17%     | 15%              | 11%    | 13%     | 46%    | 0%      |
| Some College                            | 25%                                | 23%                  | 28%    | 34%     | 9%     | 17%     | 25%               | 20%    | 32%     | 21%    | 76%     | 26%              | 22%    | 15%     | 19%    | 100%    |
| Associate's / Bachelor's                | 41%                                | 40%                  | 45%    | 25%     | 10%    | 52%     | 32%               | 49%    | 44%     | 29%    | 7%      | 39%              | 46%    | 50%     | 10%    | 0%      |
| Master's Or Higher                      | 20%                                | 22%                  | 16%    | 15%     | 45%    | 0%      | 23%               | 20%    | 18%     | 23%    | 0%      | 20%              | 22%    | 22%     | 25%    | 0%      |
| Total                                   | 100%                               | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%                               | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

|   |                                    |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
|---|------------------------------------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| 60                                      | How far have you gotten in school? |                |        |         |        |         |                |        |         |        |         |                        |        |         |        |         |
| 900 Adults                              | All                                | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
| Credibility Interval: +/-4.6 pct points |                                    | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| High School                             | 14%                                | 14%            | 14%    | 15%     | 66%    | 0%      | 14%            | 11%    | 12%     | 46%    | 0%      | 14%                    | 10%    | 9%      | 53%    | 0%      |
| Some College                            | 25%                                | 25%            | 22%    | 21%     | 16%    | 0%      | 25%            | 22%    | 0%      | 11%    | 0%      | 25%                    | 21%    | 17%     | 12%    | 100%    |
| Associate's / Bachelor's                | 41%                                | 40%            | 46%    | 40%     | 18%    | 100%    | 41%            | 49%    | 71%     | 12%    | 0%      | 42%                    | 36%    | 66%     | 0%     | 0%      |
| Master's Or Higher                      | 20%                                | 21%            | 18%    | 24%     | 0%     | 0%      | 21%            | 18%    | 18%     | 31%    | 0%      | 19%                    | 33%    | 7%      | 35%    | 0%      |
| Total                                   | 100%                               | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100%                               | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                                    |     |                         |         |        |         |         |           |         |        |         |       |               |         |       |                |         |      |
|---|------------------------------------|-----|-------------------------|---------|--------|---------|---------|-----------|---------|--------|---------|-------|---------------|---------|-------|----------------|---------|------|
| 60                                      | How far have you gotten in school? |     |                         |         |        |         |         |           |         |        |         |       |               |         |       |                |         |      |
|   | 900 Adults                         | All | Driving After Marijuana |         |        |         |         | Using App |         |        |         |       | Type Into GPS |         |       | Use GPS System |         |      |
| Credibility Interval: +/-4.6 pct points | Very Se                            |     | Threat                  | Not a T | Not At | Not Sur | Very Se | Threat    | Not a T | Not At | Not Sur | Legal | Illegal       | Not Sur | Legal | Illegal        | Not Sur |      |
| High School                             | 14%                                |     | 13%                     | 14%     | 21%    | 11%     | 9%      | 15%       | 12%     | 16%    | 25%     | 14%   | 15%           | 12%     | 17%   | 12%            | 19%     | 21%  |
| Some College                            | 25%                                |     | 23%                     | 22%     | 34%    | 54%     | 28%     | 22%       | 27%     | 24%    | 19%     | 22%   | 14%           | 26%     | 26%   | 24%            | 27%     | 25%  |
| Associate's / Bachelor's                | 41%                                |     | 42%                     | 41%     | 37%    | 25%     | 52%     | 39%       | 44%     | 38%    | 35%     | 41%   | 37%           | 42%     | 40%   | 43%            | 23%     | 44%  |
| Master's Or Higher                      | 20%                                |     | 22%                     | 23%     | 8%     | 10%     | 11%     | 24%       | 17%     | 22%    | 20%     | 23%   | 34%           | 19%     | 18%   | 20%            | 31%     | 10%  |
| Total                                   | 100%                               |     | 100%                    | 100%    | 100%   | 100%    | 100%    | 100%      | 100%    | 100%   | 100%    | 100%  | 100%          | 100%    | 100%  | 100%           | 100%    | 100% |
| Composition of Adults                   | 100%                               |     | 61%                     | 27%     | 8%     | 2%      | 2%      | 40%       | 43%     | 10%    | 2%      | 5%    | 11%           | 65%     | 24%   | 81%            | 10%     | 9%   |

|   |                                    |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
|---|------------------------------------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| 60                                      | How far have you gotten in school? |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |  |
| 900 Adults                              | All                                | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
| Credibility Interval: +/-4.6 pct points |                                    | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| High School                             | 14%                                | 18%                 | 13%     | 25%     | 11%                    | 13%     | 18%     | 16%                  | 13%     | 17%     | 12%      | 19%     | 15%     | 11%        | 13%     | 16%     |  |
| Some College                            | 25%                                | 17%                 | 25%     | 29%     | 16%                    | 25%     | 30%     | 15%                  | 26%     | 30%     | 24%      | 26%     | 24%     | 21%        | 27%     | 22%     |  |
| Associate's / Bachelor's                | 41%                                | 24%                 | 44%     | 27%     | 28%                    | 44%     | 37%     | 31%                  | 44%     | 36%     | 37%      | 46%     | 47%     | 40%        | 42%     | 41%     |  |
| Master's Or Higher                      | 20%                                | 42%                 | 18%     | 19%     | 44%                    | 18%     | 16%     | 38%                  | 17%     | 17%     | 26%      | 10%     | 14%     | 28%        | 18%     | 21%     |  |
| Total                                   | 100%                               | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100%                               | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

|   |                                    |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
|---|------------------------------------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| 60                                      | How far have you gotten in school? |                   |         |         |                         |         |         |                         |         |         |                      |         |         |            |         |         |  |
| 900 Adults                              | All                                | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
| Credibility Interval: +/-4.6 pct points |                                    | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| High School                             | 14%                                | 14%               | 13%     | 14%     | 13%                     | 14%     | 13%     | 12%                     | 14%     | 15%     | 12%                  | 15%     | 23%     | 19%        | 12%     | 16%     |  |
| Some College                            | 25%                                | 17%               | 27%     | 26%     | 22%                     | 25%     | 24%     | 25%                     | 24%     | 25%     | 24%                  | 32%     | 18%     | 27%        | 24%     | 24%     |  |
| Associate's / Bachelor's                | 41%                                | 33%               | 42%     | 46%     | 33%                     | 43%     | 40%     | 42%                     | 40%     | 47%     | 41%                  | 38%     | 43%     | 29%        | 44%     | 41%     |  |
| Master's Or Higher                      | 20%                                | 36%               | 17%     | 13%     | 32%                     | 17%     | 23%     | 21%                     | 22%     | 13%     | 22%                  | 15%     | 15%     | 25%        | 20%     | 19%     |  |
| Total                                   | 100%                               | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100%                               | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |                                    |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
|---|------------------------------------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| 60                                      | How far have you gotten in school? |             |         |         |                        |        |          |         |         |                  |        |          |         |         |  |
| 900 Adults                              | All                                | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
| Credibility Interval: +/-4.6 pct points |                                    | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| High School                             | 14%                                | 10%         | 14%     | 19%     | 5%                     | 14%    | 15%      | 14%     | 24%     | 11%              | 13%    | 14%      | 14%     | 27%     |  |
| Some College                            | 25%                                | 20%         | 25%     | 24%     | 28%                    | 26%    | 23%      | 24%     | 49%     | 18%              | 21%    | 19%      | 27%     | 22%     |  |
| Associate's / Bachelor's                | 41%                                | 20%         | 42%     | 42%     | 42%                    | 26%    | 44%      | 43%     | 23%     | 13%              | 41%    | 39%      | 43%     | 51%     |  |
| Master's Or Higher                      | 20%                                | 51%         | 20%     | 14%     | 26%                    | 33%    | 18%      | 19%     | 5%      | 58%              | 25%    | 29%      | 16%     | 0%      |  |
| Total                                   | 100%                               | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100%                               | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

|   |                                    |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |      |
|---|------------------------------------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|--|------|
| 60                                      | How far have you gotten in school? |                 |        |          |         |         |                        |        |          |         |         |                        |        |          |         |         |  |      |
| 900 Adults                              | All                                | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |  |      |
| Credibility Interval: +/-4.6 pct points |                                    | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |  |      |
| High School                             |                                    | 14%             | 17%    | 9%       | 12%     | 15%     | 12%                    | 22%    | 5%       | 15%     | 14%     | 9%                     | 24%    | 7%       | 16%     | 14%     |  | 9%   |
| Some College                            |                                    | 25%             | 27%    | 20%      | 24%     | 25%     | 43%                    | 33%    | 16%      | 26%     | 25%     | 19%                    | 46%    | 19%      | 23%     | 25%     |  | 12%  |
| Associate's / Bachelor's                |                                    | 41%             | 39%    | 44%      | 41%     | 41%     | 29%                    | 29%    | 55%      | 41%     | 41%     | 41%                    | 21%    | 48%      | 44%     | 40%     |  | 64%  |
| Master's Or Higher                      |                                    | 20%             | 16%    | 27%      | 23%     | 19%     | 16%                    | 16%    | 24%      | 18%     | 21%     | 31%                    | 9%     | 26%      | 17%     | 21%     |  | 14%  |
| Total                                   |                                    | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |  | 100% |
| Composition of Adults                   |                                    | 100%            | 5%     | 11%      | 20%     | 63%     | 2%                     | 2%     | 5%       | 18%     | 73%     | 3%                     | 2%     | 6%       | 15%     | 74%     |  | 3%   |

|   |                                    |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |  |
|---|------------------------------------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|--|
| 60                                      | How far have you gotten in school? |                     |        |          |         |         |                     |        |          |         |         |                |      |                |      |                |      |  |
| 900 Adults                              | All                                | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |  |
| Credibility Interval: +/-4.6 pct points |                                    | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |  |
| High School                             | 14%                                | 25%                 | 8%     | 11%      | 14%     | 9%      | 22%                 | 8%     | 12%      | 14%     | 10%     | 13%            | 15%  | 14%            | 14%  | 12%            | 15%  |  |
| Some College                            | 25%                                | 22%                 | 24%    | 20%      | 26%     | 18%     | 29%                 | 15%    | 19%      | 26%     | 19%     | 25%            | 24%  | 25%            | 24%  | 24%            | 26%  |  |
| Associate's / Bachelor's                | 41%                                | 40%                 | 45%    | 46%      | 39%     | 56%     | 37%                 | 50%    | 45%      | 40%     | 57%     | 43%            | 40%  | 41%            | 41%  | 44%            | 38%  |  |
| Master's Or Higher                      | 20%                                | 14%                 | 22%    | 22%      | 20%     | 17%     | 11%                 | 28%    | 24%      | 20%     | 15%     | 20%            | 21%  | 20%            | 21%  | 20%            | 21%  |  |
| Total                                   | 100%                               | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |  |
| Composition of Adults                   | 100%                               | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
| 60 How far have you gotten in school?   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| High School                             | 14%  | 13%             | 15%  | 14%          | 14%  | 14%          | 13%  | 13%              | 15%  | 13%           | 14%  | 12%            | 15%  | 12%           | 15%  | 12%             | 16%  |
| Some College                            | 25%  | 25%             | 23%  | 26%          | 23%  | 26%          | 22%  | 26%              | 23%  | 29%           | 23%  | 26%            | 23%  | 28%           | 23%  | 26%             | 23%  |
| Associate's / Bachelor's                | 41%  | 43%             | 39%  | 41%          | 41%  | 42%          | 40%  | 42%              | 40%  | 43%           | 41%  | 44%            | 39%  | 41%           | 41%  | 43%             | 38%  |
| Master's Or Higher                      | 20%  | 19%             | 23%  | 19%          | 22%  | 17%          | 24%  | 19%              | 22%  | 16%           | 22%  | 18%            | 22%  | 19%           | 21%  | 19%             | 22%  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

|   |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| 60 How far have you gotten in school?   |      |                 |      |               |      |        |       |        |       |       |       |      |           |      |
| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| High School                             | 14%  | 13%             | 16%  | 17%           | 14%  | 14%    | 13%   | 0%     | 19%   | 9%    | 13%   | 11%  | 15%       | 12%  |
| Some College                            | 25%  | 25%             | 23%  | 27%           | 24%  | 20%    | 28%   | 63%    | 23%   | 25%   | 25%   | 25%  | 24%       | 25%  |
| Associate's / Bachelor's                | 41%  | 43%             | 38%  | 52%           | 41%  | 42%    | 41%   | 9%     | 39%   | 44%   | 41%   | 38%  | 42%       | 40%  |
| Master's Or Higher                      | 20%  | 19%             | 23%  | 4%            | 21%  | 23%    | 18%   | 28%    | 18%   | 21%   | 20%   | 25%  | 19%       | 22%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

|   |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| 60 How far have you gotten in school?   |      |         |       |       |       |        |        |          |       |           |        |         |         |         |         |         |         |         |
| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| High School                             | 14%  | 15%     | 32%   | 14%   | 6%    | 22%    | 28%    | 11%      | 6%    | -         | -      | -       | -       | 28%     | 10%     | 8%      | 10%     | 4%      |
| Some College                            | 25%  | 23%     | 37%   | 23%   | 18%   | 58%    | 67%    | 34%      | 19%   | -         | -      | -       | -       | 32%     | 30%     | 21%     | 19%     | 11%     |
| Associate's / Bachelor's                | 41%  | 17%     | 27%   | 45%   | 54%   | 20%    | 6%     | 33%      | 37%   | -         | -      | -       | -       | 30%     | 43%     | 44%     | 42%     | 54%     |
| Master's Or Higher                      | 20%  | 45%     | 4%    | 18%   | 22%   | 0%     | 0%     | 22%      | 38%   | -         | -      | -       | -       | 9%      | 17%     | 27%     | 29%     | 32%     |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  |           |        |         |         | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    |           |        |         |         | 27%     | 26%     | 17%     | 15%     | 15%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

60 How far have you gotten in school?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| High School                             | 14%  | 11%    | 28%  | 46%     | 14%        | 12%    | 26%   |
| Some College                            | 25%  | 25%    | 22%  | 0%      | 25%        | 23%    | 33%   |
| Associate's / Bachelor's                | 41%  | 42%    | 35%  | 27%     | 39%        | 45%    | 27%   |
| Master's Or Higher                      | 20%  | 21%    | 16%  | 27%     | 22%        | 20%    | 14%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| < \$40K                                 | 27%  | 22%                   | 34%  | 48%     | 18%     | 39%     | 31%  | 7%      | 54%     | 38%  | 0%      | 34%        | 14%      | 15%    | 17%     | 33%   | 24%     |
| \$40K - \$80K                           | 26%  | 28%                   | 22%  | 15%     | 28%     | 55%     | 26%  | 42%     | 13%     | 26%  | 21%     | 26%        | 23%      | 27%    | 45%     | 24%   | 35%     |
| \$80K - \$120K                          | 17%  | 20%                   | 13%  | 4%      | 21%     | 7%      | 20%  | 32%     | 0%      | 12%  | 20%     | 12%        | 21%      | 17%    | 19%     | 18%   | 8%      |
| \$120 - \$160K                          | 15%  | 15%                   | 15%  | 33%     | 19%     | 0%      | 11%  | 0%      | 16%     | 0%   | 0%      | 17%        | 23%      | 19%    | 8%      | 13%   | 32%     |
| > \$160K                                | 15%  | 14%                   | 16%  | 0%      | 14%     | 0%      | 12%  | 18%     | 17%     | 24%  | 58%     | 11%        | 19%      | 23%    | 10%     | 12%   | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| < \$40K                                 | 27%  | 48%     | 13%      | 17%    | 6%      | 30%   | 11%     | 47%                 | 17%      | 14%    | 18%     | 30%   | 40%     |
| \$40K - \$80K                           | 26%  | 11%     | 27%      | 23%    | 37%     | 27%   | 89%     | 9%                  | 25%      | 26%    | 37%     | 25%   | 51%     |
| \$80K - \$120K                          | 17%  | 13%     | 24%      | 19%    | 40%     | 15%   | 0%      | 12%                 | 12%      | 21%    | 23%     | 17%   | 9%      |
| \$120 - \$160K                          | 15%  | 19%     | 25%      | 20%    | 13%     | 13%   | 0%      | 22%                 | 38%      | 20%    | 7%      | 12%   | 0%      |
| > \$160K                                | 15%  | 10%     | 11%      | 21%    | 4%      | 14%   | 0%      | 9%                  | 8%       | 18%    | 15%     | 15%   | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| < \$40K                                 | 27%  | 16%                  | 21%      | 17%    | 22%     | 38%   | 0%      | 23%      | 34%      | 13%    | 21%     | 30%   | 28%     | 12%               | 34%     | 21%    | 30%    | 37%     |
| \$40K - \$80K                           | 26%  | 20%                  | 21%      | 30%    | 42%     | 26%   | 100%    | 21%      | 23%      | 24%    | 29%     | 27%   | 34%     | 19%               | 19%     | 24%    | 29%    | 25%     |
| \$80K - \$120K                          | 17%  | 19%                  | 25%      | 15%    | 19%     | 13%   | 0%      | 20%      | 18%      | 23%    | 6%      | 16%   | 19%     | 23%               | 17%     | 21%    | 14%    | 11%     |
| \$120 - \$160K                          | 15%  | 21%                  | 18%      | 22%    | 11%     | 10%   | 0%      | 28%      | 11%      | 19%    | 13%     | 14%   | 0%      | 37%               | 22%     | 15%    | 13%    | 16%     |
| > \$160K                                | 15%  | 24%                  | 15%      | 16%    | 6%      | 12%   | 0%      | 8%       | 14%      | 21%    | 32%     | 13%   | 19%     | 9%                | 8%      | 18%    | 14%    | 11%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| < \$40K                                 | 27%  | 19%                | 26%     | 27%    | 48%    | 28%     | 21%             | 15%     | 27%    | 28%    | 24%     | 16%             | 31%     | 30%    | 25%    | 37%     |
| \$40K - \$80K                           | 26%  | 26%                | 24%     | 26%    | 32%    | 27%     | 14%             | 20%     | 22%    | 29%    | 11%     | 5%              | 20%     | 23%    | 27%    | 16%     |
| \$80K - \$120K                          | 17%  | 24%                | 17%     | 16%    | 11%    | 4%      | 18%             | 21%     | 20%    | 16%    | 10%     | 21%             | 16%     | 17%    | 18%    | 10%     |
| \$120 - \$160K                          | 15%  | 16%                | 17%     | 17%    | 0%     | 23%     | 46%             | 21%     | 14%    | 14%    | 55%     | 27%             | 33%     | 14%    | 15%    | 36%     |
| > \$160K                                | 15%  | 16%                | 15%     | 14%    | 9%     | 18%     | 0%              | 24%     | 16%    | 14%    | 0%      | 31%             | 0%      | 16%    | 15%    | 0%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| < \$40K                                 | 27%  | 16%     | 23%     | 26%    | 29%    | 26%     | 34%            | 25%    | 19%     | 15%    | 33%     | 27%                     | 26%    | 28%     | 20%    | 14%     |
| \$40K - \$80K                           | 26%  | 17%     | 25%     | 25%    | 28%    | 23%     | 30%            | 24%    | 20%     | 50%    | 20%     | 28%                     | 21%    | 10%     | 22%    | 14%     |
| \$80K - \$120K                          | 17%  | 13%     | 20%     | 18%    | 18%    | 13%     | 11%            | 21%    | 21%     | 6%     | 11%     | 17%                     | 19%    | 42%     | 0%     | 0%      |
| \$120 - \$160K                          | 15%  | 42%     | 14%     | 16%    | 14%    | 12%     | 13%            | 14%    | 25%     | 16%    | 15%     | 15%                     | 16%    | 10%     | 58%    | 21%     |
| > \$160K                                | 15%  | 12%     | 19%     | 16%    | 12%    | 26%     | 12%            | 16%    | 15%     | 12%    | 22%     | 14%                     | 17%    | 10%     | 0%     | 51%     |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| < \$40K                                 | 27%  | 27%                  | 26%    | 33%     | 10%    | 44%     | 38%               | 19%    | 22%     | 10%    | 61%     | 29%              | 23%    | 12%     | 10%    | 0%      |
| \$40K - \$80K                           | 26%  | 28%                  | 20%    | 31%     | 18%    | 8%      | 27%               | 26%    | 23%     | 26%    | 0%      | 28%              | 21%    | 28%     | 38%    | 100%    |
| \$80K - \$120K                          | 17%  | 17%                  | 19%    | 15%     | 0%     | 9%      | 15%               | 22%    | 13%     | 19%    | 6%      | 17%              | 17%    | 20%     | 0%     | 0%      |
| \$120 - \$160K                          | 15%  | 15%                  | 16%    | 6%      | 45%    | 39%     | 13%               | 17%    | 18%     | 21%    | 0%      | 14%              | 17%    | 40%     | 25%    | 0%      |
| > \$160K                                | 15%  | 13%                  | 20%    | 14%     | 27%    | 0%      | 7%                | 16%    | 25%     | 24%    | 33%     | 12%              | 21%    | 0%      | 28%    | 0%      |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| < \$40K                                 | 27%  | 28%            | 22%    | 29%     | 18%    | 0%      | 27%            | 26%    | 12%     | 12%    | 0%      | 28%                    | 18%    | 9%      | 14%    | 35%     |
| \$40K - \$80K                           | 26%  | 27%            | 21%    | 16%     | 34%    | 0%      | 26%            | 24%    | 0%      | 23%    | 0%      | 27%                    | 18%    | 25%     | 12%    | 65%     |
| \$80K - \$120K                          | 17%  | 17%            | 21%    | 10%     | 0%     | 0%      | 17%            | 21%    | 36%     | 0%     | 0%      | 17%                    | 20%    | 23%     | 0%     | 0%      |
| \$120 - \$160K                          | 15%  | 14%            | 21%    | 44%     | 0%     | 100%    | 15%            | 12%    | 52%     | 31%    | 0%      | 15%                    | 16%    | 42%     | 35%    | 0%      |
| > \$160K                                | 15%  | 15%            | 15%    | 0%      | 49%    | 0%      | 15%            | 18%    | 0%      | 34%    | 0%      | 13%                    | 27%    | 0%      | 39%    | 0%      |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| < \$40K                                 | 27%  | 25%                     | 27%    | 34%     | 36%    | 41%     | 29%       | 26%    | 24%     | 27%    | 24%     | 39%           | 26%     | 24%     | 23%            | 52%     | 28%     |
| \$40K - \$80K                           | 26%  | 27%                     | 26%    | 20%     | 26%    | 11%     | 29%       | 24%    | 21%     | 10%    | 24%     | 21%           | 26%     | 27%     | 26%            | 20%     | 29%     |
| \$80K - \$120K                          | 17%  | 19%                     | 16%    | 11%     | 7%     | 18%     | 18%       | 17%    | 23%     | 11%    | 11%     | 17%           | 18%     | 16%     | 18%            | 15%     | 15%     |
| \$120 - \$160K                          | 15%  | 14%                     | 16%    | 21%     | 19%    | 20%     | 14%       | 17%    | 13%     | 42%    | 14%     | 14%           | 15%     | 17%     | 16%            | 11%     | 17%     |
| > \$160K                                | 15%  | 15%                     | 15%    | 15%     | 12%    | 10%     | 10%       | 16%    | 20%     | 11%    | 27%     | 9%            | 15%     | 16%     | 17%            | 2%      | 11%     |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

51

If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| < \$40K                                 | 27%  | 32%                 | 25%     | 42%     | 33%                    | 25%     | 32%     | 29%                  | 27%     | 24%     | 24%      | 35%     | 29%     | 31%        | 24%     | 30%     |
| \$40K - \$80K                           | 26%  | 34%                 | 25%     | 17%     | 24%                    | 27%     | 20%     | 23%                  | 26%     | 28%     | 25%      | 26%     | 26%     | 24%        | 27%     | 23%     |
| \$80K - \$120K                          | 17%  | 13%                 | 18%     | 12%     | 14%                    | 18%     | 17%     | 15%                  | 17%     | 21%     | 20%      | 13%     | 14%     | 16%        | 17%     | 20%     |
| \$120 - \$160K                          | 15%  | 13%                 | 16%     | 13%     | 16%                    | 16%     | 10%     | 23%                  | 14%     | 13%     | 15%      | 11%     | 18%     | 17%        | 16%     | 14%     |
| > \$160K                                | 15%  | 8%                  | 16%     | 16%     | 14%                    | 14%     | 21%     | 10%                  | 16%     | 13%     | 15%      | 15%     | 14%     | 11%        | 16%     | 13%     |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

51

If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| < \$40K                                 | 27%  | 27%               | 28%     | 24%     | 17%                     | 25%     | 39%     | 18%                     | 27%     | 33%     | 25%                  | 31%     | 36%     | 20%        | 27%     | 31%     |
| \$40K - \$80K                           | 26%  | 28%               | 25%     | 26%     | 31%                     | 26%     | 19%     | 27%                     | 26%     | 23%     | 26%                  | 26%     | 26%     | 24%        | 27%     | 22%     |
| \$80K - \$120K                          | 17%  | 17%               | 17%     | 19%     | 22%                     | 18%     | 13%     | 20%                     | 18%     | 13%     | 19%                  | 15%     | 8%      | 20%        | 17%     | 16%     |
| \$120 - \$160K                          | 15%  | 15%               | 14%     | 19%     | 17%                     | 16%     | 12%     | 22%                     | 15%     | 14%     | 16%                  | 14%     | 15%     | 19%        | 15%     | 16%     |
| > \$160K                                | 15%  | 12%               | 16%     | 13%     | 13%                     | 14%     | 17%     | 12%                     | 15%     | 17%     | 15%                  | 14%     | 15%     | 16%        | 14%     | 15%     |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| < \$40K                                 | 27%  | 18%         | 27%     | 31%     | 27%                    | 32%    | 20%      | 28%     | 23%     | 21%              | 12%    | 27%      | 28%     | 36%     |
| \$40K - \$80K                           | 26%  | 47%         | 25%     | 25%     | 22%                    | 22%    | 23%      | 27%     | 38%     | 45%              | 24%    | 22%      | 26%     | 10%     |
| \$80K - \$120K                          | 17%  | 19%         | 18%     | 8%      | 20%                    | 17%    | 21%      | 16%     | 28%     | 10%              | 33%    | 15%      | 17%     | 8%      |
| \$120 - \$160K                          | 15%  | 10%         | 16%     | 11%     | 25%                    | 18%    | 25%      | 12%     | 12%     | 17%              | 15%    | 22%      | 13%     | 47%     |
| > \$160K                                | 15%  | 6%          | 14%     | 24%     | 5%                     | 11%    | 12%      | 17%     | 0%      | 7%               | 16%    | 14%      | 15%     | 0%      |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| < \$40K                                 | 27%  | 27%             | 14%    | 26%      | 29%     | 19%     | 36%                    | 31%    | 24%      | 27%     | 13%     | 43%                    | 20%    | 26%      | 27%     | 12%     |
| \$40K - \$80K                           | 26%  | 22%             | 28%    | 24%      | 26%     | 17%     | 17%                    | 10%    | 25%      | 26%     | 45%     | 15%                    | 14%    | 24%      | 27%     | 34%     |
| \$80K - \$120K                          | 17%  | 20%             | 22%    | 15%      | 17%     | 14%     | 28%                    | 22%    | 18%      | 17%     | 16%     | 35%                    | 26%    | 18%      | 16%     | 5%      |
| \$120 - \$160K                          | 15%  | 18%             | 13%    | 22%      | 14%     | 0%      | 19%                    | 22%    | 21%      | 13%     | 18%     | 0%                     | 29%    | 20%      | 13%     | 41%     |
| > \$160K                                | 15%  | 13%             | 23%    | 13%      | 13%     | 50%     | 0%                     | 15%    | 11%      | 16%     | 8%      | 7%                     | 12%    | 12%      | 16%     | 8%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

61 If the total annual income from everyone in your household is ...

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| < \$40K   | 27%  | 59%                 | 7%     | 22%      | 28%     | 16%     | 47%                 | 15%    | 20%      | 28%     | 13%     | 25%            | 29%  | 25%            | 28%  | 25%            | 28%  |
| \$40K - \$80K   | 26%  | 17%                 | 18%    | 22%      | 27%     | 34%     | 20%                 | 18%    | 25%      | 26%     | 30%     | 24%            | 28%  | 24%            | 27%  | 21%            | 30%  |
| \$80K - \$120K  | 17%  | 11%                 | 27%    | 23%      | 16%     | 11%     | 11%                 | 31%    | 24%      | 16%     | 9%      | 21%            | 14%  | 21%            | 15%  | 21%            | 14%  |
| \$120 - \$160K  | 15%  | 10%                 | 34%    | 17%      | 14%     | 27%     | 15%                 | 24%    | 16%      | 14%     | 33%     | 14%            | 17%  | 14%            | 17%  | 15%            | 16%  |
| > \$160K  | 15%  | 4%                  | 14%    | 17%      | 15%     | 11%     | 7%                  | 13%    | 15%      | 15%     | 15%     | 17%            | 13%  | 16%            | 14%  | 18%            | 12%  |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

61 If the total annual income from everyone in your household is ...

| 900 Adults<br>Credibility Interval: +/-4.6 pct points | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| < \$40K   | 27%  | 25%             | 29%  | 30%          | 22%  | 26%          | 27%  | 26%              | 28%  | 30%           | 26%  | 25%            | 28%  | 23%           | 29%  | 25%             | 29%  |
| \$40K - \$80K   | 26%  | 23%             | 29%  | 24%          | 28%  | 27%          | 25%  | 24%              | 27%  | 23%           | 26%  | 22%            | 28%  | 23%           | 27%  | 25%             | 26%  |
| \$80K - \$120K  | 17%  | 20%             | 14%  | 18%          | 17%  | 18%          | 16%  | 20%              | 14%  | 18%           | 17%  | 22%            | 15%  | 21%           | 16%  | 19%             | 15%  |
| \$120 - \$160K  | 15%  | 17%             | 14%  | 14%          | 17%  | 15%          | 16%  | 15%              | 16%  | 12%           | 17%  | 15%            | 16%  | 16%           | 15%  | 14%             | 17%  |
| > \$160K  | 15%  | 15%             | 14%  | 14%          | 16%  | 14%          | 16%  | 15%              | 15%  | 18%           | 14%  | 17%            | 13%  | 17%           | 13%  | 16%             | 13%  |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| < \$40K                                 | 27%  | 25%             | 29%  | 39%           | 26%  | 29%    | 25%   | 34%    | 25%   | 18%   | 38%   | 30%  | 22%       | 35%  |
| \$40K - \$80K                           | 26%  | 24%             | 28%  | 51%           | 25%  | 25%    | 27%   | 16%    | 26%   | 31%   | 17%   | 26%  | 29%       | 21%  |
| \$80K - \$120K                          | 17%  | 19%             | 14%  | 2%            | 18%  | 14%    | 21%   | 18%    | 16%   | 19%   | 15%   | 21%  | 17%       | 17%  |
| \$120 - \$160K                          | 15%  | 16%             | 15%  | 8%            | 16%  | 17%    | 14%   | 32%    | 17%   | 20%   | 11%   | 13%  | 18%       | 11%  |
| > \$160K                                | 15%  | 15%             | 14%  | 0%            | 15%  | 16%    | 14%   | 0%     | 16%   | 13%   | 19%   | 10%  | 14%       | 15%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| < \$40K                                 | 27%  | 41%     | 49%   | 22%   | 16%   | 72%    | 61%    | 39%      | 30%   | 55%       | 35%    | 20%     | 12%     | -       | -       | -       | -       | -       |
| \$40K - \$80K                           | 26%  | 33%     | 23%   | 24%   | 31%   | 8%     | 20%    | 31%      | 0%    | 19%       | 32%    | 27%     | 21%     | -       | -       | -       | -       | -       |
| \$80K - \$120K                          | 17%  | 21%     | 7%    | 17%   | 22%   | 21%    | 0%     | 19%      | 37%   | 10%       | 15%    | 19%     | 23%     | -       | -       | -       | -       | -       |
| \$120 - \$160K                          | 15%  | 2%      | 10%   | 19%   | 12%   | 0%     | 0%     | 11%      | 33%   | 11%       | 12%    | 16%     | 22%     | -       | -       | -       | -       | -       |
| > \$160K                                | 15%  | 3%      | 11%   | 17%   | 20%   | 0%     | 19%    | 0%       | 0%    | 4%        | 6%     | 19%     | 23%     | -       | -       | -       | -       | -       |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    |         |         |         |         |         |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     |         |         |         |         |         |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

61 If the total annual income from everyone in your household is ...

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| < \$40K                                 | 27%  | 23%    | 51%  | 46%     | 29%        | 24%    | 34%   |
| \$40K - \$80K                           | 26%  | 27%    | 19%  | 0%      | 24%        | 28%    | 19%   |
| \$80K - \$120K                          | 17%  | 18%    | 11%  | 54%     | 16%        | 19%    | 13%   |
| \$120 - \$160K                          | 15%  | 16%    | 12%  | 0%      | 14%        | 16%    | 17%   |
| > \$160K                                | 15%  | 16%    | 8%   | 0%      | 16%        | 13%    | 17%   |
| Total                                   | 100% | 100%   | 100% | 100%    | 100%       | 100%   | 100%  |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      | 43%        | 50%    | 7%    |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.3 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 85%  | 86%                   | 83%  | 74%     | 94%     | 80%     | 56%  | 73%     | 77%     | 74%  | 100%    | 88%        | 95%      | 95%    | 88%     | 79%   | 80%     |
| No                                      | 15%  | 14%                   | 16%  | 20%     | 6%      | 20%     | 44%  | 27%     | 23%     | 26%  | 0%      | 12%        | 5%       | 5%     | 12%     | 21%   | 20%     |
| Not Sure                                | 0%   | 0%                    | 0%   | 5%      | -       | -       | -    | -       | -       | -    | -       | 0%         | 0%       | 0%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-3.3 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Yes                                     | 85%  | 90%     | 93%      | 94%    | 93%     | 81%   | 89%     | 92%                 | 95%      | 97%    | 92%     | 79%   | 63%     |
| No                                      | 15%  | 10%     | 7%       | 6%     | 7%      | 19%   | 11%     | 8%                  | 5%       | 3%     | 8%      | 20%   | 37%     |
| Not Sure                                | 0%   | 0%      | 0%       | 0%     | 0%      | 0%    | 0%      | 0%                  | 0%       | 0%     | 0%      | 0%    | 0%      |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-3.3 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 85%  | 95%                  | 94%      | 89%    | 83%     | 75%   | 100%    | 87%      | 92%      | 92%    | 89%     | 82%   | 87%     | 83%               | 96%     | 84%    | 84%    | 82%     |
| No                                      | 15%  | 5%                   | 5%       | 11%    | 17%     | 24%   | 0%      | 13%      | 8%       | 8%     | 9%      | 18%   | 13%     | 17%               | 4%      | 16%    | 16%    | 18%     |
| Not Sure                                | 0%   | 0%                   | 0%       | 0%     | 0%      | 0%    | 0%      | 0%       | 0%       | 0%     | 2%      | 0%    | 0%      | 0%                | 0%      | 0%     | 0%     | 0%      |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|
| Credibility Interval: +/-3.3 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |
| Yes                                     | 85%  | 90%                | 88%     | 77%    | 72%    | 75%     | 65%             | 95%     | 87%    | 84%    | 79%     | 87%             | 79%     | 86%    | 85%    | 75%     |
| No                                      | 15%  | 9%                 | 12%     | 23%    | 28%    | 25%     | 35%             | 5%      | 13%    | 16%    | 21%     | 13%             | 21%     | 14%    | 15%    | 25%     |
| Not Sure                                | 0%   | 0%                 | 0%      | 0%     | 0%     | 0%      | 0%              | 0%      | 0%     | 0%     | 0%      | 0%              | 0%      | 0%     | 0%     | 0%      |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|
| Credibility Interval: +/-3.3 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |
| Yes                                     | 85%  | 80%     | 85%     | 84%    | 86%    | 87%     | 81%            | 86%    | 91%     | 80%    | 83%     | 87%                     | 80%    | 85%     | 36%    | 100%    |
| No                                      | 15%  | 20%     | 15%     | 16%    | 14%    | 13%     | 19%            | 14%    | 9%      | 20%    | 13%     | 13%                     | 20%    | 15%     | 64%    | 0%      |
| Not Sure                                | 0%   | 0%      | 0%      | 0%     | 0%     | 0%      | 0%             | 0%     | 0%      | 0%     | 4%      | 0%                      | 0%     | 0%      | 0%     | 0%      |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults<br>Credibility Interval: +/-3.3 pct points | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|
|   |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |
| Yes   | 85%  | 84%                  | 88%    | 80%     | 76%    | 84%     | 81%               | 87%    | 88%     | 91%    | 91%     | 83%              | 89%    | 86%     | 75%    | 100%    |
| No  | 15%  | 16%                  | 12%    | 16%     | 24%    | 16%     | 19%               | 13%    | 11%     | 9%     | 9%      | 17%              | 10%    | 14%     | 25%    | 0%      |
| Not Sure  | 0%   | 0%                   | 0%     | 4%      | 0%     | 0%      | 0%                | 0%     | 1%      | 0%     | 0%      | 0%               | 0%     | 0%      | 0%     | 0%      |
| Total   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                                 | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults<br>Credibility Interval: +/-3.3 pct points | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|
|   |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |
| Yes   | 85%  | 87%            | 79%    | 65%     | 100%   | 100%    | 85%            | 84%    | 88%     | 69%    | 0%      | 85%                    | 88%    | 91%     | 65%    | 100%    |
| No  | 15%  | 13%            | 21%    | 35%     | 0%     | 0%      | 15%            | 16%    | 12%     | 31%    | 0%      | 15%                    | 12%    | 9%      | 35%    | 0%      |
| Not Sure  | 0%   | 0%             | 0%     | 0%      | 0%     | 0%      | 0%             | 0%     | 0%      | 0%     | 0%      | 0%                     | 0%     | 0%      | 0%     | 0%      |
| Total   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |
| Composition of Adults                                 | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults<br>Credibility Interval: +/-3.3 pct points | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|
|   |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |
| Yes   | 85%  | 85%                     | 85%    | 87%     | 78%    | 77%     | 87%       | 84%    | 83%     | 90%    | 84%     | 75%           | 88%     | 81%     | 85%            | 85%     | 82%     |
| No  | 15%  | 15%                     | 15%    | 13%     | 22%    | 23%     | 13%       | 16%    | 17%     | 10%    | 16%     | 25%           | 11%     | 19%     | 14%            | 15%     | 18%     |
| Not Sure  | 0%   | 0%                      | 0%     | 0%      | 0%     | 0%      | 0%        | 1%     | 0%      | 0%     | 0%      | 0%            | 0%      | 0%      | 0%             | 0%      | 0%      |
| Total   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |
| Composition of Adults                                 | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

62

Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |  |
|---|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-3.3 pct points |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Yes                                     | 85%  | 85%                 | 86%     | 71%     | 83%                    | 87%     | 77%     | 79%                  | 87%     | 84%     | 86%      | 83%     | 85%     | 85%        | 87%     | 81%     |  |
| No                                      | 15%  | 15%                 | 14%     | 28%     | 17%                    | 13%     | 22%     | 21%                  | 13%     | 16%     | 14%      | 17%     | 15%     | 15%        | 13%     | 18%     |  |
| Not Sure                                | 0%   | 0%                  | 0%      | 1%      | 0%                     | 0%      | 0%      | 0%                   | 0%      | 0%      | 0%       | 0%      | 0%      | 0%         | 0%      | 1%      |  |
| Total                                   | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |  |

62

Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |  |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|--|
| Credibility Interval: +/-3.3 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |  |
| Yes                                     | 85%  | 80%               | 87%     | 86%     | 82%                     | 87%     | 80%     | 84%                     | 87%     | 75%     | 86%                  | 80%     | 81%     | 76%        | 88%     | 81%     |  |
| No                                      | 15%  | 20%               | 13%     | 14%     | 18%                     | 12%     | 20%     | 16%                     | 13%     | 24%     | 14%                  | 20%     | 18%     | 24%        | 12%     | 18%     |  |
| Not Sure                                | 0%   | 0%                | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                      | 0%      | 0%      | 0%                   | 0%      | 1%      | 0%         | 0%      | 0%      |  |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |  |

62

Have you driven a motor vehicle in the past 30 days?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |  |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|--|
| Credibility Interval: +/-3.3 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |  |
| Yes                                     | 85%  | 84%         | 86%     | 72%     | 83%                    | 94%    | 86%      | 83%     | 84%     | 94%              | 94%    | 90%      | 82%     | 96%     |  |
| No                                      | 15%  | 16%         | 14%     | 27%     | 17%                    | 6%     | 13%      | 17%     | 16%     | 6%               | 6%     | 10%      | 18%     | 4%      |  |
| Not Sure                                | 0%   | 0%          | 0%      | 1%      | 0%                     | 0%     | 1%       | 0%      | 0%      | 0%               | 0%     | 0%       | 0%      | 0%      |  |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults<br>Credibility Interval: +/-3.3 pct points | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
|   |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Yes   | 85%  | 90%             | 93%    | 90%      | 81%     | 88%     | 65%                    | 90%    | 89%      | 84%     | 85%     | 71%                    | 87%    | 89%      | 84%     | 87%     |
| No  | 15%  | 10%             | 7%     | 9%       | 18%     | 12%     | 35%                    | 10%    | 11%      | 15%     | 15%     | 29%                    | 13%    | 11%      | 15%     | 13%     |
| Not Sure  | 0%   | 0%              | 0%     | 1%       | 0%      | 0%      | 0%                     | 0%     | 0%       | 0%      | 0%      | 0%                     | 0%     | 0%       | 0%      | 0%      |
| Total   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                                 | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults<br>Credibility Interval: +/-3.3 pct points | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
|   |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Yes   | 85%  | 62%                 | 95%    | 92%      | 84%     | 87%     | 70%                 | 94%    | 91%      | 84%     | 91%     | 86%            | 84%  | 86%            | 84%  | 86%            | 84%  |
| No  | 15%  | 38%                 | 5%     | 8%       | 16%     | 13%     | 30%                 | 6%     | 9%       | 15%     | 9%      | 14%            | 16%  | 14%            | 15%  | 13%            | 16%  |
| Not Sure  | 0%   | 0%                  | 0%     | 0%       | 0%      | 0%      | 0%                  | 0%     | 0%       | 0%      | 0%      | 0%             | 0%   | 0%             | 0%   | 0%             | 0%   |
| Total   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                                 | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults<br>Credibility Interval: +/-3.3 pct points | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|
|   |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |
| Yes   | 85%  | 85%             | 85%  | 85%          | 85%  | 85%          | 85%  | 88%              | 82%  | 84%           | 86%  | 85%            | 85%  | 87%           | 84%  | 86%             | 83%  |
| No  | 15%  | 15%             | 15%  | 15%          | 14%  | 15%          | 15%  | 12%              | 18%  | 16%           | 14%  | 15%            | 15%  | 12%           | 16%  | 13%             | 17%  |
| Not Sure  | 0%   | 0%              | 0%   | 0%           | 0%   | 0%           | 0%   | 0%               | 0%   | 1%            | 0%   | 0%             | 0%   | 0%            | 0%   | 0%              | 0%   |
| Total   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |
| Composition of Adults                                 | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults<br>Credibility Interval: +/-3.3 pct points | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
|   |      | Yes             | No   | Yes           | No   | A Man  | A Wom | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Yes   | 85%  | 86%             | 83%  | 82%           | 85%  | 86%    | 85%   | 66%    | 82%   | 85%   | 84%   | 93%  | 84%       | 87%  |
| No  | 15%  | 14%             | 17%  | 18%           | 15%  | 14%    | 15%   | 34%    | 18%   | 14%   | 16%   | 7%   | 16%       | 13%  |
| Not Sure  | 0%   | 0%              | 0%   | 0%            | 0%   | 0%     | 0%    | 0%     | 0%    | 0%    | 0%    | 0%   | 0%        | 0%   |
| Total   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                                 | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults<br>Credibility Interval: +/-3.3 pct points | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
|   |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Yes   | 85%  | 89%     | 60%   | 88%   | 80%   | 82%    | 86%    | 82%      | 100%  | 70%       | 87%    | 87%     | 88%     | 72%     | 89%     | 90%     | 89%     | 92%     |
| No  | 15%  | 11%     | 38%   | 12%   | 19%   | 18%    | 14%    | 18%      | 0%    | 30%       | 13%    | 12%     | 11%     | 28%     | 11%     | 9%      | 11%     | 8%      |
| Not Sure  | 0%   | 0%      | 2%    | 0%    | 0%    | 0%     | 0%     | 0%       | 0%    | 1%        | 0%     | 0%      | 0%      | 0%      | 0%      | 1%      | 0%      | 0%      |
| Total   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                                 | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

62 Have you driven a motor vehicle in the past 30 days?

| 900 Adults<br>Credibility Interval: +/-3.3 pct points | All  | Driven |    |         | Urbanicity |        |       |
|---|------|--------|----|---------|------------|--------|-------|
|   |      | Yes    | No | Not Sur | Urban      | Suburb | Rural |
| Yes   | 85%  | -      | -  | -       | 81%        | 88%    | 85%   |
| No  | 15%  | -      | -  | -       | 19%        | 11%    | 15%   |
| Not Sure  | 0%   | -      | -  | -       | 0%         | 0%     | 0%    |
| Total   | 100% |        |    |         | 100%       | 100%   | 100%  |
| Composition of Adults                                 | 100% |        |    |         | 43%        | 50%    | 7%    |



# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Work Outside The Home |      |         | Commute |         |      |         |         |      |         | Read Texts |          |        |         |       |         |
|---|------|-----------------------|------|---------|---------|---------|------|---------|---------|------|---------|------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Yes                   | No   | Not Sur | Car     | Carpool | Bus  | Light R | Bicycle | Walk | Not Sur | Regular    | Fairly O | Rarely | Just On | Never | Not Sur |
| Urban                                   | 43%  | 48%                   | 35%  | 36%     | 41%     | 56%     | 66%  | 55%     | 80%     | 68%  | 100%    | 42%        | 51%      | 41%    | 42%     | 43%   | 60%     |
| Suburban                                | 50%  | 47%                   | 54%  | 49%     | 54%     | 44%     | 30%  | 42%     | 20%     | 24%  | 0%      | 52%        | 48%      | 53%    | 49%     | 49%   | 32%     |
| Rural                                   | 7%   | 5%                    | 11%  | 15%     | 5%      | 0%      | 4%   | 3%      | 0%      | 8%   | 0%      | 6%         | 2%       | 7%     | 9%      | 8%    | 8%      |
| Total                                   | 100% | 100%                  | 100% | 100%    | 100%    | 100%    | 100% | 100%    | 100%    | 100% | 100%    | 100%       | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 62%                   | 36%  | 2%      | 73%     | 2%      | 14%  | 3%      | 2%      | 5%   | 1%      | 12%        | 8%       | 21%    | 4%      | 54%   | 1%      |

63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Typed   |          |        |         |       |         | Talked On Hand-Held |          |        |         |       |         |
|---|------|---------|----------|--------|---------|-------|---------|---------------------|----------|--------|---------|-------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular | Fairly O | Rarely | Just On | Never | Not Sur | Regular             | Fairly O | Rarely | Just On | Never | Not Sur |
| Urban                                   | 43%  | 51%     | 45%      | 46%    | 56%     | 40%   | 71%     | 47%                 | 42%      | 49%    | 38%     | 42%   | 33%     |
| Suburban                                | 50%  | 45%     | 50%      | 49%    | 30%     | 52%   | 29%     | 48%                 | 54%      | 43%    | 55%     | 50%   | 51%     |
| Rural                                   | 7%   | 4%      | 4%       | 5%     | 13%     | 8%    | 0%      | 4%                  | 4%       | 7%     | 7%      | 8%    | 17%     |
| Total                                   | 100% | 100%    | 100%     | 100%   | 100%    | 100%  | 100%    | 100%                | 100%     | 100%   | 100%    | 100%  | 100%    |
| Composition of Adults                   | 100% | 7%      | 5%       | 19%    | 5%      | 64%   | 0%      | 6%                  | 7%       | 17%    | 8%      | 61%   | 1%      |

63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Talked On Hands-Free |          |        |         |       |         | Used App |          |        |         |       |         | Talk On Hand-Held |         |        |        |         |
|---|------|----------------------|----------|--------|---------|-------|---------|----------|----------|--------|---------|-------|---------|-------------------|---------|--------|--------|---------|
| Credibility Interval: +/-4.6 pct points |      | Regular              | Fairly O | Rarely | Just On | Never | Not Sur | Regular  | Fairly O | Rarely | Just On | Never | Not Sur | Comple            | Accepta | Unacce | Comple | Not Sur |
| Urban                                   | 43%  | 51%                  | 46%      | 42%    | 34%     | 41%   | 43%     | 67%      | 34%      | 47%    | 42%     | 40%   | 65%     | 44%               | 42%     | 47%    | 40%    | 29%     |
| Suburban                                | 50%  | 47%                  | 48%      | 51%    | 58%     | 50%   | 57%     | 27%      | 60%      | 47%    | 53%     | 52%   | 23%     | 50%               | 49%     | 47%    | 52%    | 55%     |
| Rural                                   | 7%   | 3%                   | 7%       | 7%     | 8%      | 9%    | 0%      | 7%       | 5%       | 6%     | 6%      | 8%    | 12%     | 6%                | 9%      | 6%     | 7%     | 16%     |
| Total                                   | 100% | 100%                 | 100%     | 100%   | 100%    | 100%  | 100%    | 100%     | 100%     | 100%   | 100%    | 100%  | 100%    | 100%              | 100%    | 100%   | 100%   | 100%    |
| Composition of Adults                   | 100% | 11%                  | 23%      | 21%    | 3%      | 42%   | 0%      | 7%       | 11%      | 17%    | 3%      | 61%   | 1%      | 2%                | 12%     | 43%    | 41%    | 2%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

63

Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Talk On Hands-Free |         |        |        |         | Read Text/email |         |        |        |         | Type Text/email |         |        |        |         |  |
|---|------|--------------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|-----------------|---------|--------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Comple             | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur | Comple          | Accepta | Unacce | Comple | Not Sur |  |
| Urban                                   | 43%  | 46%                | 44%     | 42%    | 36%    | 38%     | 74%             | 59%     | 47%    | 39%    | 27%     | 54%             | 59%     | 47%    | 41%    | 56%     |  |
| Suburban                                | 50%  | 49%                | 48%     | 49%    | 57%    | 52%     | 26%             | 40%     | 47%    | 52%    | 68%     | 24%             | 31%     | 49%    | 51%    | 36%     |  |
| Rural                                   | 7%   | 5%                 | 8%      | 9%     | 7%     | 9%      | 0%              | 1%      | 6%     | 9%     | 5%      | 21%             | 10%     | 4%     | 8%     | 8%      |  |
| Total                                   | 100% | 100%               | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    | 100%            | 100%    | 100%   | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 20%                | 53%     | 14%    | 9%     | 2%      | 1%              | 5%      | 38%    | 55%    | 1%      | 1%              | 2%      | 25%    | 71%    | 1%      |  |

63

Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Use App |         |        |        |         | Talking Threat |        |         |        |         | Texting/emailing Threat |        |         |        |         |  |
|---|------|---------|---------|--------|--------|---------|----------------|--------|---------|--------|---------|-------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Comple  | Accepta | Unacce | Comple | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                 | Threat | Not a T | Not At | Not Sur |  |
| Urban                                   | 43%  | 64%     | 56%     | 43%    | 38%    | 49%     | 44%            | 44%    | 43%     | 18%    | 47%     | 39%                     | 53%    | 58%     | 63%    | 60%     |  |
| Suburban                                | 50%  | 28%     | 38%     | 52%    | 54%    | 42%     | 50%            | 47%    | 51%     | 77%    | 47%     | 52%                     | 44%    | 35%     | 29%    | 40%     |  |
| Rural                                   | 7%   | 9%      | 6%      | 5%     | 8%     | 9%      | 5%             | 9%     | 6%      | 4%     | 6%      | 8%                      | 4%     | 7%      | 8%     | 0%      |  |
| Total                                   | 100% | 100%    | 100%    | 100%   | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 100%    | 100%                    | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 5%      | 12%     | 31%    | 47%    | 5%      | 28%            | 51%    | 15%     | 3%     | 2%      | 72%                     | 24%    | 2%      | 1%     | 1%      |  |

63

Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Driving Aggressively |        |         |        |         | Speeding Freeways |        |         |        |         | Speeding Streets |        |         |        |         |  |
|---|------|----------------------|--------|---------|--------|---------|-------------------|--------|---------|--------|---------|------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Very Se              | Threat | Not a T | Not At | Not Sur | Very Se           | Threat | Not a T | Not At | Not Sur | Very Se          | Threat | Not a T | Not At | Not Sur |  |
| Urban                                   | 43%  | 41%                  | 48%    | 63%     | 35%    | 56%     | 42%               | 40%    | 54%     | 25%    | 75%     | 43%              | 43%    | 49%     | 45%    | 0%      |  |
| Suburban                                | 50%  | 53%                  | 45%    | 25%     | 55%    | 44%     | 51%               | 54%    | 37%     | 51%    | 13%     | 50%              | 50%    | 49%     | 35%    | 100%    |  |
| Rural                                   | 7%   | 7%                   | 8%     | 12%     | 10%    | 0%      | 6%                | 6%     | 9%      | 25%    | 12%     | 7%               | 7%     | 3%      | 20%    | 0%      |  |
| Total                                   | 100% | 100%                 | 100%   | 100%    | 100%   | 100%    | 100%              | 100%   | 100%    | 100%   | 100%    | 100%             | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 69%                  | 28%    | 2%      | 1%     | 1%      | 36%               | 43%    | 18%     | 2%     | 1%      | 66%              | 32%    | 2%      | 1%     | 0%      |  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

53

Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Running Lights |        |         |        |         | Falling Asleep |        |         |        |         | Driving After Drinking |        |         |        |         |  |
|---|------|----------------|--------|---------|--------|---------|----------------|--------|---------|--------|---------|------------------------|--------|---------|--------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se        | Threat | Not a T | Not At | Not Sur | Very Se                | Threat | Not a T | Not At | Not Sur |  |
| Urban                                   | 43%  | 41%            | 53%    | 57%     | 65%    | 0%      | 43%            | 49%    | 79%     | 45%    | 0%      | 43%                    | 44%    | 74%     | 51%    | 35%     |  |
| Suburban                                | 50%  | 51%            | 44%    | 39%     | 18%    | 100%    | 50%            | 49%    | 21%     | 43%    | 0%      | 50%                    | 51%    | 26%     | 35%    | 65%     |  |
| Rural                                   | 7%   | 8%             | 2%     | 4%      | 18%    | 0%      | 7%             | 2%     | 0%      | 12%    | 0%      | 7%                     | 5%     | 0%      | 14%    | 0%      |  |
| Total                                   | 100% | 100%           | 100%   | 100%    | 100%   | 100%    | 100%           | 100%   | 100%    | 100%   | 0%      | 100%                   | 100%   | 100%    | 100%   | 100%    |  |
| Composition of Adults                   | 100% | 81%            | 17%    | 2%      | 0%     | 0%      | 94%            | 5%     | 1%      | 1%     | 0%      | 88%                    | 10%    | 1%      | 0%     | 0%      |  |

63

Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Driving After Marijuana |        |         |        |         | Using App |        |         |        |         | Type Into GPS |         |         | Use GPS System |         |         |  |
|---|------|-------------------------|--------|---------|--------|---------|-----------|--------|---------|--------|---------|---------------|---------|---------|----------------|---------|---------|--|
| Credibility Interval: +/-4.6 pct points |      | Very Se                 | Threat | Not a T | Not At | Not Sur | Very Se   | Threat | Not a T | Not At | Not Sur | Legal         | Illegal | Not Sur | Legal          | Illegal | Not Sur |  |
| Urban                                   | 43%  | 39%                     | 50%    | 51%     | 63%    | 46%     | 40%       | 42%    | 54%     | 22%    | 57%     | 45%           | 41%     | 47%     | 44%            | 40%     | 43%     |  |
| Suburban                                | 50%  | 55%                     | 42%    | 41%     | 30%    | 50%     | 53%       | 50%    | 40%     | 63%    | 36%     | 51%           | 51%     | 46%     | 49%            | 54%     | 47%     |  |
| Rural                                   | 7%   | 7%                      | 8%     | 8%      | 7%     | 4%      | 7%        | 7%     | 6%      | 15%    | 7%      | 4%            | 8%      | 7%      | 7%             | 6%      | 9%      |  |
| Total                                   | 100% | 100%                    | 100%   | 100%    | 100%   | 100%    | 100%      | 100%   | 100%    | 100%   | 100%    | 100%          | 100%    | 100%    | 100%           | 100%    | 100%    |  |
| Composition of Adults                   | 100% | 61%                     | 27%    | 8%      | 2%     | 2%      | 40%       | 43%    | 10%     | 2%     | 5%      | 11%           | 65%     | 24%     | 81%            | 10%     | 9%      |  |

53

|   |  |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
|---|--|------|---------------------|---------|---------|------------------------|---------|---------|----------------------|---------|---------|----------|---------|---------|------------|---------|---------|
| Do you live in an urban area? A suburban area? Or a rural area? |  |      |                     |         |         |                        |         |         |                      |         |         |          |         |         |            |         |         |
| 900 Adults  |  | All  | Talk On a Hand-Held |         |         | Hand-Held While Stoppe |         |         | Hold On Speaker Mode |         |         | Call 911 |         |         | Use Camera |         |         |
| Credibility Interval: +/-4.6 pct points                         |  |      | Legal               | Illegal | Not Sur | Legal                  | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal    | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Urban   |  | 43%  | 41%                 | 43%     | 53%     | 33%                    | 44%     | 46%     | 56%                  | 40%     | 46%     | 43%      | 43%     | 43%     | 45%        | 41%     | 46%     |
| Suburban  |  | 50%  | 57%                 | 50%     | 34%     | 64%                    | 48%     | 44%     | 40%                  | 53%     | 44%     | 50%      | 46%     | 51%     | 52%        | 50%     | 47%     |
| Rural   |  | 7%   | 2%                  | 7%      | 14%     | 3%                     | 7%      | 10%     | 4%                   | 7%      | 11%     | 7%       | 10%     | 6%      | 3%         | 8%      | 7%      |
| Total   |  | 100% | 100%                | 100%    | 100%    | 100%                   | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%     | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults   |  | 100% | 11%                 | 84%     | 5%      | 12%                    | 75%     | 13%     | 15%                  | 71%     | 14%     | 57%      | 13%     | 30%     | 14%        | 60%     | 27%     |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Adjust Cell Music |         |         | Read Text While Stopped |         |         | Type Text While Stopped |         |         | Talk On a Hands-Free |         |         | Use An App |         |         |
|---|------|-------------------|---------|---------|-------------------------|---------|---------|-------------------------|---------|---------|----------------------|---------|---------|------------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal             | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                   | Illegal | Not Sur | Legal                | Illegal | Not Sur | Legal      | Illegal | Not Sur |
| Urban                                   | 43%  | 42%               | 42%     | 47%     | 44%                     | 42%     | 47%     | 53%                     | 41%     | 47%     | 43%                  | 44%     | 40%     | 54%        | 39%     | 50%     |
| Suburban                                | 50%  | 54%               | 48%     | 48%     | 50%                     | 50%     | 48%     | 42%                     | 52%     | 46%     | 50%                  | 43%     | 53%     | 41%        | 53%     | 43%     |
| Rural                                   | 7%   | 4%                | 9%      | 5%      | 6%                      | 8%      | 6%      | 5%                      | 7%      | 8%      | 6%                   | 13%     | 7%      | 5%         | 8%      | 6%      |
| Total                                   | 100% | 100%              | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                    | 100%    | 100%    | 100%                 | 100%    | 100%    | 100%       | 100%    | 100%    |
| Composition of Adults                   | 100% | 23%               | 54%     | 24%     | 15%                     | 65%     | 20%     | 11%                     | 74%     | 15%     | 80%                  | 11%     | 9%      | 13%        | 68%     | 20%     |

63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Watch Video |         |         | Will Talk On Hand-Held |        |          |         |         | Will Type a Text |        |          |         |         |
|---|------|-------------|---------|---------|------------------------|--------|----------|---------|---------|------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Legal       | Illegal | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik         | Likely | Unlikely | Very Un | Not Sur |
| Urban                                   | 43%  | 47%         | 43%     | 47%     | 52%                    | 54%    | 44%      | 41%     | 26%     | 45%              | 46%    | 47%      | 42%     | 19%     |
| Suburban                                | 50%  | 51%         | 50%     | 44%     | 44%                    | 41%    | 46%      | 52%     | 74%     | 53%              | 50%    | 48%      | 50%     | 61%     |
| Rural                                   | 7%   | 2%          | 7%      | 10%     | 4%                     | 5%     | 10%      | 7%      | 0%      | 2%               | 5%     | 5%       | 8%      | 19%     |
| Total                                   | 100% | 100%        | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%             | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 3%          | 91%     | 6%      | 3%                     | 11%    | 18%      | 66%     | 1%      | 3%               | 6%     | 21%      | 69%     | 1%      |

63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Will Use An App |        |          |         |         | Get Ticket For Talking |        |          |         |         | Get Ticket For Texting |        |          |         |         |
|---|------|-----------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|------------------------|--------|----------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik        | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur | Very Lik               | Likely | Unlikely | Very Un | Not Sur |
| Urban                                   | 43%  | 55%             | 54%    | 45%      | 39%     | 62%     | 48%                    | 58%    | 51%      | 40%     | 42%     | 45%                    | 59%    | 51%      | 40%     | 43%     |
| Suburban                                | 50%  | 42%             | 42%    | 48%      | 53%     | 38%     | 32%                    | 42%    | 43%      | 52%     | 53%     | 37%                    | 40%    | 43%      | 52%     | 51%     |
| Rural                                   | 7%   | 2%              | 4%     | 7%       | 8%      | 0%      | 20%                    | 0%     | 6%       | 8%      | 6%      | 18%                    | 1%     | 6%       | 8%      | 6%      |
| Total                                   | 100% | 100%            | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    | 100%                   | 100%   | 100%     | 100%    | 100%    |
| Composition of Adults                   | 100% | 5%              | 11%    | 20%      | 63%     | 2%      | 2%                     | 5%     | 18%      | 73%     | 3%      | 2%                     | 6%     | 15%      | 74%     | 3%      |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

63

Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Crash While Talking |        |          |         |         | Crash While Texting |        |          |         |         | Request From F |      | Request From F |      | Request From P |      |
|---|------|---------------------|--------|----------|---------|---------|---------------------|--------|----------|---------|---------|----------------|------|----------------|------|----------------|------|
| Credibility Interval: +/-4.6 pct points |      | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Very Lik            | Likely | Unlikely | Very Un | Not Sur | Yes            | No   | Yes            | No   | Yes            | No   |
| Urban                                   | 43%  | 54%                 | 63%    | 51%      | 40%     | 40%     | 48%                 | 71%    | 54%      | 39%     | 49%     | 46%            | 41%  | 46%            | 41%  | 45%            | 41%  |
| Suburban                                | 50%  | 35%                 | 36%    | 45%      | 52%     | 52%     | 39%                 | 27%    | 42%      | 53%     | 44%     | 48%            | 51%  | 48%            | 51%  | 48%            | 51%  |
| Rural                                   | 7%   | 11%                 | 2%     | 5%       | 8%      | 8%      | 13%                 | 2%     | 4%       | 8%      | 6%      | 6%             | 8%   | 6%             | 8%   | 6%             | 8%   |
| Total                                   | 100% | 100%                | 100%   | 100%     | 100%    | 100%    | 100%                | 100%   | 100%     | 100%    | 100%    | 100%           | 100% | 100%           | 100% | 100%           | 100% |
| Composition of Adults                   | 100% | 4%                  | 4%     | 16%      | 73%     | 3%      | 5%                  | 4%     | 14%      | 75%     | 2%      | 50%            | 50%  | 45%            | 55%  | 51%            | 49%  |

63

Do you live in an urban area? A suburban area? Or a rural area?

|   |      |                 |      |              |      |              |      |                  |      |               |      |                |      |               |      |                 |      |  |
|---|------|-----------------|------|--------------|------|--------------|------|------------------|------|---------------|------|----------------|------|---------------|------|-----------------|------|--|
| 900 Adults                              | All  | Bluetooth Capab |      | \$124 Ticket |      | \$240 Ticket |      | Report To Insura |      | Work Policies |      | App To Auto-Re |      | Block Signals |      | Crashing Your C |      |  |
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes          | No   | Yes          | No   | Yes              | No   | Yes           | No   | Yes            | No   | Yes           | No   | Yes             | No   |  |
| Urban                                   | 43%  | 42%             | 44%  | 42%          | 45%  | 44%          | 42%  | 45%              | 40%  | 43%           | 43%  | 47%            | 40%  | 47%           | 41%  | 46%             | 39%  |  |
| Suburban                                | 50%  | 51%             | 47%  | 51%          | 48%  | 49%          | 51%  | 48%              | 52%  | 52%           | 49%  | 45%            | 53%  | 47%           | 52%  | 47%             | 54%  |  |
| Rural                                   | 7%   | 6%              | 8%   | 7%           | 7%   | 7%           | 7%   | 7%               | 8%   | 6%            | 8%   | 8%             | 7%   | 7%            | 7%   | 7%              | 7%   |  |
| Total                                   | 100% | 100%            | 100% | 100%         | 100% | 100%         | 100% | 100%             | 100% | 100%          | 100% | 100%           | 100% | 100%          | 100% | 100%            | 100% |  |
| Composition of Adults                   | 100% | 56%             | 44%  | 56%          | 44%  | 54%          | 46%  | 56%              | 44%  | 25%           | 75%  | 41%            | 59%  | 37%           | 63%  | 60%             | 40%  |  |

53

Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Killing Someone |      | None Of Above |      | Gender |       |        | Age   |       |       |      | <50 / 50+ |      |
|---|------|-----------------|------|---------------|------|--------|-------|--------|-------|-------|-------|------|-----------|------|
| Credibility Interval: +/-4.6 pct points |      | Yes             | No   | Yes           | No   | A Man  | A WOM | In Som | 18-34 | 35-49 | 50-64 | 65+  | 18-49     | 50+  |
| Urban                                   | 43%  | 45%             | 40%  | 37%           | 43%  | 45%    | 41%   | 87%    | 53%   | 51%   | 28%   | 32%  | 52%       | 29%  |
| Suburban                                | 50%  | 48%             | 52%  | 43%           | 50%  | 48%    | 52%   | 13%    | 41%   | 45%   | 62%   | 58%  | 43%       | 60%  |
| Rural                                   | 7%   | 7%              | 7%   | 20%           | 7%   | 7%     | 8%    | 0%     | 6%    | 4%    | 11%   | 10%  | 5%        | 10%  |
| Total                                   | 100% | 100%            | 100% | 100%          | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100% | 100%      | 100% |
| Composition of Adults                   | 100% | 62%             | 38%  | 4%            | 96%  | 49%    | 50%   | 1%     | 32%   | 29%   | 24%   | 15%  | 62%       | 38%  |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ()

63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Race    |       |       |       |        |        |          |       | Education |        |         |         | Income  |         |         |         |         |
|---|------|---------|-------|-------|-------|--------|--------|----------|-------|-----------|--------|---------|---------|---------|---------|---------|---------|---------|
| Credibility Interval: +/-4.6 pct points |      | Hispani | Black | White | Asian | Americ | Native | Multirac | Other | High Sc   | Some C | Associa | Master' | < \$40K | \$40K - | \$80K - | \$120 - | > \$160 |
| Urban                                   | 43%  | 42%     | 59%   | 40%   | 44%   | 100%   | 56%    | 49%      | 40%   | 44%       | 44%    | 41%     | 46%     | 46%     | 41%     | 41%     | 40%     | 48%     |
| Suburban                                | 50%  | 55%     | 38%   | 51%   | 53%   | 0%     | 0%     | 51%      | 60%   | 42%       | 47%    | 54%     | 49%     | 45%     | 54%     | 54%     | 52%     | 44%     |
| Rural                                   | 7%   | 4%      | 4%    | 9%    | 3%    | 0%     | 44%    | 0%       | 0%    | 14%       | 10%    | 5%      | 5%      | 9%      | 5%      | 5%      | 8%      | 8%      |
| Total                                   | 100% | 100%    | 100%  | 100%  | 100%  | 100%   | 100%   | 100%     | 100%  | 100%      | 100%   | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    | 100%    |
| Composition of Adults                   | 100% | 9%      | 6%    | 62%   | 14%   | 2%     | 1%     | 4%       | 1%    | 14%       | 25%    | 41%     | 20%     | 27%     | 26%     | 17%     | 15%     | 15%     |

63 Do you live in an urban area? A suburban area? Or a rural area?

| 900 Adults                              | All  | Driven |      |         | Urbanicity |        |       |
|---|------|--------|------|---------|------------|--------|-------|
| Credibility Interval: +/-4.6 pct points |      | Yes    | No   | Not Sur | Urban      | Suburb | Rural |
| Urban                                   | 43%  | 41%    | 54%  | 46%     | -          | -      | -     |
| Suburban                                | 50%  | 52%    | 38%  | 54%     | -          | -      | -     |
| Rural                                   | 7%   | 7%     | 7%   | 0%      | -          | -      | -     |
| Total                                   | 100% | 100%   | 100% | 100%    |            |        |       |
| Composition of Adults                   | 100% | 85%    | 15%  | 0%      |            |        |       |

# Results of SurveyUSA Mkt Research Study #24067



Geography: King County  
Data Collected: 06/17/2018 - 07/02/2018  
Release Date: 07/02/2018  
Percentages

Sponsor:  
King County Target Zero Task Force ( )

**Statement of Methodology:** SurveyUSA is an independent, non-partisan, apolitical research company that conducts opinion surveys for media, academic institutions, commercial clients, non-profits, governments, agencies, and elected officials. SurveyUSA opinion research is conducted using a methodology optimized for each particular project. In some cases, this means data is collected 100% by telephone; in some cases, 100% online; and in other cases, a blend of the two. For those projects that are conducted “mixed-mode” (or “multi-mode”): Respondents who have a home (landline) telephone are interviewed by phone, sometimes using live interviewers, other times using the recorded voice of a professional announcer. The youngest male is requested on approximately 30% of calls to home phones, the youngest adult is requested on approximately 70% of calls. This method of intra-household selection reduces the potential for age and gender imbalance in the unweighted sample. Re-attempts are made to busy signals, no-answers, and answering machines. Landline telephone sample is purchased from Aristotle of Washington DC. Respondents who do not use a home telephone are interviewed on an electronic device, which means, for some projects, that call-center employees hand-dial cell phones and interview respondents verbally on the respondent’s cell phone, and means, for other projects, that SurveyUSA displays the questions visually on the respondent’s phone, tablet, or other device. Sample for respondents who do not use a home telephone is purchased from Aristotle or from one of several other research companies that provide access to cell respondents. Where meaningful, SurveyUSA indicates the percentage of respondents who use a home phone and the percentage who do not, and crosstabs by this distinction. Responses are minimally weighted to U.S. Census or voter file targets for gender, age and race. Target (cell) weighting is used. On questionnaires that ask about political party identification, SurveyUSA may or may not weight to Party ID, depending on client preference. Where necessary, questions and answer choices are rotated to prevent order bias, recency, and latency effects. On some studies, certain populations are over-sampled, so that the number of unweighted respondents exceeds the number of weighted respondents. Each individual SurveyUSA release contains the date(s) on which interviews are conducted and a release date. If interviewing for a particular study is conducted in Spanish, or in any other foreign language, it will be noted on the specific release. If no notation appears, interviews are conducted in English. Where respondents are filtered, such as adults, filtered to registered voters, in turn filtered to likely voters, SurveyUSA describes the filtering on the specific release. On pre-election polls in geographies with early voting, SurveyUSA differentiates between respondents who have already voted and those who are likely to vote but have not yet done so. On research completed prior to 12/31/16, SurveyUSA assigned to each question within the instrument a theoretical margin of sampling error. Effective 01/01/17, SurveyUSA assigns to each question within the instrument a credibility interval, which better reflects the sampling uncertainties associated with gathering some percentage of respondent answers using non-probability sample. Though commonly cited in the presentation of research results, “sampling error” is only one of many types of error that may influence the outcome of an opinion research study. More practical concerns include the way in which questions are worded and ordered, the inability to contact some, the refusal of others to be interviewed, and the difficulty of translating each questionnaire into all possible languages and dialects. Non-sampling errors cannot be quantified. This statement conforms to the principals of disclosure as recommended by the National Council on Public Polls (NCPP). Questions about SurveyUSA research can be addressed to [editor@surveyusa.com](mailto:editor@surveyusa.com).